



Get There Together:

An Action Plan for Transportation Choices in Half Moon Bay and the Midcoast

January 2025



Funded in part by the San Mateo County Transportation Authority through Measure W.

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EXECUTIVE SUMMARY

What is Transportation Demand Management?

Transportation demand management (TDM) refers to a suite of strategies that encourage people to switch to more sustainable modes of transportation – like walking, bicycling, taking transit, or carpooling. TDM strategies include transportation services, policies, programs and educational and marketing campaigns, that help people use all available transportation options, making our transportation system more efficient. Implementing TDM strategies can support civic goals to reduce greenhouse gases, reduce congestion, and increase access and mobility.

TDM-related strategies help residents and visitors alike get the most out of transportation infrastructure and services by making lower-cost, higher-efficiency transportation options accessible, comfortable and easy to use. When more people use these transportation options, this leads to less congestion and better access to the Coast for all.

Some example TDM strategies that have been successful in other communities include:

- Providing education, outreach, and resources to the community to support using sustainable modes of transportation.
- Requiring new development projects to provide transit subsidies, invest in bike amenities, and provide other programs and services to reduce the vehicle trips being generated by their project.
- Implementing a commuter benefits ordinance that holds employers accountable for vehicle trips generated by their employees.

What is Get There Together?

San Mateo County and the City of Half Moon Bay partnered to develop a TDM plan branded “Get There Together” for the City of Half Moon Bay and unincorporated San Mateo County Midcoast (as shown in Figure 1). The Get There Together plan area generally covers Half Moon Bay and the unincorporated Midcoast communities of Montara, Moss Beach, Princeton, El Granada, and Miramar. It is important to note that trips to the plan area also come from the South Coast and broader Bay Area. These trips are considered in our plan.

Get There Together builds on existing plans, like San Mateo County’s Connect the Coastside and Half Moon Bay’s Bicycle and Pedestrian Master Plan, to identify policies, programs, and incentives to make it easier, more convenient, and more affordable to walk, bike, share rides, and use public transit. Specifically, Connect the Coastside called for the development of a TDM plan as one of its key action items. This plan also seeks to increase transportation equity and affordable access by focusing on the Coastside’s vulnerable residents, workers, and visitors. **This plan is implementation focused. Each recommended strategy is accompanied by recommended tactics and action steps.** In addition, Chapter 5: Implementation Roadmap outlines the steps that can be taken today and in the near, medium, and long term.

Figure 1 Get There Together Study Area



Why is a TDM Plan Needed?

Driving is the primary way Coastsiders get around, leading to more congested roads, higher greenhouse gas (GHG) emissions, and potential safety concerns. Unincorporated communities in San Mateo County generate more vehicle miles traveled (VMT) compared to incorporated cities in San Mateo County. Among unincorporated areas, unincorporated communities on the Coastside generate higher VMT compared to Bayside unincorporated communities.¹ According to Commute.org's 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 who live on the Coastside and work elsewhere is 23 miles. Barriers such as limited bus frequency or private rideshare availability limit access and mobility, especially for those who need transportation options the most. There are existing resources, programs, and regulations in place on the Coastside that address some of these needs and barriers; however, they are not tailored for the specific needs of the Coastside and as a result, are not well-known or well-utilized. TDM strategies will give Coastsiders more transportation options, make roads less crowded, offer residents cleaner air, and make transportation more affordable. TDM can benefit all Coastsiders, including:

- People who live on the Coastside, especially lower-income residents,
- People who work on the Coastside, particularly service and agricultural workers,
- Students and older adults – groups that often rely on other modes of transportation,
- People who visit beaches, parks, and public spaces, and
- City and County staff, public decision-makers, and regional partners.

Making roads less crowded and safer, and subsequently offering residents cleaner air is critical for Coastside residents, especially those most vulnerable to unsafe road conditions and public health factors. There are several schools throughout the Coastside and many of these students are low-income students or minority students.² The City of Half Moon Bay provides transitional and affordable housing along Highway 1 and in the downtown district. The Highway 1 corridor has higher rates of crashes involving bicyclists and pedestrians compared to the rest of the Coastside. Low-income residents, youth, and older adults who are more likely to rely on walking or biking are more vulnerable when exposed to barriers like crossing busy highways and streets to get to schools, jobs, medical access, and recreation opportunities.

During the most recent measurement period (2021-2022), the rate of childhood asthma in Half Moon Bay was 10.3% which was similar to the county-wide rate of 10.4%. However, in the previous measurement period (2019-2020), Half Moon Bay had the highest level of childhood asthma rate (17%) of all zip codes in San Mateo County.³ This history of elevated rates of childhood asthma in Half Moon Bay underscores the importance of and potential for TDM strategies to improve public health and public safety by reducing emissions from vehicle use. California state legislation, including Senate Bill 743, requires jurisdictions to address and reduce GHG emissions and other air pollution through a variety of strategies, including TDM.

¹ For more information, see: [SB 743 Implementation Decisions](#)

² 25.5% of students in the Cabrillo Unified School District are eligible to participate in the federal free and reduced price meal program and 23.8% of students are English language learners. 51% of Cabrillo Unified School District students are Hispanic or Latino students.

³ Conduent Healthy Communities Institute. (2013-2020). California Health Interview Survey, Neighborhood Edition. Children and Teens with Asthma. U.S. Census Bureau. (2008-2022). American Community Survey. Table B01001: Sex by Age. [Map view available here.](#)

What is included in Get There Together?

Get There Together is the culmination of an 18-month joint planning process to develop a transportation demand management plan that identifies actionable strategies to make it easier for residents, employees, and visitors to use all available transportation options, other than driving alone, to meet their travel needs. The City and County aimed to:

1. Develop a transportation demand management plan that promotes cohesiveness between existing and planned transportation improvements and regional and local growth patterns.
2. Develop actionable TDM strategies that are tailored to the needs of the Coastsides, increase transportation equity and affordable access with a specific focus on the Coastsides' vulnerable residents, workers, and visitors, and advance climate justice and health equity while reducing VMT and auto trips.
3. Develop an equitable plan, with the understanding that past transportation and land use decisions have resulted in uneven outcomes across communities and demographics and that traditional TDM often benefits a higher income workforce that has greater mobility and housing choice.
4. Bring community members together to build on pre-existing and researched solutions for equitable TDM, develop new ideas, and reflect on what strategies hold the most promise.
5. Establish a TDM plan that guides city and county stakeholder decision-making for development on the Coastsides region.

The recommendations included in this plan are the culmination of a comprehensive planning effort, and features strategies for improving transportation options on the Coastsides, and a roadmap of action steps for advancing and implementing each strategy that consider effort and funding constraints. Recommendations fall into three categories:

1. Better Options: More transportation choices that work for the specific needs of people who live, work, and visit the Coastsides.
2. Better Programs: Incentives and supporting initiatives to make it easier, safer, more appealing, and more reliable to get around without a car.
3. Better Management: Recommendations to ensure the right City and County regulations and resources are in place to achieve near-term and long-term success.

How will the Plan be Implemented?

Get There Together is the culmination of an 18-month effort and collaboration—and yet, it is only the beginning. Implementing TDM programs and advancing the community's mobility goals will take time, effort, funding, and partnerships. **By developing and adopting this plan, the City and County will be eligible and more competitive for external sources of grant funding that will be essential for implementing the Plan's recommendations.**

The Plan includes an implementation roadmap (Chapter 5), which is organized into four phases that are separated by three key milestones. These phases and milestones are intended to help City and County staff strategically sequence TDM implementation steps, as staff time, resources, support, and funding allow. For some of the TDM strategy recommendations, City and County staff can begin taking initial action steps to lay groundwork and make progress towards implementation. For others, additional staff time and resources will be needed before work can advance.

Summary of Recommended Strategies and Tactics

T	TRANSPORTATION OPTIONS
T.1	Improve public transit services on the Coastside
T.1.1	Expand community advisory roles for people who use transit.
T.1.2	Adopt SamTrans’ bus stop design standards and improve amenities at existing stops.
T.1.3	Launch a transit information and education campaign to expand awareness of Ride Plus service.
T.1.4	Work with SamTrans to address barriers to transit use on the Coastside, including language barriers and cell phone coverage gaps, cultural, and technological barriers to transit service.
T.1.5	In the long term, identify opportunities and secure funding to expand transit service.
T.2	Implement a “park once” strategy
T.2.1	Implement a comprehensive parking signage, wayfinding, and information system.
T.2.2	Implement real-time parking and wayfinding information for public parking lots.
T.2.3	Improve walking and biking connections between public parking and key destinations, including beaches and commercial areas.
T.2.4	Create day-use hubs where visitors can store belongings, rent gear, access amenities, and find information about getting around the Coastside without a car.
T.3	Prioritize building a complete walking and biking network
T.3.1	Update and formalize complete streets requirements.
T.3.2	Update bicycle parking design guidelines and implement bicycle parking.
T.3.3	Collaborate with community partners to provide staffed bike corrals/valet service at events and popular destinations.
T.4	Explore opportunities for shuttle services
T.4.1	Complete an analysis of past shuttle services and a shuttle feasibility study.
T.4.2	If determined to be feasible, identify partnership opportunities to pilot and implement a shuttle service.
P	PROGRAMS AND INCENTIVES
P.1	Implement a Coastside parking management strategy
P.1.1	Conduct a comprehensive parking study that includes data collection.
P.1.2	Implement shared parking agreements.
P.1.3	Consider establishing a Parking Benefit District framework.
P.1.4	Consider establishing equitable, demand-based parking pricing. Implement parking management strategies where demand is highest and parking is limited.
P.1.5	Create at least one centralized public parking hub with transit access.

P.2	Launch a transportation education and marketing campaign
P.2.1	Develop a local TDM program that builds on the Get There Together project identity.
P.2.2	Launch a TDM program website with resources and information.
P.2.3	Develop an education and information materials toolkit.
P.2.4	Implement event-based marketing and information strategies.
P.3	Launch a “mobility wallet” program
P.3.1	Implement a free transit pass program.
P.3.2	Develop and implement a mobility wallet pilot.
P.3.3	Based on pilot results, consider expanding the pilot and implementing a permanent mobility wallet program.
P.4	Expand programs that support bicycle use
P.4.1	Expand marketing and education about existing bicycle and e-bike subsidies. Expand subsidies for equity focus areas.
P.4.2	Expand e-bike and bicycle education and training classes.
P.4.3	Pilot and launch a public bicycle and e-bike lending library.
P.4.4	Identify pathways to implement public shared micromobility services on the Coastside.
P.4.5	Adopt policies and regulations that clarify where and how e-bikes can be used on the Coastside, including charging locations.
P.5	Launch a Coastside school access program
P.5.1	Designate a school access coordinator and convene a school access working group.
P.5.2	Expand information and events to support safe school access.
P.5.3	Implement a school pool ride-matching program.
P.5.4	Expand subsidies and programs for student transportation options by creating a bike lending library and expanding free student transit passes.
P.6	Expand community carpooling and car sharing
P.6.1	Work with Commute.org to develop a Coastside-focused carpooling program.
P.6.2	Launch a carpooling promotion and education campaign that helps address cultural aspects of carpooling.
P.6.3	Launch a Coastside car share service.
M	MANAGEMENT AND REGULATIONS
M.1	Expand TDM management capacity and coordination efforts
M.1.1	Hire a Coastside TDM fellow who can support City and County staff to advance near-term TDM goals and strategies.

M.1.2	Expand coordination efforts with Commute.org to implement Coastside-specific TDM programs and services.
M.1.3	Hire or designate a TDM coordinator for the Coastside.
M.1.4	In the long term, evaluate whether a Coastside TMA or sub-TMA would help support ongoing TDM efforts.
M.2	Adopt a local TDM ordinance
M.2.1	Identify the desired scope and jurisdictional approach for adopting TDM requirements on the Coastside.
M.2.2	Draft and adopt a local TDM Ordinance.
M.2.3	Modify special event permit requirements to include transportation demand management strategies.
M.2.4	Establish a TDM fund and develop an in-lieu fee option.
M.3	Adopt a local Commute Trip Reduction (CTR) ordinance
M.3.1	Conduct outreach with the Coastside business community.
M.3.2	Draft and adopt a local Commute Trip Reduction (CTR) ordinance.
M.4	Adopt equity-driven mobility goals and performance targets
M.4.1	Work with community partners to identify and adopt equity performance goals and measures for TDM.
M.4.2	Share data publicly and provide updates towards goals.

CHAPTER 1: CONTEXT

People who live, work, or visit the Coastsides have a range of existing options to choose from to get around the Coastsides. However, many of these options are not helping Coastsiders meet their daily travel needs: most people who have access to a car will choose to drive. Transportation demand management (TDM) strategies can help San Mateo County and the City of Half Moon Bay fill in transportation gaps and encourage sustainable transportation choices. This chapter introduces TDM; provides context for the need for a TDM plan for the Coastsides; summarizes policies, plans, regulations, and management frameworks that support TDM; and provides an overview of demographics, transportation options, and travel patterns on the Coastsides.

What is Transportation Demand Management?

TDM is a set of transportation services, policies, programs and educational and marketing campaigns that encourage people to switch to more sustainable modes of transportation compared to driving alone in their vehicle – like walking, bicycling, taking transit, or carpooling. These strategies combined can reduce the need to rely on driving alone in a vehicle for trips.

TDM-related strategies help residents and visitors alike get the most out of transportation infrastructure and services by making non-drive-alone transportation options more accessible, more comfortable and easier to use. Lower-cost, higher-efficiency transportation options both increase access to the Coast and can reduce traffic congestion. Some example TDM strategies include:

- Providing education, outreach, and resources to the community to support using sustainable modes of transportation.
- Requiring new development projects to provide transit subsidies, invest in bike amenities, and provide other programs and services to reduce the vehicle trips being generated by their project.
- Implementing a commuter benefits ordinance that holds employers accountable for vehicle trips generated by their employees.

Implementing TDM strategies can have several benefits. TDM can support civic goals to reduce greenhouse gases, reduce congestion, and increase access and mobility. Benefits of TDM include:

- Reduced traffic congestion, resulting in time saved driving for Coastsides residents, employees, and visitors.
- Multiple transportation options, enhancing overall access to and around the Coastsides.
- Improved quality of life in communities by providing more transportation options, especially walking and biking.
- More opportunities for spontaneous social interactions and connectedness within the community.
- Reduced dependence on vehicle travel, which leads to a reduced dependence on fossil fuels and a reduction in greenhouse gas (GHG) emissions.
- Health benefits of improved air quality with less traffic.
- Reduced transportation costs, leading to more money that Coastsiders can save.

TDM does not typically include strategies that add to the number of vehicle trips made or specific capital infrastructure improvements. Some examples of transportation strategies that are not TDM strategies and are excluded from the focus of this plan include:

- Specific bicycle and pedestrian infrastructure projects.
- Construction of new, additional roadway lanes to increase vehicle volume/throughput.

- Building new/additional parking lots (in absence of parking demand).
- Increasing roadway speed limits.
- Traffic enforcement policies and practices.

What is Get There Together?

San Mateo County and the City of Half Moon Bay partnered to develop a TDM plan branded “Get There Together” for the City of Half Moon Bay and unincorporated San Mateo County Midcoast (as shown in Figure 2). The Get There Together plan area generally covers Half Moon Bay and the unincorporated Midcoast communities of Montara, Moss Beach, Princeton, El Granada, and Miramar. However, trips occur from other places in the Bay Area to the Coastside, and many tourists visit the Coastside every year. Trips from other locations, like the South Coast and Bayside, are included as considerations in the plan.

Get There Together builds on existing plans, like San Mateo County’s Connect the Coastside and Half Moon Bay’s Bicycle and Pedestrian Master Plan, to identify policies, programs, and incentives to make it easier, more convenient, and more affordable to walk, bike, share rides, and use public transit. Specifically, Connect the Coastside called for the development of a TDM plan as one of its key action items. This plan also seeks to increase transportation equity and affordable access by focusing on the Coastside’s vulnerable residents, workers, and visitors. This plan is implementation focused. Each recommended strategy is accompanied by recommended tactics and action steps. In addition, Chapter 5: Implementation Roadmap, outlines the steps that can be taken today and in the near, medium, and long-term.

Figure 2 Get There Together Study Area



Why is a TDM Plan Needed?

Driving is the primary way Coastsiders get around, leading to more congested roads, higher greenhouse gases, and potential safety concerns. Unincorporated communities in San Mateo County generate higher VMT compared to incorporated cities in San Mateo County, and among unincorporated areas, unincorporated communities on the Coastside generate higher VMT compared to Bayside unincorporated communities.⁴ According to Commute.org's 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. Barriers such as limited bus frequency or private rideshare availability limit access and mobility, especially for those who need transportation options the most. There are existing resources, programs, and regulations in place on the Coastside that address some of these needs and barriers; however, not all are tailored for the specific needs of the Coastside and as a result, are not well-known or well-utilized. TDM strategies will give Coastsiders more transportation options, make roads less crowded, offer residents cleaner air, and make transportation more affordable. TDM can benefit all Coastsiders, including:

- People who live on the Coastside, especially lower-income residents,
- People who work on the Coastside, especially service and agricultural workers,
- Students and older adults – groups that often rely on other modes of transportation,
- People who visit beaches, parks, and public spaces, and
- City and County staff, public decision-makers, and regional partners.

Making roads less crowded and safer, and subsequently offering residents cleaner air is critical for Coastside residents, especially those most vulnerable to unsafe road conditions and public health factors. There are several schools throughout the Coastside and many of these students are low-income students or minority students.⁵ The City of Half Moon Bay provides transitional and affordable housing along Highway 1. The Highway 1 corridor has higher rates of crashes involving bicyclists and pedestrians compared to the rest of the Coastside. Low-income residents, youth, and older adults who are more likely to rely on walking or biking are more vulnerable when exposed to barriers like crossing busy highways and streets to get to schools, jobs, medical access, and recreation opportunities.

Half Moon Bay had the highest level of childhood asthma rates in San Mateo County in 2019-2020 (17%).⁶ While the rate in 2021-2022 fell to levels similar to the average county-wide rate (10.3%), the history of elevated childhood asthma rates underscores the potential for TDM strategies to improve public health and public safety in Half Moon Bay by reducing emissions from vehicle use. California state legislation, including Senate Bill 743, requires counties to address and reduce GHG emissions and other air pollution through a variety of strategies, including TDM. TDM strategies can reduce emissions from vehicle use, which can support improved health and public safety.

TDM on the Coastside Today

As highlighted in Connect the Coastside, existing TDM strategies on the Coastside are limited. Beyond the existing SamTrans public transit service and bicycle and pedestrian infrastructure, there are limited additional services,

⁴ For more information, see: [SB 743 Implementation Decisions](#)

⁵ 25.5% of students in the Cabrillo Unified School District are eligible to participate in the federal free and reduced price meal program and 23.8% of students are English language learners. 51% of Cabrillo Unified School District students are Hispanic or Latino students.

⁶ Conduent Healthy Communities Institute. (2013-2020). California Health Interview Survey, Neighborhood Edition. Children and Teens with Asthma. U.S. Census Bureau. (2008-2022). American Community Survey. Table B01001: Sex by Age. [Map view available here.](#)

programs, or policies that support sustainable modes of transportation. Highways 1 and 92 serve as the primary routes with no functional alternative routes, which must serve drivers, transit users, bicyclists, and pedestrians. The Coastsides 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.

The existing strategies on the Coastsides today include:

- **Developer-Led TDM:** TDM implemented by developments that fall under the City/County Association of Governments of San Mateo County (C/CAG's) TDM policy. Developments that generate more than 100 average daily trips are required to implement TDM measures as outlined in C/CAG's TDM program. Many developments on the Coastsides do not qualify based on size or land use. San Mateo County's Local Coastal Program has additional TDM requirements for certain new developments.
- **Commute.org:** Commute.org offers personalized commuter planning, commuter rewards programs and incentives for San Mateo County residents and employees. Many Coastsides residents are unaware of these programs.
- **Informal TDM:** Employers shared that some staff for private companies based over the hill organize private vanpools and carpools for employees to get to work from the Coastsides.
- **On-Demand Services:** SamTrans offers three on-demand services and on-demand ADA paratransit. [Ride Plus microtransit service](#) provides point-to-point rides for anyone within a defined zone. [RediCoast](#) provides both ADA Paratransit service and non-ADA service on the Coastsides. [SamCoast](#) provides on-demand service in the southern and rural parts of coastal San Mateo County.
- **Safe Routes to School:** The San Mateo County Office of Education oversees the Safe Routes to School program for San Mateo County, including the Coastsides. The Cabrillo Unified School District receives funding and guidance through the County Safe Routes to School Program to organize education programs for students to learn about safe walking and bicycling.
- **Nonprofit Support:** Organizations like Senior Coastsiders provide transportation to some Coastsides residents for appointments and enrichment.
- **Transit Pass Pilot Programs:** Clipper START and the 101 Express Lanes Community Transportation Benefits program are two examples of transit pass programs and subsidies that are available to Coastsides residents to make transit more affordable. Data on Coastsides resident participation is not readily available.

TDM Partners

TDM partners include agencies and organizations who currently oversee TDM and/or will be instrumental in supporting and implementing recommendations in this plan. While San Mateo County and Half Moon Bay have led the efforts to develop Get There Together, the successful implementation of the plan will require coordination and collaboration amongst all the TDM partners included in Table 1.

Table 1 TDM Partners

Organization	Role in Supporting TDM
San Mateo County	San Mateo County is one of the two lead jurisdictions developing Get There Together. San Mateo County has land use authority for the unincorporated Midcoast, including Montara, Moss Beach, Princeton, El Granada, and Miramar. San Mateo County will play a major role in championing plan recommendations and beginning to implement TDM strategies on the Coastside, and specifically in unincorporated areas.
City of Half Moon Bay	The City of Half Moon Bay is one of the two lead jurisdictions developing Get There Together. Half Moon Bay has land use authority for the incorporated City of Half Moon Bay. The City will play a major role in championing plan recommendations and beginning to implement TDM strategies on the Coastside, within Half Moon Bay specifically.
San Mateo County Transportation Authority (SMCTA)	SMCTA provided most of the funding to develop Get There Together. SMCTA administers the proceeds from the Measure A and Measure W sales taxes, which fund various transportation-related projects and programs. The County and the City can apply to SMCTA for funds to support implementation of Get There Together’s recommendations.
City/County Association of Governments (C/CAG)	C/CAG is a joint powers authority for San Mateo County and the 20 municipalities within the county. C/CAG administers the state-mandated Congestion Management Program, which includes the region’s TDM policy, and prepares the Countywide Transportation Plan. C/CAG will be an instrumental partner to implement new TDM strategies and inform how to customize C/CAG’s policy to the Coastside.
San Mateo County Express Lanes Joint Powers Authority (SMCEL JPA)	The SMCEL JPA is a joint powers authority consisting of board members from SMCTA and C/CAG that is tasked with overseeing the management and operations of express lanes on Highway 101 in San Mateo County. The SMCEL JPA funds and implements the Community Transportation Benefits Program , which offers income-qualified residents of San Mateo County the option to receive either a \$200 Clipper card or a \$200 FasTrak toll credit.
Commute.org	Commute.org is San Mateo County’s Transportation Demand Management Agency and is structured as a Joint Powers Authority. Commute.org supports C/CAG and local jurisdictions to comply with the C/CAG TDM policy. Commute.org also offers several commuter programs, including financial incentives, shuttles, and trip planning tools, to support alternative mode choice for commuters.

Organization	Role in Supporting TDM
California Coastal Commission	The California Coastal Commission is one of the designated coastal management agencies, and works with local agencies to plan and regulate the use of land and water in the coastal zone. The California Coastal Act of 1976 includes specific policies that address issues like shoreline public access and recreation, visual resources, transportation, and others. Get There Together’s study area is within the coastal zone. Both the County and the City have Local Coastal Programs, which include transportation strategies to protect Coastside access and are supportive of TDM strategies.
SamTrans	SamTrans is the bus network provider for San Mateo County. Four SamTrans fixed-route and microtransit services operate on the Coastside. TDM strategies around improving transit will rely on a partnership with SamTrans, San Mateo County, and Half Moon Bay.
Cabrillo Unified School District	Cabrillo Unified School District (CUSD) oversees the following Coastside schools: El Granada Elementary School, Farallone View Elementary School, Hatch Elementary School, Kings Mountain Elementary School, Cunha Intermediate School, Half Moon Bay High School, Pilarcitos High School, and La Costa Adult School. CUSD has a designated Safe Routes to School coordinator who will help implement school-based TDM strategies.
San Mateo County Office of Education	San Mateo County’s Office of Education oversees the San Mateo County Safe Routes to School Program. Safe Routes to School encourages and enables school children to walk and bicycle to school by implementing projects and activities that improve the health, well-being, and safety of children, which results in less traffic congestion and emissions caused by school-related travel. Safe Routes to School is the catalyst for teaching children traffic safety skills and encouraging them to take an active mode of transportation to school. They will be a key partner for school-based TDM strategies.
San Mateo County Community College District	The San Mateo County Community College District operates three colleges within San Mateo County. One college, the College of San Mateo, provides a shuttle for students to get to and from classes. Beginning in Fall 2024, students are eligible for one free roundtrip ride per day to or from campus using Lyft . The College of San Mateo includes a newly-opened Coastside campus for higher education on the Coastside, which is focused on serving Latinx, Chinese, and migrant farmworker populations.
Metropolitan Transportation Commission (MTC)	MTC is the transportation planning, financing and coordinating agency for the nine-county San Francisco Bay Area. It serves as the regional transportation planning agency (state designation) and metropolitan planning organization (federal designation) for the Bay Area. MTC collaborates with a network of other public agencies to help support the streets, roads, highways, transit systems and other transportation resources that help millions of people get to where they need to go.

Organization	Role in Supporting TDM
Midpeninsula Regional Open Space District (Midpen)	Midpen is an independent special district that helps plants, animals and people thrive throughout the region by preserving a connected greenbelt of more than 70,000 acres of public open space. Some of the open spaces are in the coastal zone and are visitor attractors from both Bay and Coastsides residents. TDM strategies are an important tool to increase access to recreational and open space areas. Midpen is exploring opportunities for shuttle service to and from its park areas.
Peninsula Open Space Trust (POST)	POST is a nonprofit land trust that works to protect open space on the Peninsula and in the South Bay. POST has purchased and preserved hundreds of acres within the Coastsides for conservation, farmland, and to connect the California Coastal Trail. TDM strategies are an important tool to increase access to recreational and open space areas.
San Mateo County Harbor District	Pillar Point Harbor is managed by the San Mateo County Harbor District, and is an important unincorporated Midcoast destination for visitors and workers. The Harbor also has large parking areas. The Harbor District will be a partner in employee-serving, visitor-serving, and parking management strategies.
California State Parks	The California State Parks Department provides recreational opportunities at beaches, parks and nature preserves on the Coastsides, such as Venice, Francis and Dunes Beaches. State Parks will be an instrumental partner to implement visitor-facing and parking management TDM strategies.
San Mateo County Parks	The San Mateo County Parks Department provides recreational opportunities at parks and nature preserves on the Coastsides, such as Fitzgerald Marine Reserve and the soon to open Don Horsley Park at Tunitas Creek Beach. The County Parks Department will be an instrumental partner to implement visitor-facing and parking management TDM strategies.
Caltrans	Caltrans is the State of California Department of Transportation and manages and owns Highway 1 and Highway 92. Improving safety and managing congestion on these highways will be key to TDM strategies success.
City of Pacifica	The City of Pacifica is immediately north of the Get There Together study area and many Pacifica and unincorporated San Mateo County residents travel to and from the areas. Pacifica can be a partner on TDM implementation and advocate for better transportation options on the Coastsides. Programs that serve Montara and Moss Beach should be coordinated and connected with Pacifica.

Plan and Policy Context

Beyond transportation, safety, and health concerns on the Coastsides, a range of plans, studies, policies, and regulations demonstrate a need for a TDM plan on the Coastsides. Plans like Connect the Coastsides, Unincorporated San Mateo

County Active Transportation Plan, Reimagine SamTrans, and the City of Half Moon Bay Bicycle and Pedestrian Master Plan include transportation recommendations to improve safety and encourage transit ridership, biking, and walking. Regulations like the California Environmental Quality Act (and SB 743), C/CAG’s TDM policy, and San Mateo County’s Transportation System Management Ordinance require jurisdictions to reduce GHG emissions and VMT. These plans and policies provide context for planning on the Coastside and outline the need for a TDM plan.

A brief description of key plans, policies, and studies that guide and inform TDM implementation in the project study area are summarized in Table 2 and additional information can be found in Appendix B. Considerations related to other ongoing planning efforts, such as the Southern San Mateo County Coastal Trail Study and the [Ohlone-Portolá Heritage Trail Project](#), have been incorporated through input and feedback from project partners and stakeholders.

Table 2 Key Relevant Plans, Policies, and Studies

Plan	Overview	Relevance for Get There Together
Connect the Coastside (San Mateo County)	Connect the Coastside: The San Mateo County Midcoast Comprehensive Transportation Management Plan is a community-based transportation plan to help improve mobility and safety for Coastside residents and visitors. It identifies programs and infrastructure improvements in and around the Highway 1 and Highway 92 corridors to improve mobility and accommodate the Coastside’s future transportation needs. A key purpose of the Plan is to define priority projects and support seeking external funding.	Connect the Coastside recommended the County to pursue development of a TDM plan. The Coastside needs better infrastructure and networks, but also needs programs and investments that support the options that already exist on the Coastside. San Mateo County is working with partners to implement Connect the Coastside’s infrastructure recommendations, such as the Moss Beach SR-1 Congestion and Safety Improvements Project. Strategies in Get There Together can further build support for infrastructure recommendations and fill gaps in services.
City/County Association of Governments of San Mateo County (C/CAG) TDM Policy	C/CAG’s TDM Policy provides guidelines for analyzing the impact of land use decisions made by local municipalities in San Mateo County. The purpose of the policy is to preserve acceptable performance on the countywide Congestion Management Program (CMP) network, and to establish community standards for consistent, system-wide review of development-related transportation impacts. The C/CAG TDM Policy provides required and recommended TDM strategies for new developments subject to the policy.	C/CAG TDM requirements and the TDM policy are focused on larger developments, and the required and recommended TDM strategies are not as easily implemented on the Coastside as compared to the Bayside. In addition, the Coastside does not see the same level of development as the rest of San Mateo County, so fewer developments are subject to the Policy. Get There Together’s strategies could clarify how to implement the C/CAG TDM Policy on the Coastside and support additional investment from regional partners, such as MTC and C/CAG.

Plan	Overview	Relevance for Get There Together
<p>Bay Area Air Quality Management District (BAAQMD) Commute Trip Reduction (CTR) Program</p>	<p>The Bay Area Commuter Benefits Program is an air quality rule administered by the BAAQMD and the Metropolitan Transportation Commission. Under this regulation, Bay Area employers with 50 or more full-time employees in BAAQMD’s nine-county jurisdiction are required to provide a commuter benefit option(s) to their employees.</p>	<p>Very few employers on the Coastsides have more than 50 employees, and therefore are not required to provide commute benefit options. Get There Together could support both jurisdictions and small employers in identifying appropriate commute benefits for Coastsides workers.</p>
<p>Reimagine SamTrans</p>	<p>Reimagine SamTrans was a comprehensive operational analysis project to evaluate and redesign the SamTrans bus network. The project launched in 2019 as a response to changing travel patterns in San Mateo County. Reimagine SamTrans identified improvements to local and regional travel connections, route design, how often the buses run, best practices for operations and public health, and more.</p>	<p>Implementation of Reimagine SamTrans included updating the fixed bus routes that serve the Coastsides and the addition of new Ride Plus on-demand service. The Ride Plus service serves parts of Princeton, El Granada, and Half Moon Bay. There are opportunities to help Ride Plus meet the specific needs of the Coastsides, such as marketing, education, service hours, and operating area.</p>
<p>SamTrans Peninsula Shuttle Study</p>	<p>The Peninsula Shuttle Study considers the past, present, and future of the Peninsula Shuttle Program, a multi-agency public-private partnership of first/last mile and community transit operations in San Mateo and Santa Clara Counties.</p>	<p>Shuttles continue to be an idea popular with Coastsides stakeholders, even though several community and public shuttles have been tried on the Coastsides and were ultimately discontinued due to low ridership numbers. Get There Together can support shared understanding on when shuttle service may be needed and clarify why past shuttles may have struggled such as failure to understand demand, lack of marketing and promotion, frequent changes, and high cost of service.</p>
<p>City of Half Moon Bay Bicycle and Pedestrian Master Plan</p>	<p>The Half Moon Bay Bicycle and Pedestrian Master Plan guides the development of programs and facilities to enhance bicycling and walking as practical, efficient, and safe transportation choices for Half Moon Bay residents, workers, and visitors.</p>	<p>The plan focuses on bicycle and pedestrian infrastructure. Half Moon Bay is in the process of implementing many of these recommendations. Half Moon Bay is actively working to build out the bicycle and pedestrian network. TDM strategies in Get There Together will not focus on infrastructure, but rather how to support Coastsiders to use existing and future infrastructure.</p>

Plan	Overview	Relevance for Get There Together
Unincorporated San Mateo County Active Transportation Plan	The Unincorporated San Mateo County Active Transportation Plan provides a framework to improve active transportation conditions for people walking and biking throughout unincorporated county communities, including bicycle infrastructure recommendations and pedestrian infrastructure treatments.	San Mateo County is in the process of implementing many of the bicycle and pedestrian infrastructure recommendations in its plan. TDM strategies in Get There Together will focus on supporting infrastructure through programs, policies, and services.
C/CAG Shared Micromobility Feasibility Study and Implementation Plan	The C/CAG Shared Micromobility Feasibility and Implementation Plan explores the possibility of a coordinated, shared micromobility system in San Mateo County, and provides recommendations for development.	Get There Together outlines recommendations that align with the Shared Micromobility Feasibility Study and Implementation Plan, including launching a public bike share program.
2021 San Mateo County Comprehensive Bicycle and Pedestrian Plan	<p>The San Mateo County Comprehensive Bicycle and Pedestrian Plan provides a framework for improving walking and biking conditions in the county. The plan recommends programmatic elements, regional priorities, and design resources to create a connected network of biking and walking infrastructure within San Mateo County to promote health, accessibility, and livability.</p> <p>This plan will be updated soon. The updated plan is expected to include best practices for managing e-bikes and a template to manage e-bikes.</p>	The plan focuses on bicycle and pedestrian facilities improvements and strategies and is in the process of implementation. Get There Together TDM strategies will help further these efforts by supporting Coastside residents in using existing and future bicycle and pedestrian networks.

Plan	Overview	Relevance for Get There Together
<p>San Mateo County Transportation System Management Ordinance</p>	<p>San Mateo County’s Transportation System Management Ordinance (San Mateo County Ordinance Code, Chapter 5.132) recognizes concerns of increased traffic volumes and congestion, and the need for regional cooperation. The ordinance sets requirements for all employers within the unincorporated portions of San Mateo County to survey and share employee commute data, and employers with more than 25 employees are subject to providing information on commute alternatives. These efforts will support the ordinance’s goal of achieving a 25% participation rate in non-single occupancy vehicle (SOV) commuting during weekday peak hours.</p>	<p>The TDM strategies in Get There Together can help further the goals of the Transportation System Ordinance in promoting non-SOV commuting in the unincorporated Midcoast. While the ordinance exists and provides basic guidelines for employers to follow to promote alternative commute options, there remains limited implementation, representing an opportunity area.</p>
<p>C/CAG San Mateo County Transportation Plan for Low-Income Populations (2012)</p>	<p>The San Mateo County Transportation Plan for Low-Income Populations aims to create strategies to increase transportation affordability and accessibility for low-income residents. By identifying gaps in transportation needs of disadvantaged communities, the plan helps to influence funding decisions to increase transportation options for low-income residents.</p>	<p>Get There Together recognizes the need for equity focused TDM strategies, through the adoption of equity-driven mobility goals and performance targets. By implementing management strategies that engage diverse stakeholders of community members, City/County staff, and public decision makers the Get There Together TDM goals can help support the needs of low-income groups.</p>
<p>San Mateo County Transportation Authority Alternative Congestion Relief (ACR) Transportation Demand Management (TDM) Plan</p>	<p>The San Mateo County Transportation Authority ACR/TDM Plan serves as a guide for initiating and selecting projects reducing reliance on automobiles. This plan provides the structure for selecting, organizing, and funding ACR/TDM projects in San Mateo County.</p>	<p>The Transportation Authority provides funding for TDM strategies. Get There Together will help support the needs and prioritization of TDM investments on the Coastside and aligns with the ACR/TDM Plan. Get There Together will help support the County and City in seeking ACR/TDM funding from SMCTA.</p>

Plan	Overview	Relevance for Get There Together
Draft Half Moon Bay Climate Action and Adaptation Plan	The Half Moon Bay Climate Action and Adaptation Plan provides the framework to reduce emissions in energy and water, transportation and land use, solid waste, and food and consumption. The plan aims to reduce carbon emissions by 40% below 1990 levels by 2030, and reach carbon neutrality by 2045, by focusing on these major emissions categories.	The Climate Action and Adaptation Plan specifically highlights transportation as an emission category of focus to reduce. The plan also emphasizes the role that TDM strategies and Get There Together has in reducing congestion and supporting climate goals.
San Mateo County Community Climate Action Plan	The San Mateo County Community Climate Action Plan (CCAP) provides the framework to reduce building energy, transportation, waste and consumption, and working lands emissions. The plan aims to reduce carbon emissions by 45% of 1990 levels by 2030 and reach carbon neutrality within unincorporated San Mateo County by 2040.	The CCAP specifically defines a goal of reducing vehicle miles travelled (VMT) within the transportation emissions focus area. The plan highlights the need for updating the County’s Transportation Systems Management Ordinance to include a Transportation Demand Ordinance, and to implement various TDM strategies.
Half Moon Bay Local Coastal Program	The primary goal of the Local Coastal Program (LCP) is to ensure that Half Moon Bay’s land use plans, zoning ordinances, zoning maps, and implementation actions meet the requirements, provisions and policies of the California Coastal Act. The Coastal Act emphasizes the importance of the public being able to access the coast.	Half Moon Bay’s Local Coastal Program limits and focuses development to that which is most needed to support the community locally and with respect to its regional, coastal zone, and agricultural context. The LCP requires that the City and developer explore and support TDM programs that reduce the reliance of Half Moon Bay residents and visitors on the use of vehicles.
San Mateo County Coastsides Access Study	The San Mateo Coastsides Access Study considers access to public lands along the San Mateo County coast between Pedro Point Headlands and El Granada, by assessing access capacity and visitor demand. By providing a summary of public access to Coastsides, the study identifies key issue areas and recommendations related to topics such as parking and wayfinding, to best serve visitor needs.	The San Mateo Coastsides Access Study explored potential TDM strategies for managing parking demand on the Coastsides. This includes implementing demand-responsive priced parking. This study is the primary source of understanding around visitor transportation needs and limited action has been taken on the recommendations thus far. Get There Together has an opportunity to further this need area.

Plan	Overview	Relevance for Get There Together
California Environmental Quality Act	The California Environmental Quality Act (CEQA) serves as a statewide environmental protection policy. CEQA requires public agencies and local governments to disclose environmental impacts of developments. CEQA promotes avoiding and reducing these impacts when possible.	CEQA requires projects to assess their transportation impacts using vehicle miles travelled (VMT). Aside from relocation to more transportation efficient areas, TDM is the primary mechanism for reducing VMT. By implementing needed TDM programs and resources, Get There Together can help support the reduction of VMT and participation in TDM programming.
San Mateo County Local Coastal Program	The primary goal of the Local Coastal Program (LCP) is to ensure that Unincorporated San Mateo County’s land use plans, zoning ordinances, zoning maps, and implementation actions meet the requirements, provisions and policies of the California Coastal Act. The Coastal Act emphasizes the importance of the public being able to access the coast.	The Local Coastal program prioritizes visitor uses close to the coast and includes a TDM requirement for new development that generates any net increase in vehicle trips on Highways 1 and 92, except for limited dwelling unit uses. These projects must develop a traffic impact analysis and mitigation plan. Unlike the C/CAG TDM Policy, the County’s LCP does not require specific TDM measures; however, applicants face the same barriers in providing TDM as those subject to the C/CAG TDM Policy. Similar to above, TDM strategies in Get There Together will need to comply with the LCP, and some strategies, such as managing parking, will require collaboration with the California Coastal Commission to implement.
Commute.org 2022 Coastside Commuter Transportation Survey	Commute.org conducted an online survey in early 2022 to better understand Coastside residents’ commute behavior. Primary survey respondents were Coastside residents with regular work or college travel.	Eighty-six percent (86%) of Coastside survey respondents indicated driving alone as their primary commute mode compared to 66.5% of the broader San Mateo County population. Thirty-five (35%) of respondents also shared that they received no commute assistance from their employer or college, representing an opportunity for increased TDM programming.

Plan	Overview	Relevance for Get There Together
<p>C/CAG Vehicle Miles Traveled (VMT)/ Greenhouse Gas (GHG) Model Mitigation Program</p>	<p>Projects that trigger significant new VMT and VMT impacts are required to mitigate those impacts. C/CAG has developed a VMT/GHG model mitigation program for projects to identify feasible ways to mitigate VMT and GHG emission impacts of land use and VMT-inducing transportation projects in San Mateo County. The goal of the program is to allow projects to fund off-site transportation improvements and programs that could mitigate VMT. C/CAG received a Caltrans 2023 Sustainable Communities Planning Grant for the work.</p>	<p>When developments or new transportation projects have an impact on VMT, they are required to mitigate those impacts to less than significant, per CEQA. At present, projects have few mitigation options, and typically have to mitigate VMT on their project’s site, which may not be enough to reduce their VMT impact to below the threshold of significance. The C/CAG VMT/GHG Model Mitigation Program, if implemented by the City and County, would allow for additional ways for projects to mitigate their impact offsite. This could include providing additional transportation options on the Coastside. The Model Mitigation Program identified community-based travel planning and a mobility wallet as cost-effective TDM strategies to mitigate VMT, which is consistent with recommendations in Get There Together.</p>
<p>Half Moon Bay Local Roadway Safety Plan (LRSP) Final Draft, May 2024</p>	<p>The LRSP features the crash data and trends for the City of Half Moon Bay with an emphasis on pedestrian and bicyclist safety, low light safety, unsignalized intersections, and areas of improvement for vulnerable youth and aging populations.</p>	<p>The data and trends featured in the LRSP will assist in the TDM implementation phases around key areas within the City of Half Moon Bay to target for safety improvements.</p>
<p>Half Moon Bay Climate Action and Adaption Plan (Phase One), December 2023 (CAAP)</p>	<p>The CAAP features the green house gas emissions data and the associated reduction goals. In 2019, transportation GHG emissions from gasoline and diesel consumption (most of which are passenger vehicles) accounted for 61 percent of the total 2019 GHG emissions in Half Moon Bay.</p>	<p>A stated goal of the CAAP is the emissions reduction targets of 40 percent below 2019 levels by 2030. To reach the goal, TDM offers programming and alternatives to driving with the associated lower GHGs emissions. TDM will help the community reach its stated goal of reducing GHGs.</p>

Gaps and Challenges

The primary gaps and challenges that Get There Together could address are:

1. Many previous recommendations have focused on physical infrastructure rather than programmatic or policy solutions.
2. Previous plans and studies have not fully addressed TDM management and implementation questions, including funding, staff resources, and partnerships.
3. There is an opportunity to more directly address the impacts of travel associated with tourism and visitors to the Coastsides.
4. The C/CAG TDM framework is a primary mechanism for implementing TDM on the Coastsides, but many developments are too small to trigger requirements.
5. Parking is a key piece of the puzzle, and limited planning work has been done to address the impacts of parking on travel on the Coastsides. While Get There Together will not dig deeply into parking, our recommendations can help identify opportunities and set direction.

Demographics and Land Use

This section aims to answer the questions:

- Who lives and works on the Coastsides today?
- Where do Coastsides residents and visitors go?
- What are the common land uses on the Coastsides?
- Where are our communities in most need of mobility support?

Demographics

Demographic information helped refine and evaluate Get There Together’s engagement approach to ensure that the planning team reached a complete cross-section of the Coastsides community, with a specific focus on community members that have limited access to a vehicle or a need that impacts their mobility. Demographic information also helped calibrate recommendations for the specific needs of people who work, visit, or live on the Coastsides.

Demographic data analyzed and mapped below includes:

- Population density
- Non-white population
- Low-income population
- Vehicle availability
- Limited English proficiency
- Youth population
- Older adults
- People with disabilities
- Equity index: The datasets above were combined to create a draft index of equity and mobility need that combines key demographic layers to help identify opportunity areas for the project.

As briefly mentioned in the section “Why is a TDM Plan Needed?” negative impacts of the transportation system can fall hardest on vulnerable members of the Coastsides, such as low-income residents, communities of color, youth, older adults, and persons with disabilities. Households in low-income or minority-majority areas typically own fewer vehicles, have longer commutes, have higher transportation costs, and have higher rates of health concerns like asthma. Low income and minority communities are also more likely to be located near highways that see high roadway congestion, air

pollution, and GHG emissions.⁷ The higher income communities on the Coast mask the lower income residents as they all reside in the same US Census tract. Many TDM strategies can increase active transportation, improve safety, improve air quality, and improve connectivity, and can improve equity if they are targeted in low-income and minority communities. Mapping demographic data allowed the project team to see where low-income communities, communities of color, youth, older adults, and persons with disabilities are concentrated on the Coastside. This allows TDM strategy implementation to be targeted in specific areas. However, data cannot provide a full picture, so it was used in addition to public engagement (see Chapter 2) to ground-truth findings.

US Census Block Group Data

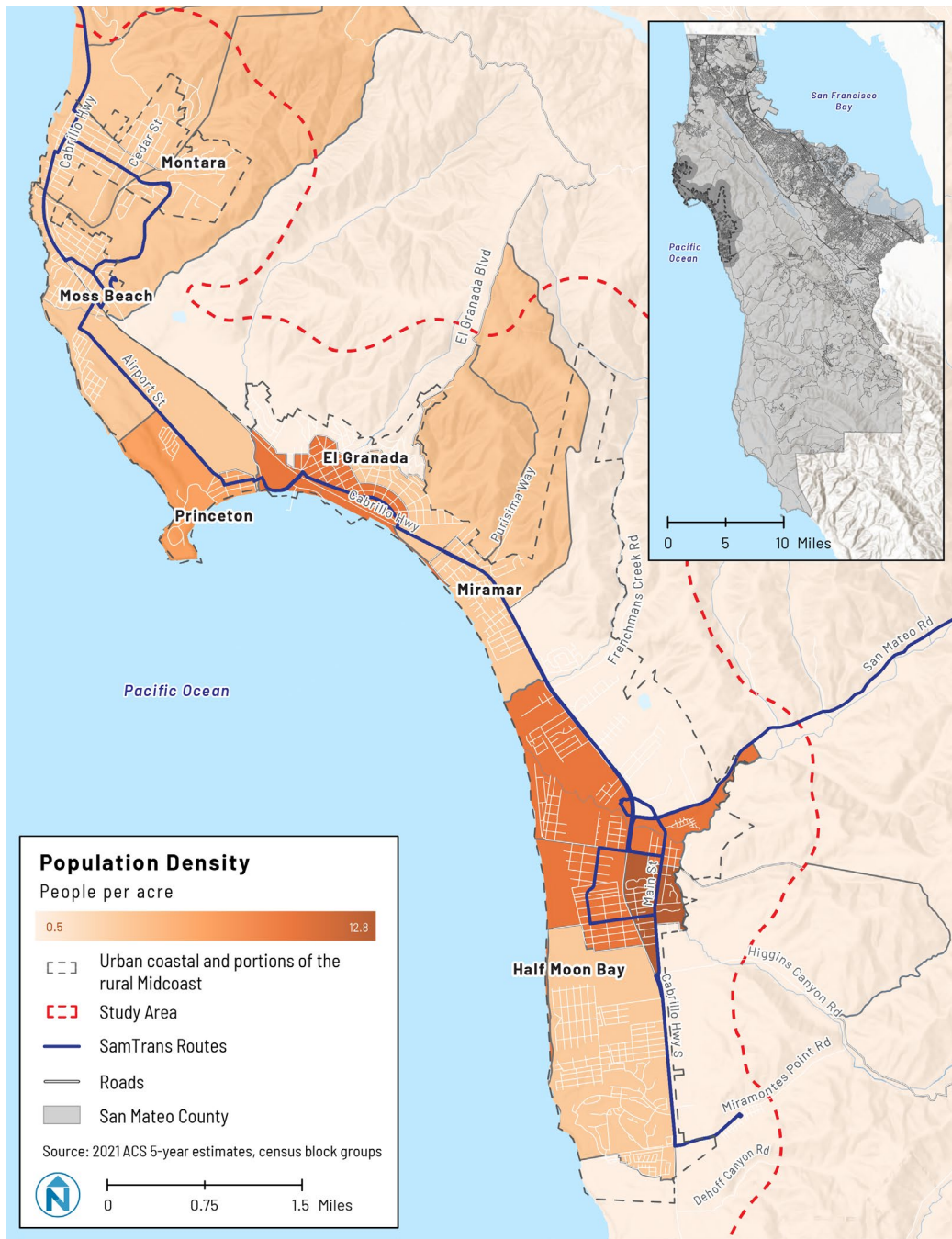
Demographic data for the City of Half Moon Bay and the unincorporated San Mateo County Coastside is challenging to collect. Demographic data typically comes from US Census data. At the time of data collection, data was only available for Census block groups. Census block groups for the study area are very large. Large Census block groups can often dilute data and display patterns that may not exist on the ground. All demographic data is used as a starting point for engagement.

⁷ For more information, see: [Healthy, Equitable Transportation Policy Recommendations and Research](#), and [APHA's Transportation: A Community Driver of Health](#) report.

Population Density

Population density can generally indicate land use types that are more suitable for TDM and supportive of transit-oriented solutions. Dense areas tend to be more walkable if pedestrian and bicycle infrastructure is provided. Population density varies on the Coastside. Generally, the northern area of the City of Half Moon Bay and close to downtown, El Granada, and Princeton are more densely populated than the rest of the City or unincorporated Midcoast. Population density (Figure 3) indicates where many people live in proximity to the Coastside and to SamTrans transit service.

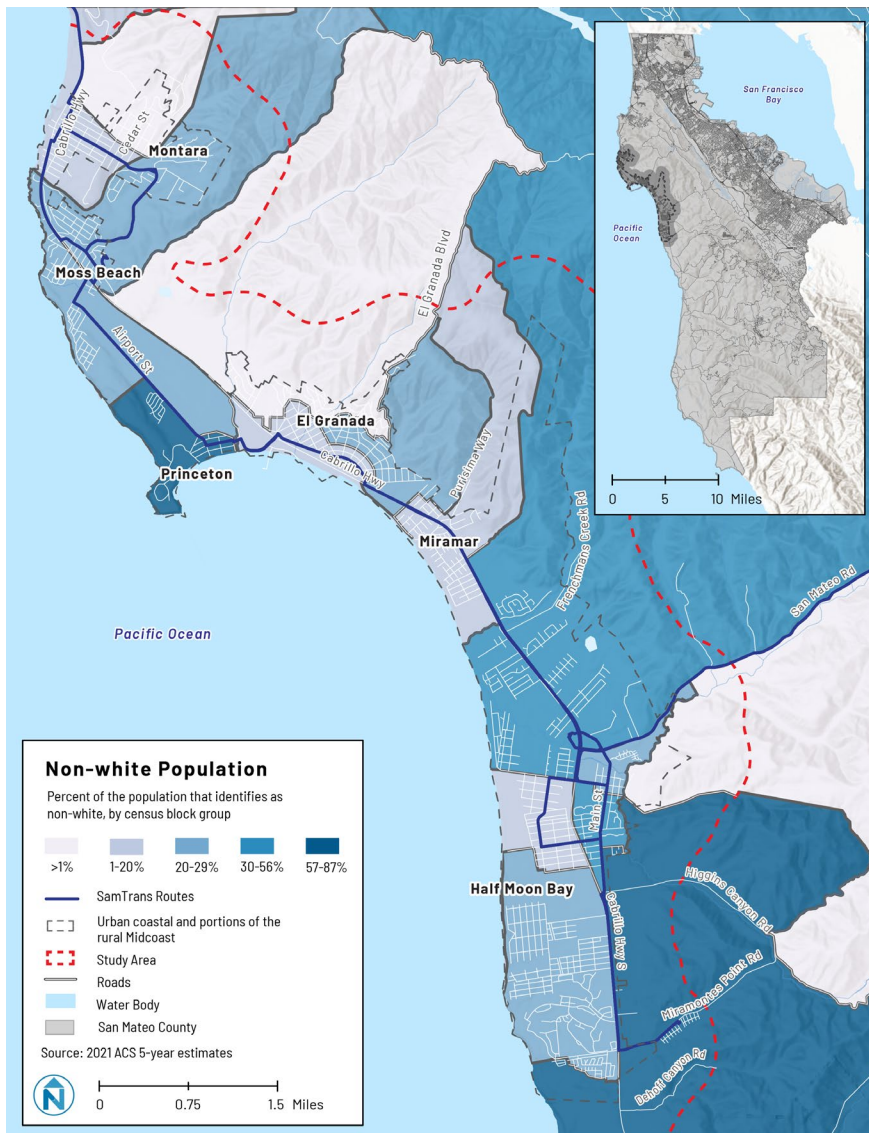
Figure 3 Population Density



Non-White Population

Recognizing that race is a critical piece of the conversation about mobility need and equitable transportation policy, Figure 4 shows the percent of the population that identifies as non-white by census block group. A higher percentage of people who live in Princeton and areas southeast of Half Moon Bay are non-white. These areas include Pillar Ridge and Moonridge. Transportation policies have a direct effect on low-income and non-white communities by making it difficult to access non-drive-alone transportation. Federal, state, and local transportation policies emphasizing highway construction have led to dependency on cars and rising transportation costs. Additionally, highway construction in minority and low-income communities can impair health through increased pollution, and access to education may be limited by cutbacks in school bus service with no affordable public transit as an alternative.⁸

Figure 4 Non-White Population

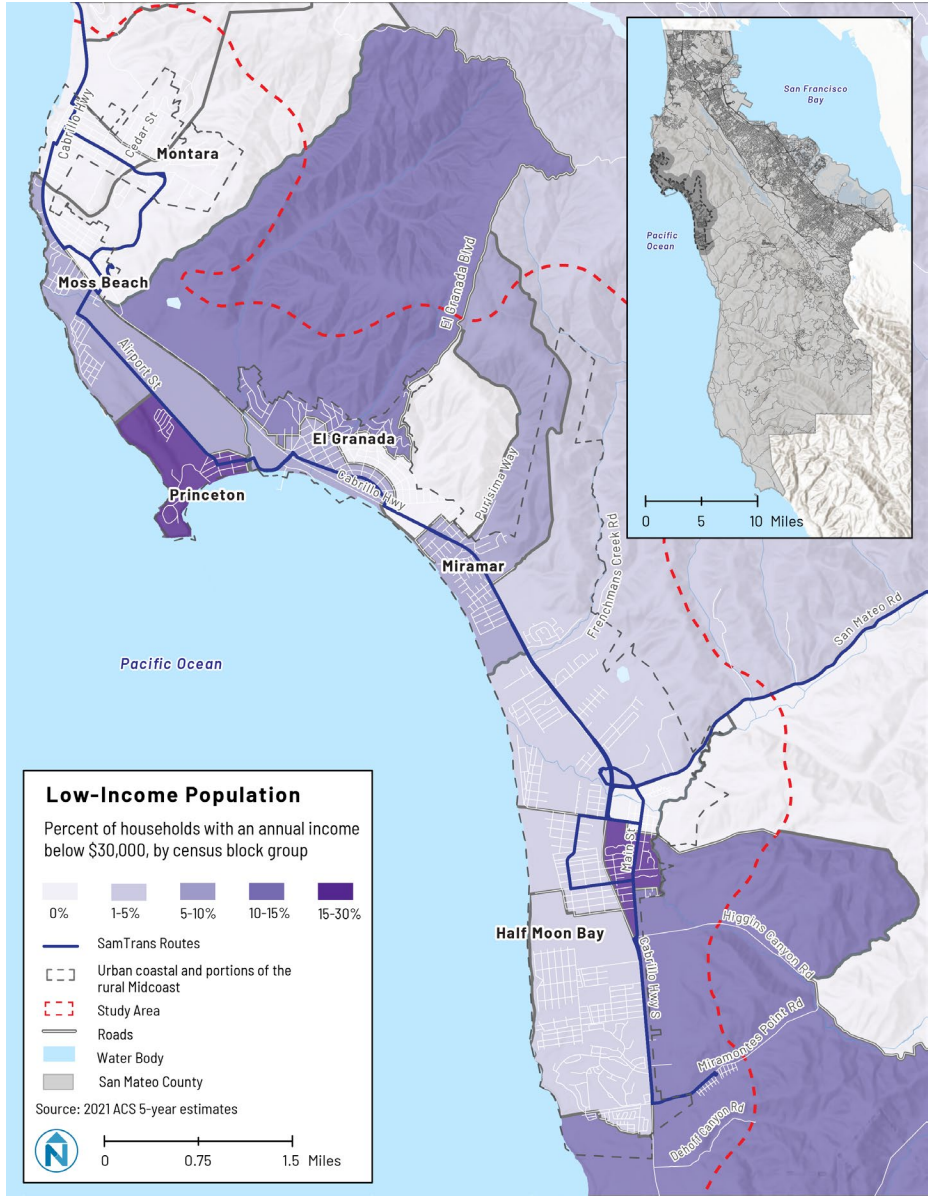


⁸ For more information, see [Moving to Equity: Addressing Inequitable Effects of Transportation Policies on Minorities](#)

Low-Income Population

Lower-income groups tend to use transit more than higher income groups because it is less expensive than owning and operating a personal vehicle. Low-income groups who have cars must use a larger portion of their income to cover vehicle costs.⁹ TDM can reduce the cost of transportation through strategies like transit pass subsidies, as well as provide alternatives to driving and vehicle ownership. Low-income households, including farmworkers, are spread out across the Coastside, but concentrated in Princeton, near Pillar Point, and around Main Street in central Half Moon Bay (Figure 5) as well as farmworker housing communities in areas near and to the south of Half Moon Bay.

Figure 5 Low-Income Population

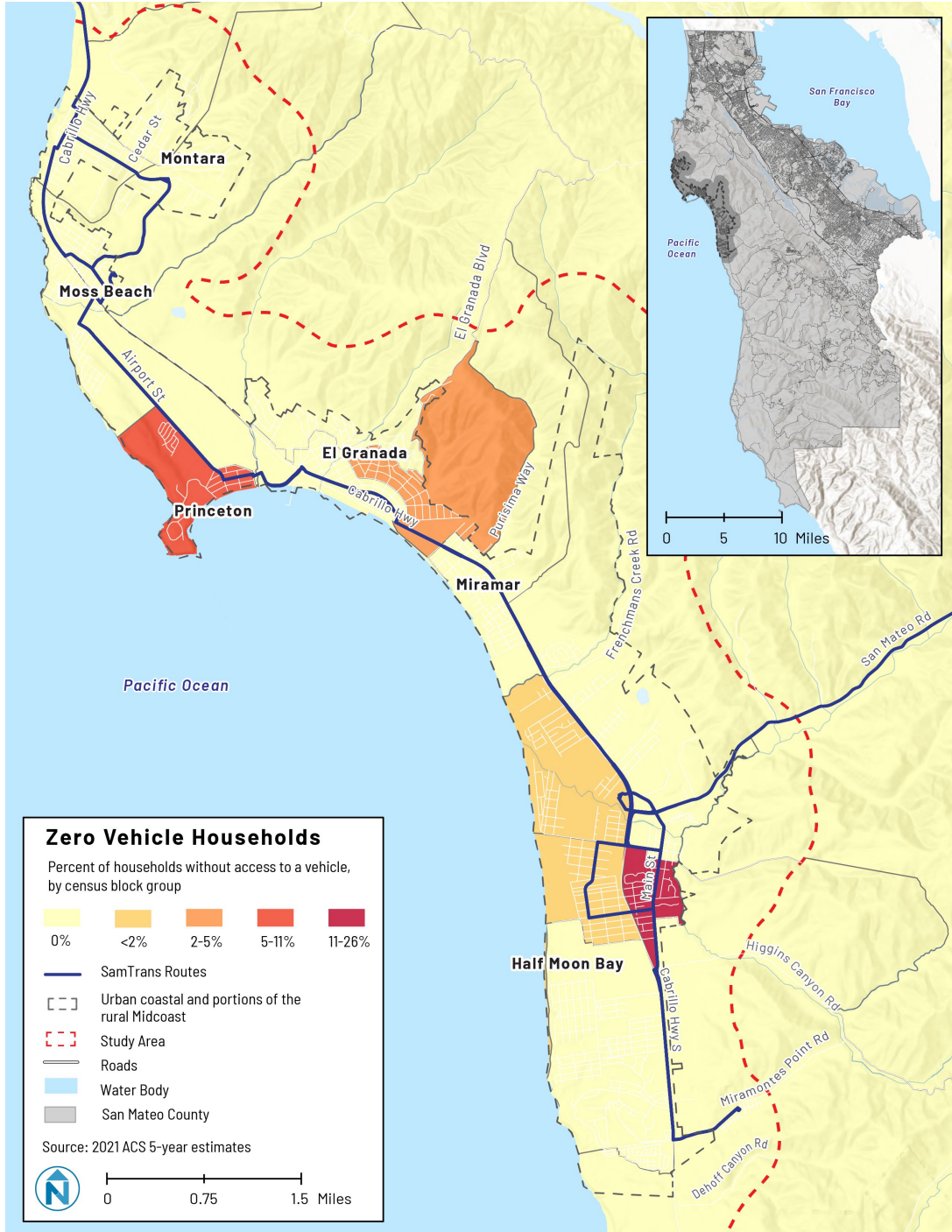


⁹ For more information, see [Urban Institute | Upward Mobility Initiative](#)

Vehicle Availability

People who live in households without access to a personal vehicle are more likely to use transit or another non-driving mode. Most households on the Coastside have access to at least one vehicle. Households without reliable vehicle access are concentrated in Princeton, El Granada, and central Half Moon Bay (Figure 6).

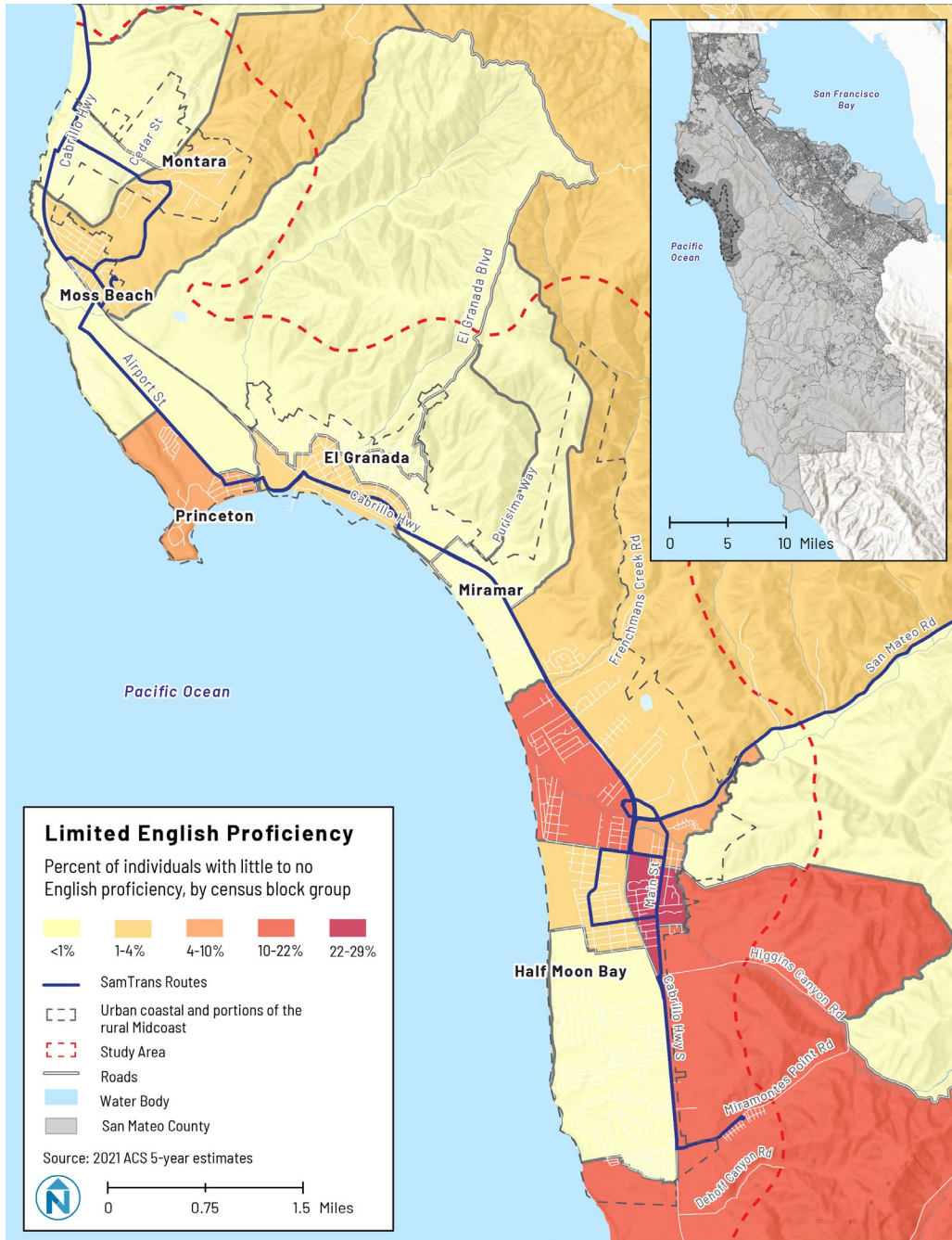
Figure 6 Zero Vehicle Households



Limited English Proficiency

Residents with limited English proficiency are less likely than the general population to ride transit to work but are more likely than the general population to carpool, walk, or bike to work (US Census 2022). This indicates that the need for alternatives to driving alone among limited English proficiency populations is high. Lack of knowledge of alternatives, and/or because the transit system does not work for their travel needs may be suppressing potential alternative mode choices. Individuals with limited English proficiency are concentrated in Half Moon Bay (Figure 7). This information also provides a basis for targeted outreach and engagement as part of Get There Together.

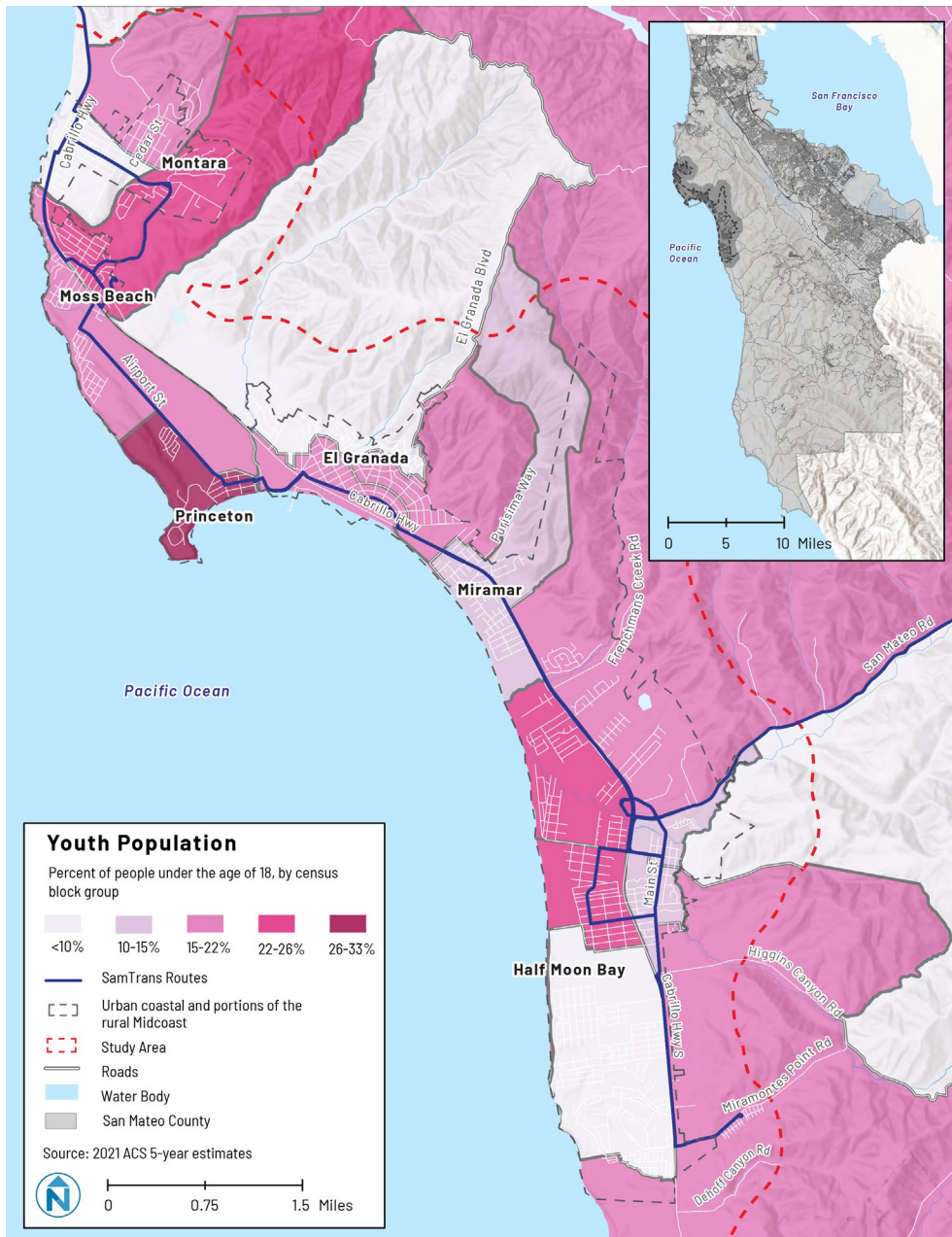
Figure 7 Limited English Proficiency



Youth Population

There is a higher density of young residents (under age 18) living in parts of Montara, Princeton, and Half Moon Bay (Figure 8). SamTrans has specific school-serving routes that students under 18 can ride for free, but incomplete and unsafe pedestrian infrastructure may be a barrier to using transit. Caregivers that have access to a vehicle are likely to drive their student to school. Currently, 59% of Cabrillo Unified School District students are driven to school in a family vehicle and 11% carpool. Rates of car use for school transportation have steadily increased since the 2018-2019 school year.¹⁰

Figure 8 Youth Population

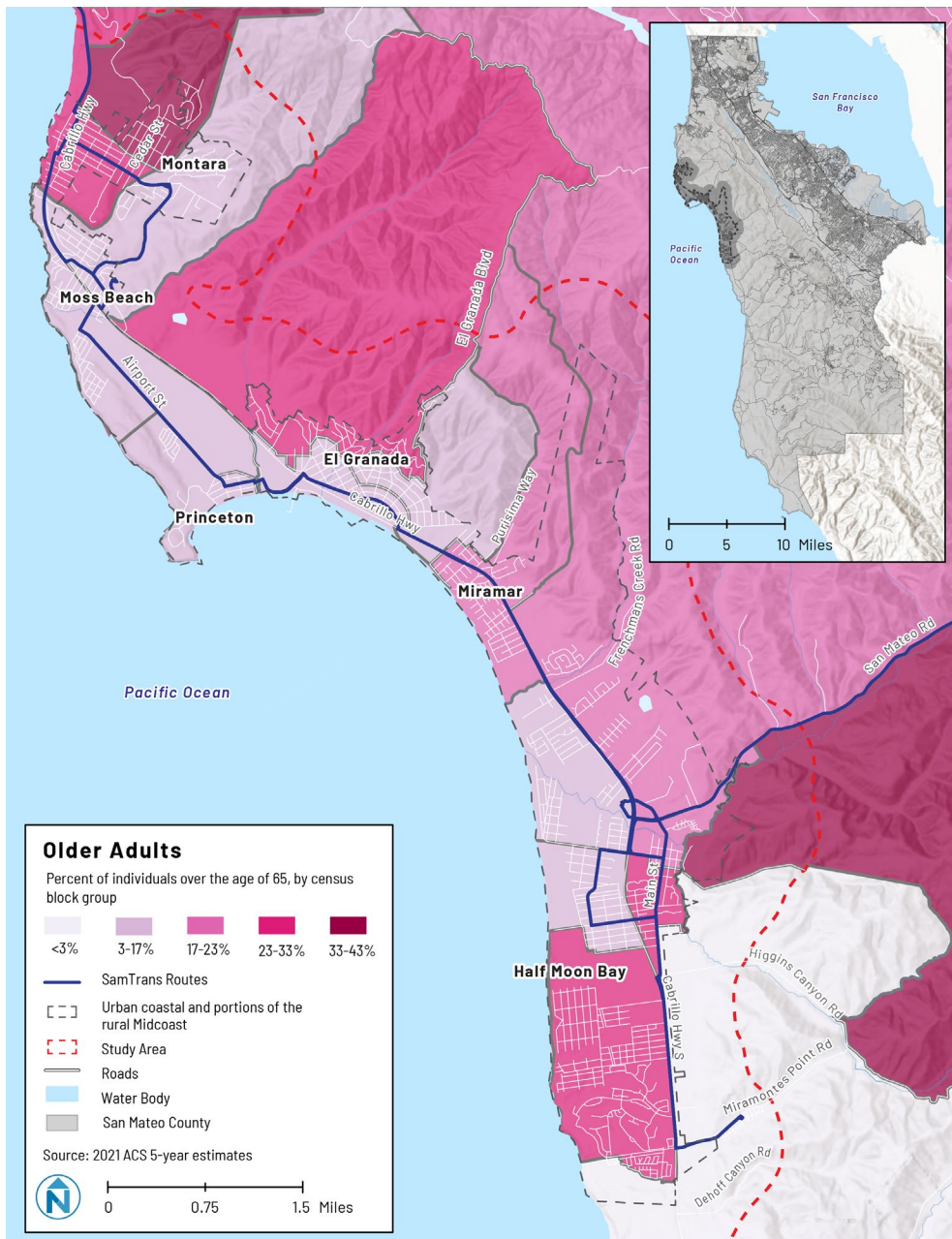


¹⁰ For more information, see: [San Mateo County Safe Routes to School Travel Tally Data Summary](#)

Older Adults

Older adults (ages 65 and older) are more likely to drive themselves or use paratransit/on-demand transit. SamTrans offers various services that can serve older adults, including: RediCoast Paratransit for qualifying individuals; RediCoast non-ADA on-demand service within Montara, Moss Beach, El Granada, Princeton, Miramar and City of Half Moon Bay; SamCoast service south of Highway 84, west of Highway 35 (Skyline Blvd), north of Loma Mar, and south along Highway 1 to the border of San Mateo County and Santa Cruz County; and Ride Plus on-demand service within its service area in Half Moon Bay, Princeton, and El Granada. There is a higher density of older residents living in parts of Montara (central/west), the southern portions of Half Moon Bay, and other parts of the county closer to the hill (Figure 9). This information helps provide targeted outreach to address older adult transportation concerns and identify potential service gaps.

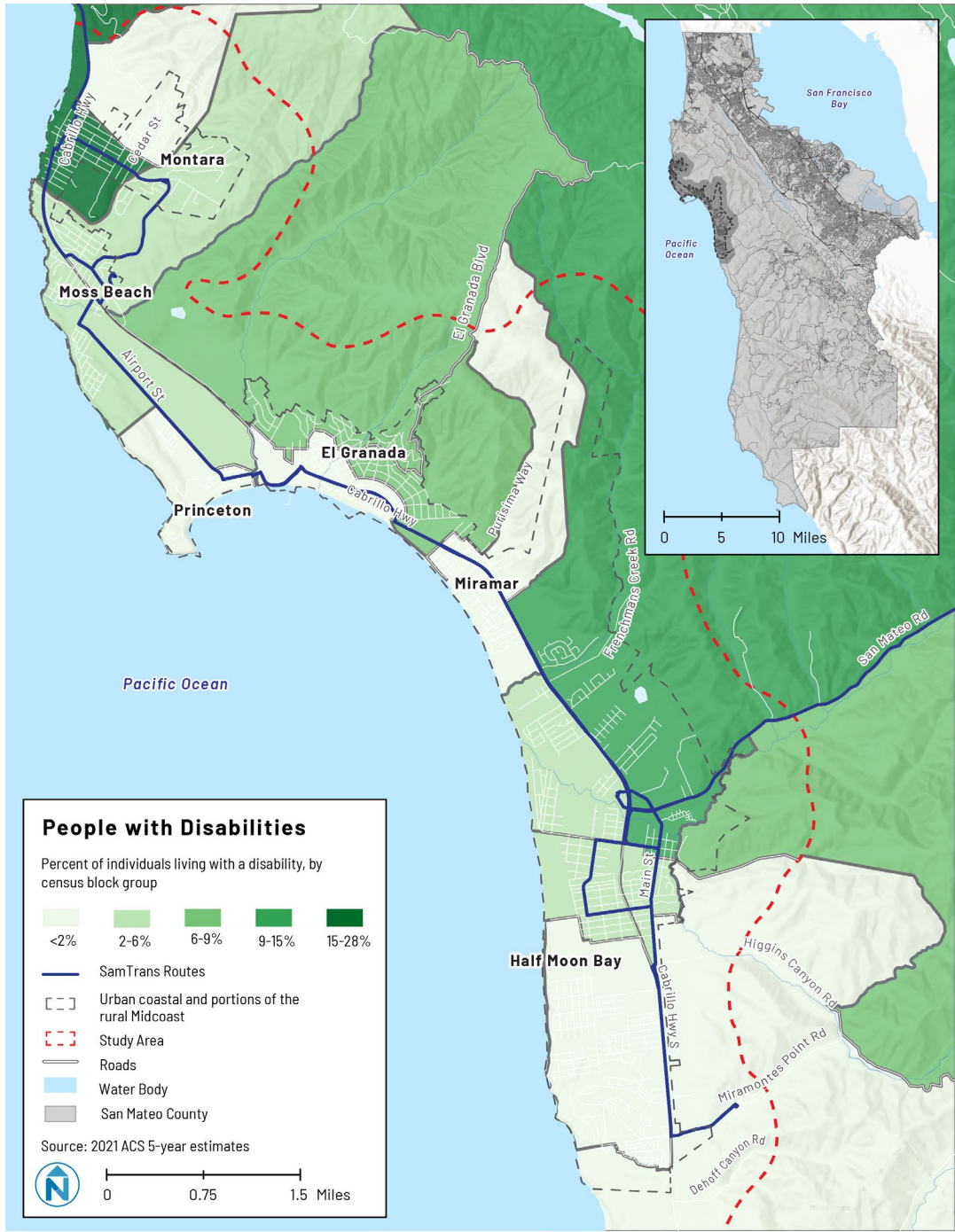
Figure 9 Older Adults



People with Disabilities

People with disabilities who do not drive are more likely to use an alternative mode choice, such as walking or rolling with use of a mobility assistance device, transit, or paratransit (RediCoast). People living with a disability are concentrated in Montara and in some census blocks further inland (Figure 10).

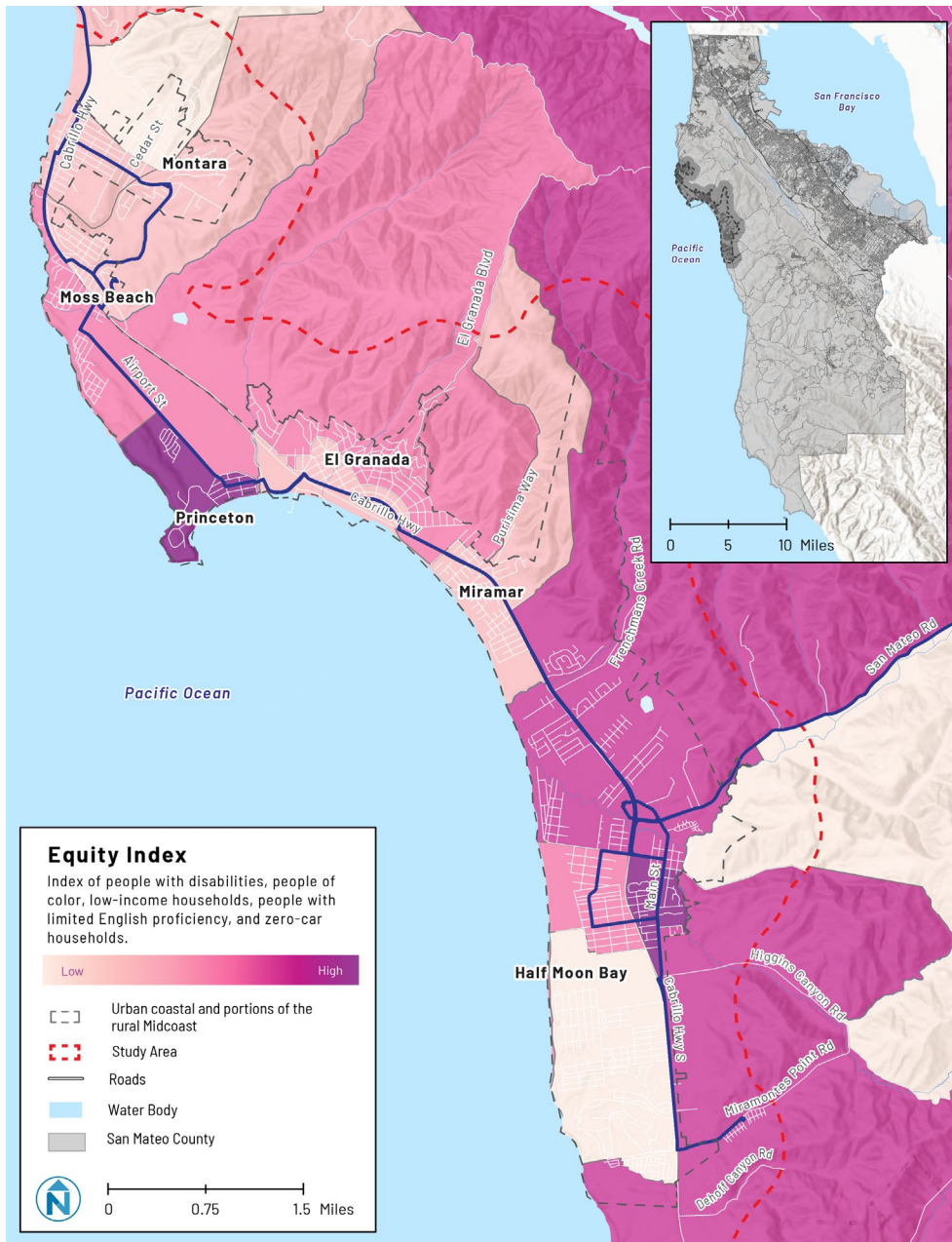
Figure 10 People with Disabilities



Equity Index

Equity-focused demographic factors, such as race, disability status, age, income, English proficiency, and household vehicle status, can help provide insights into overall mobility and equity in mobility. When combined into an index, these factors can be overlaid to see areas that have the highest equity concerns and potential mobility issues. In Figure 11, darker colors represent areas with greater equity and mobility needs and considerations. While most areas on the Coastside show at least some level of equity and mobility needs, Princeton and central Half Moon Bay (except for southwestern Half Moon Bay, near the mobile home park, Canada Cove), show the highest amount of equity need. Areas in the darker colors can be targeted for engagement and for eventual strategy implementation.

Figure 11 Equity Index



Land Use and Points of Interest

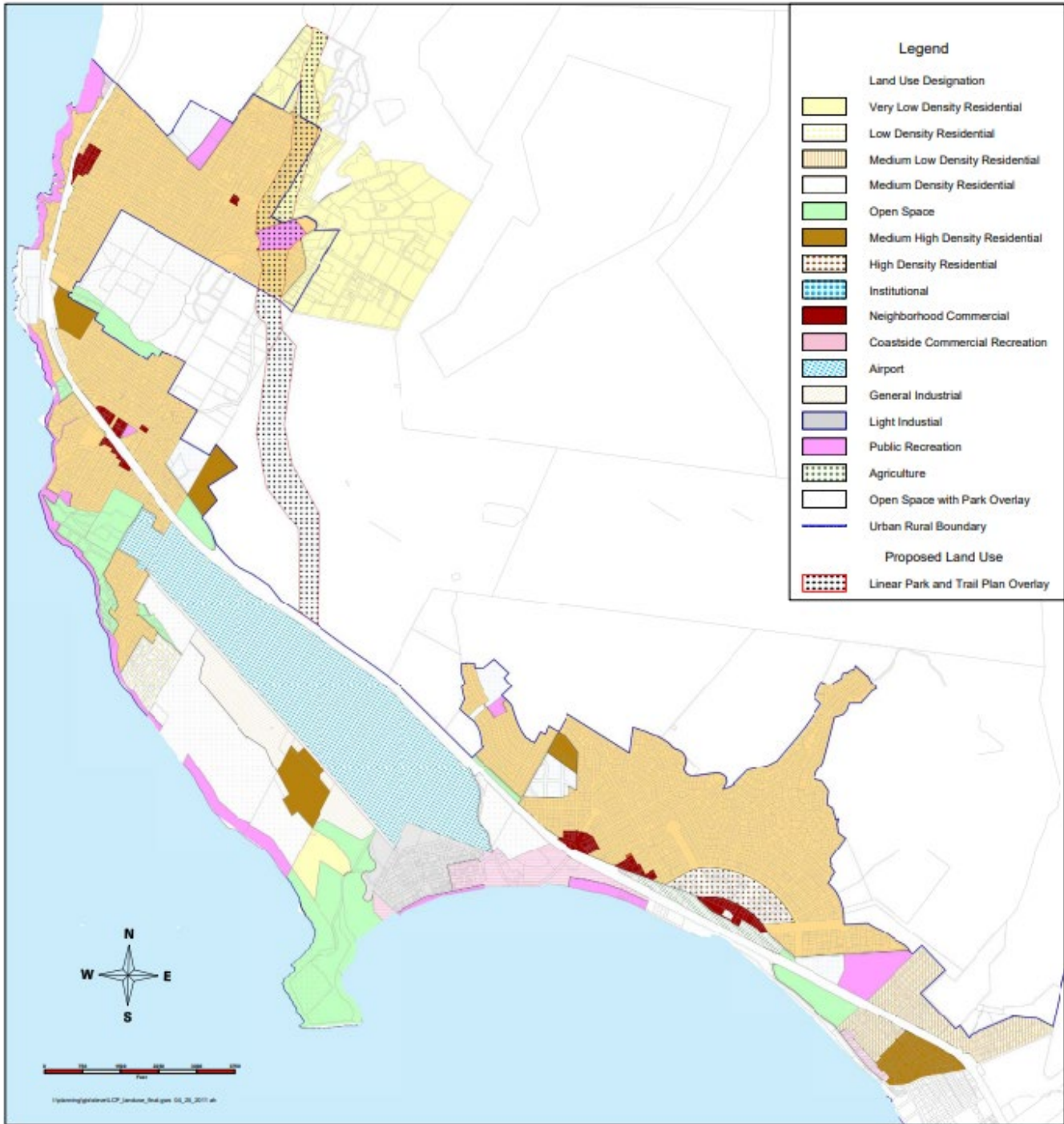
Land uses on the Coastside include a mix of agricultural, commercial, residential, and recreational uses. These traffic-generating land uses are located along Highway 1, Highway 92, and in downtown Half Moon Bay. There are some pockets of industrial and institutional use, as well as one airport. Both Half Moon Bay and San Mateo County have comprehensive Local Coastal Programs (LCPs), which guide development and include a land use plan, with accompanying zoning ordinances to implement the land use plan. San Mateo County’s Midcoast Land Use Plan (Figure 12) reserves land directly along the coast for public recreation. Areas closer to the coast are designated for commercial uses, concentrating new development in existing higher density areas and infilling existing residential subdivisions, with other areas supporting open space and agriculture. In Half Moon Bay (Figure 13), most of the coastline is designated as regional public recreation space. The majority of residential and commercial density is concentrated in the central portions of the City, with some visitor-serving commercial uses in the southern portion of the City.

Connect the Coastside: The San Mateo County Midcoast Comprehensive Transportation Management Plan, describes the Coastside as “a locale of low-density neighborhoods and eclectic commercial areas surrounded by open spaces...united by common features of developed areas interspersed with open space and agricultural lands, infusing the Midcoast with a rural character despite its suburban settlement pattern.”¹¹ Several state, county, and city parks and beaches make the Coastside an extremely popular recreation destination for Bay Area residents and tourists from outside the Bay Area (Figure 14). Recreational destinations are primarily concentrated along the coast and within more urban areas, like the City of Half Moon Bay, which hosts several festivals throughout the year that draw national attention. Several existing plans and studies, like the San Mateo Coastside Access Study,¹² show the Coastside is experiencing an increase in visitor traffic because of its recreational opportunities. TDM strategies, like parking management and improved bicycling and walking networks, can address impacts of visitor travel, such as spillover parking, traffic plus its associated congestion and air pollution from an increased number of visitor vehicles. TDM can be a key tool to protect and enhance the natural resources on the Coastside while continuing to support visitor access to the Coast.

¹¹ For more information, see [Connect the Coastside, page 5](#)

¹² For more information, see [San Mateo Coastside Access Study](#)

Figure 12 San Mateo County Midcoast Land Use Plan



Source: [San Mateo County Local Coastal Program](#)

Figure 13 Half Moon Bay LCP Land Use Map

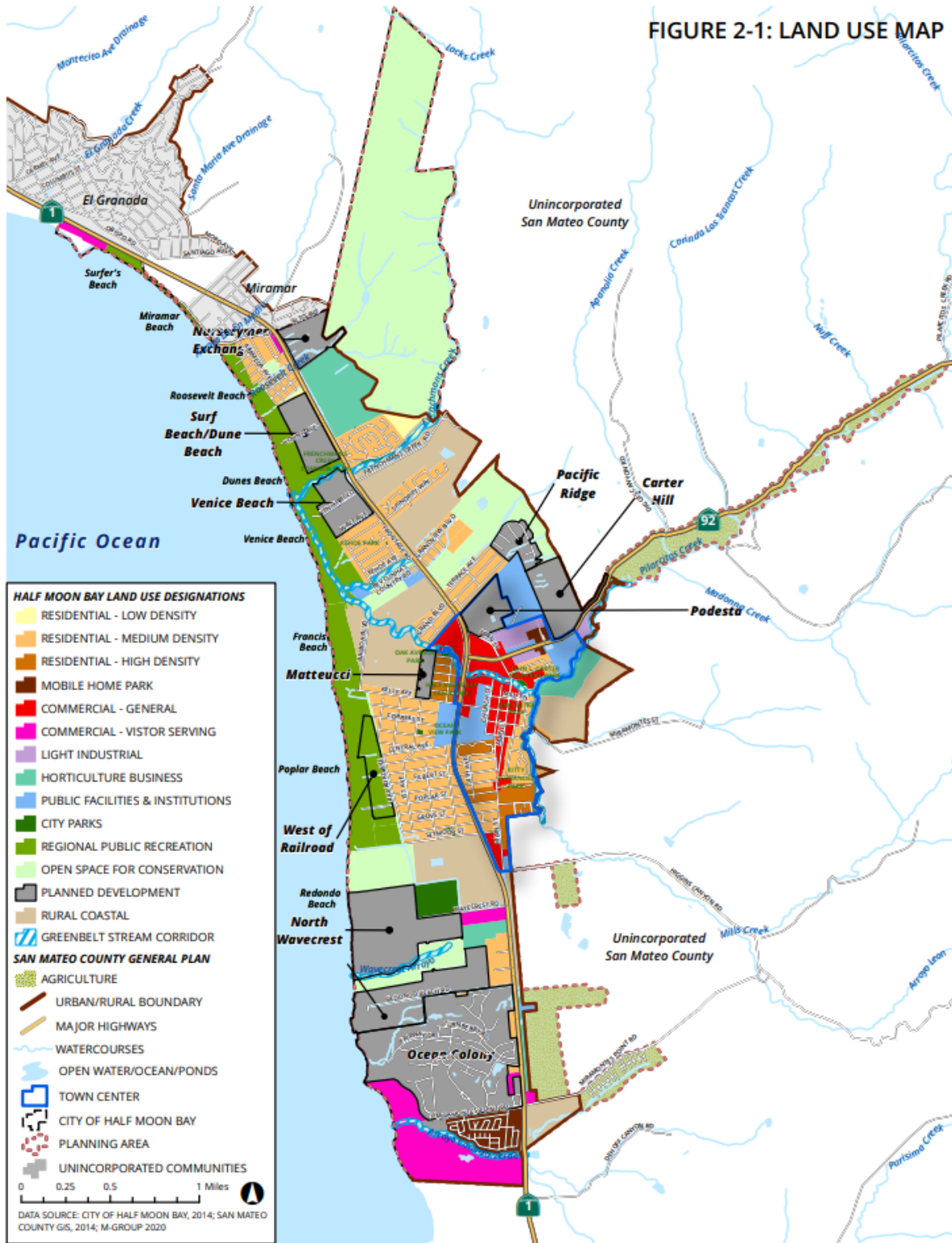
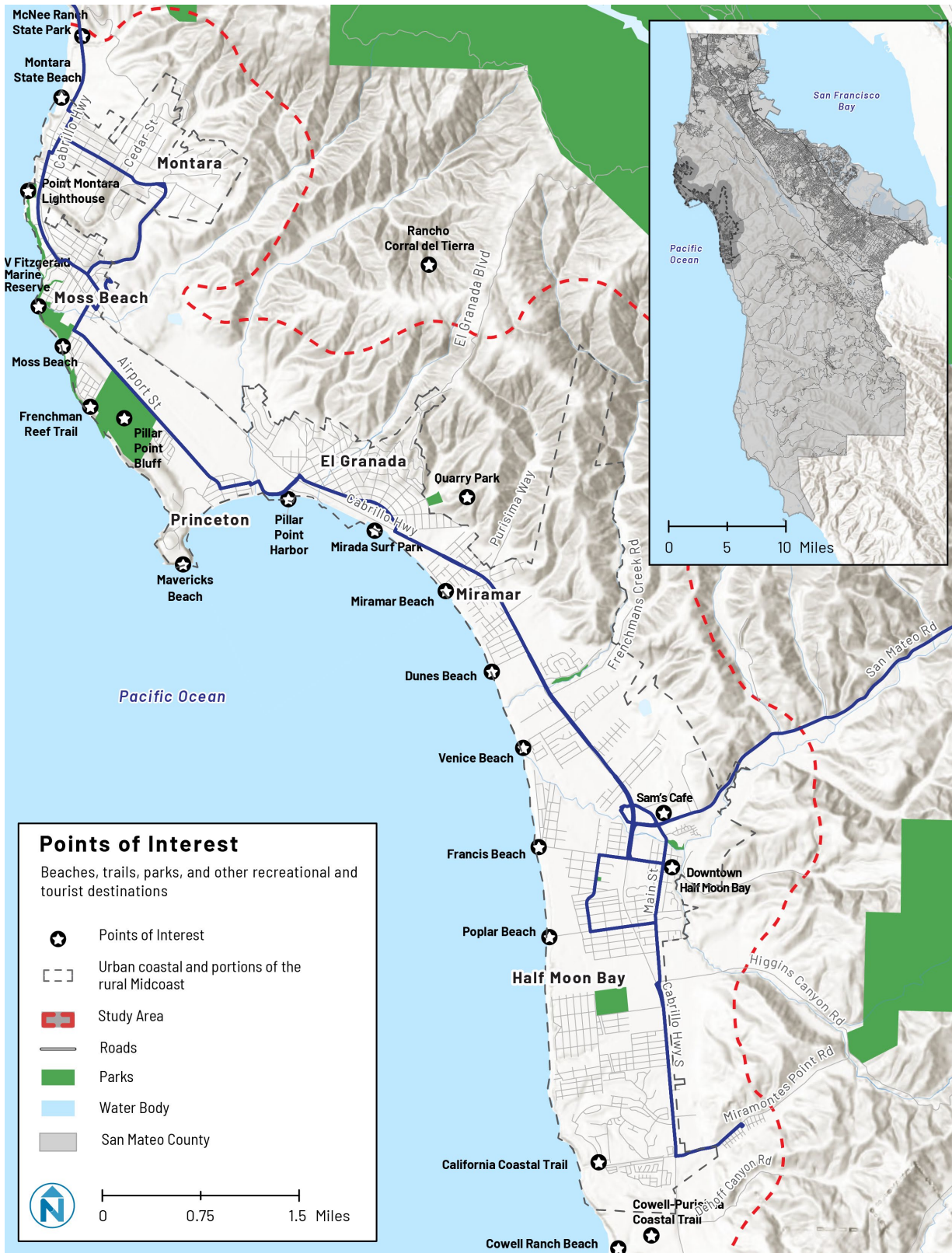


Figure 14 Points of Interest



Transportation Options, Challenges, and Travel Patterns

This section aims to answer the following questions:

- What options do Coastsiders have to “Get There”?
- How do visitors access the Coast?

Transportation Options

In addition to demographic data, existing conditions analysis included a survey of existing transportation options. There are different ways to get around the Coastside today, including:

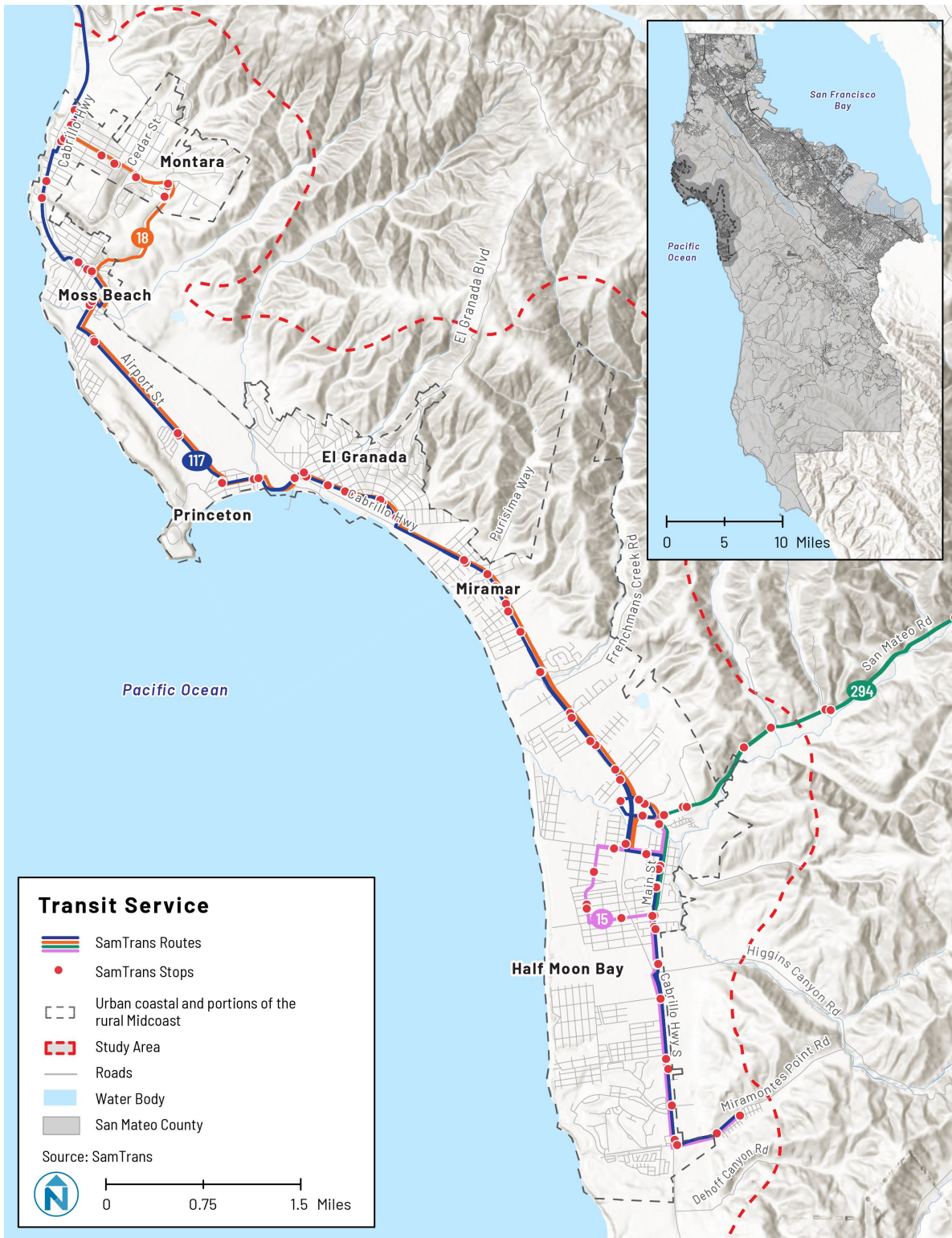
- Fixed route transit services (SamTrans Bus Service)
- Microtransit (SamTrans Ride Plus, SamTrans RediCoast Non-ADA Service and SamCoast)
- Paratransit (SamTrans RediCoast)
- Biking, walking, and rolling
- Commuter services and programs (Carpool, vanpool, Commute.org, Clipper BayPass, Bay Area Vanpool Program, 101 Express Lanes Community Transportation Benefit)
- Taxi services and ridehailing
- School transportation
- Non-profit transportation
- Driving and parking

Fixed Route Transit Services

SamTrans operates fixed-route bus service (Figure 15) throughout San Mateo County, and several Coastside services. Youth ages 18 and under, and some eligible adults (seniors and passengers with disabilities) pay \$1.10 or \$1.00 with Clipper, while adults pay \$2.25 or \$2.05 with Clipper per ride. In general, transit service is limited and does not reach major Coastside employment sites. Four SamTrans routes serve the Coastside (Figure 15):

- Route 15 is a school-oriented route, which goes from the Moonridge Apartments to Half Moon Bay High School. It operates on weekdays between 7:45 a.m. and 8:15 a.m. in the mornings and between 4:05 p.m. and 4:27 p.m. in the afternoon. The route is designed to transport students between the Moonridge Apartments, Half Moon Bay High School, Cunha Intermediate School, and Hatch Elementary School. It does not run on weekends.
- Route 18 is a school-oriented route, which goes from Montara, through El Granada, to Half Moon Bay High School and Cunha Intermediate School. It operates on weekdays between 7:28 a.m. and 8:16 a.m. in the mornings and between 2:30 p.m. and 4:34 p.m. in the afternoons. The route is specifically designed to transport students living in Montara, El Granada, and other areas of Half Moon Bay to Half Moon Bay High School and Cunha Intermediate School. It does not run on weekends.
- Route 117 connects the Linda Mar Park and Ride in Pacifica with the Moonridge Apartments in Half Moon Bay. The route is primarily on Highway 1 and goes through Pacifica, Montara, the Half Moon Bay Airport, El Granada, and Half Moon Bay to the Moonridge Apartments. The route operates between 5:08 a.m. and 9:26 p.m. on weekdays and 6:37 a.m. to 9:31 p.m. on weekends. Frequency is once per hour.
- Route 294 connects the Hillsdale shopping center, and the Hillsdale Caltrain station in the City of San Mateo to Half Moon Bay. The service runs from 5:23 a.m. to 10:01 p.m. on weekdays and 6:13 a.m. to 9:40 p.m. on weekends. Frequency is once per hour.

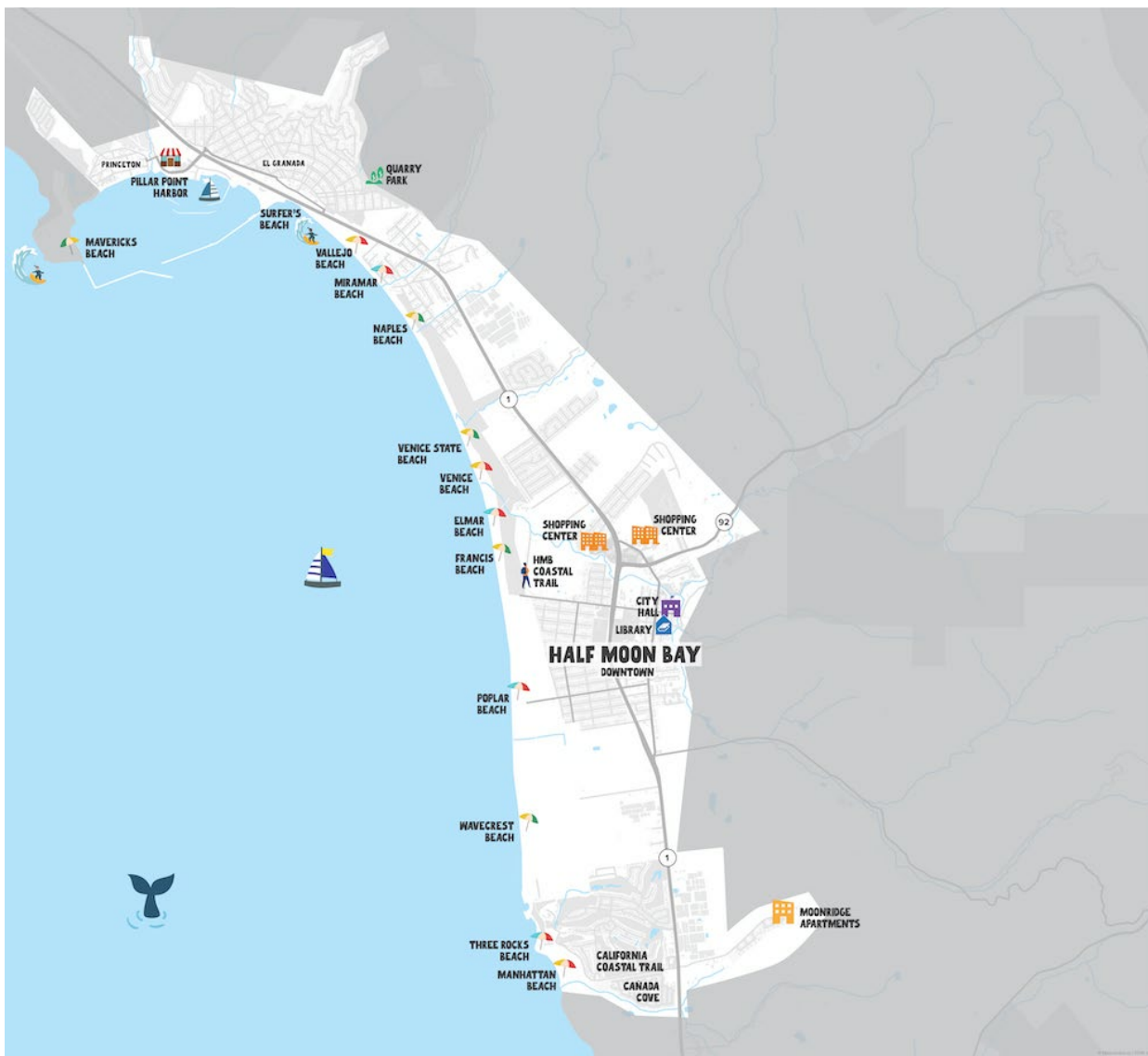
Figure 15 SamTrans Transit Service on the Coastside



Ride Plus Microtransit

[SamTrans Ride Plus](#) (Figure 16, Figure 19) is a new on-demand curb-to-curb public transit service offering convenient, affordable transportation for users in each Ride Plus service area. There are two Ride Plus service areas: Half Moon Bay and East Palo Alto. Trips must start and end in each defined service area. The Half Moon Bay service area includes some areas of the unincorporated Midcoast next to the city, including Miramar, and parts of Princeton and El Granada (Figure 16). Rides in the Half Moon Bay service area are available between 8:00 a.m. and 5:00 p.m. These service hours are shorter than the service hours for East Palo Alto and Menlo Park’s Belle Haven neighborhood, which both operate from 6:00 a.m. to 10:00 p.m. There are no limitations on trip purpose. The cost is fixed (same as a fixed route bus fare) and will not vary depending on distance traveled. During initial Get There Together outreach, staff observed that many Coastsiders were unaware of the service. SamTrans has been working with Coastsiders farmworker communities, such as Moonridge, to increase awareness of the transit opportunities available to the community.

Figure 16 Ride Plus Half Moon Bay Service Area



Source: [SamTrans](#)

Paratransit

[RediCoast paratransit service](#) is for persons with disabilities who cannot independently use SamTrans bus service some or all of the time (Figure 17). Trips must be scheduled at least one day in advance. Operating hours are weekdays, 6:00 a.m. to 9:00 p.m. and weekends, 8:00 a.m. to 5:00 p.m. The cost is \$4.25 per trip and \$1.75 per trip for lifeline/low-income passengers.

Figure 17 SamTrans RediCoast ADA Paratransit Service Area

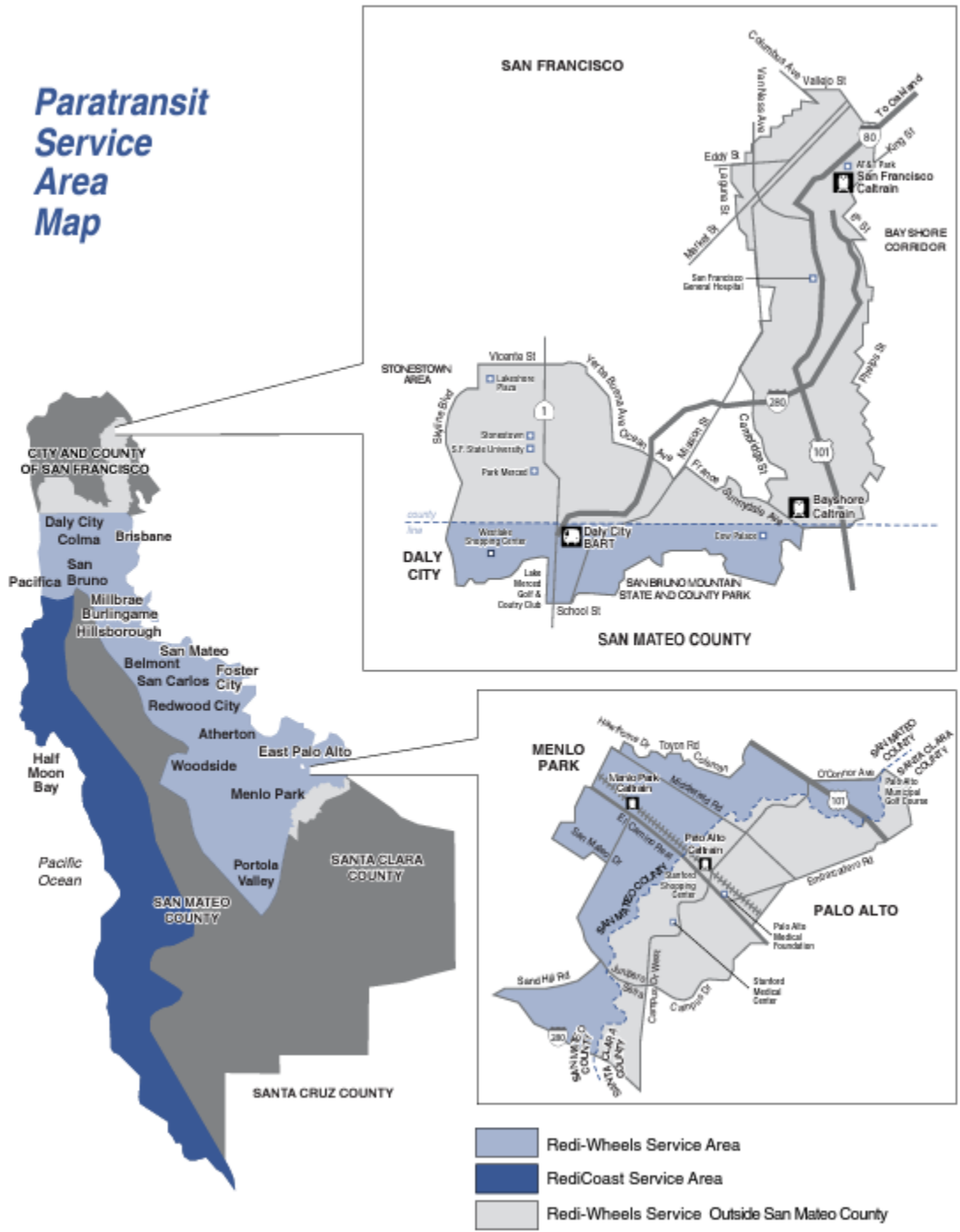


Figure 18 SamTrans Bus on Highway 92, Connecting Bayside with the Coastside



Figure 19 SamTrans Ride Plus Vehicle



RediCoast Non-ADA Service

RediCoast non-ADA service provides curb-to-curb service on the Coastside. All trips must start or end in the service area; however, RediCoast non-ADA service prioritizes trips where the pick-up and drop-off location are both within the service area. RediCoast non-ADA service is available south of 2nd Street in Montara and north of Route 84 in Half Moon Bay. The service area includes the full city/community boundaries of Montara, Moss Beach, El Granada, Miramar, and City of Half Moon Bay. RediCoast non-ADA attempts to make every effort to provide trips that pick-up or drop-off outside the service area but some trips may not be possible due to vehicle availability and demand within the service area. The availability of RediCoast services are limited, and are therefore, not widely promoted in the community.

SamTrans SamCoast

The purpose of SamCoast is to provide curb-to-curb service in the southern and rural parts of the San Mateo County coast. All trips must start or end in the service area, including trips connecting to and from SamTrans fixed routes 117 and 294 in Half Moon Bay; however, SamCoast prioritizes trips where the pick-up and drop-off locations are both within the service area. Service is available in Pescadero, south of Highway 84, west of Highway 35 (Skyline Blvd), north of Loma Mar, and south along Highway 1 to the border of San Mateo County and Santa Cruz County. Connections to and from SamTrans fixed routes 117 and 294 in Half Moon Bay are available. SamCoast service operates from 6:30 a.m. to 8:00 p.m. on weekdays and 8:00 a.m. to 5:00 p.m. on weekends. The service costs \$4.25 per trip, or \$1.75 for low-income passengers.

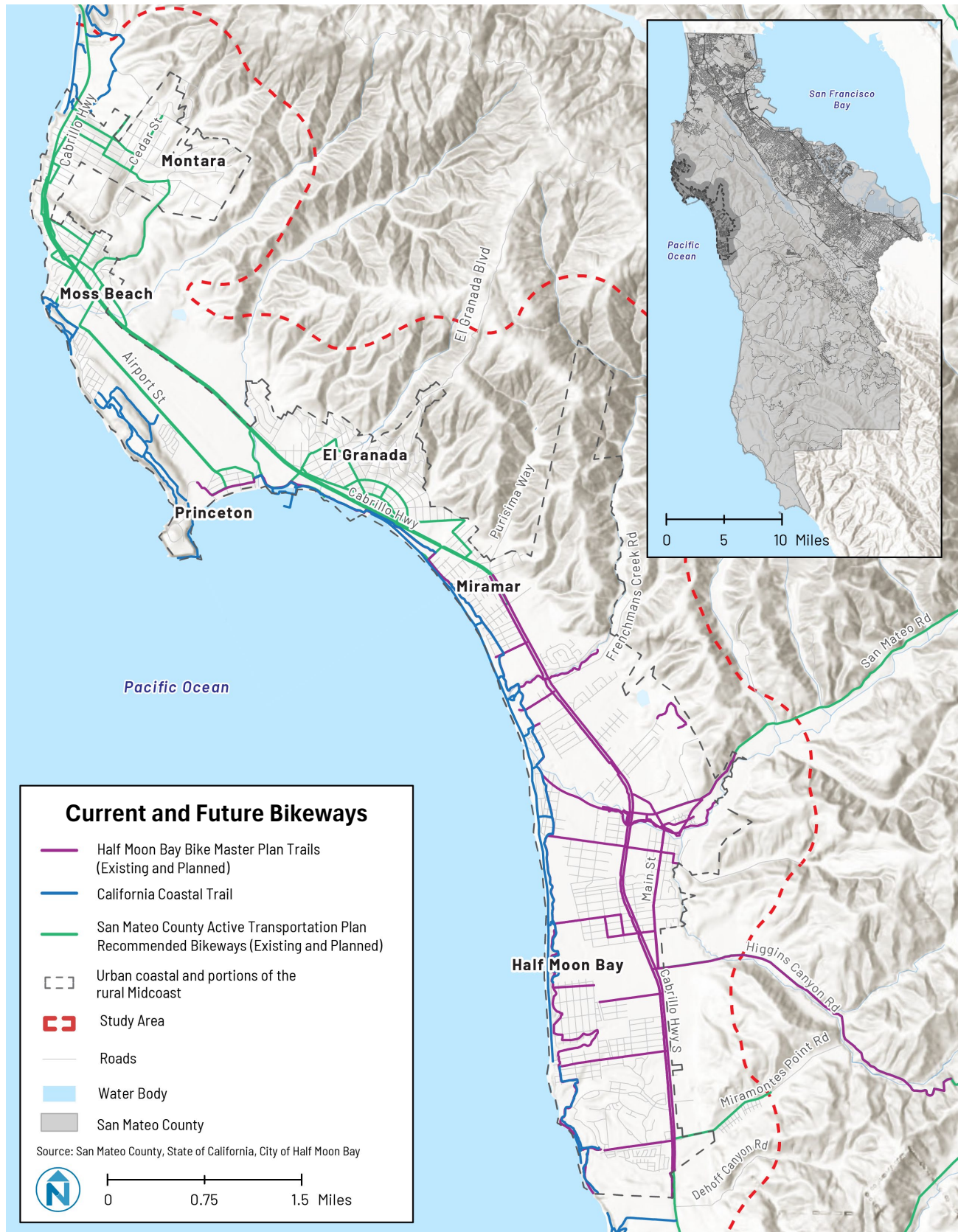
Pedestrian Network

Half Moon Bay has more pedestrian-friendly areas to walk than the rest of the Coastside, especially adjacent to Highway 1. Key pedestrian destinations are largely spread out along Highway 1 and are primarily near the coast. Destinations include beaches, trails, viewpoints, businesses, and services such as the post office. The pedestrian network generally consists of sidewalks along local roads, roadway shoulders, and trails, occasionally connected with a marked crosswalk. There are many gaps in the pedestrian network: sidewalks need maintenance, sidewalks may not be ADA-compliant, and some streets, including along highways, may not have pedestrian paths. Even along Highway 1, pedestrians often need to walk along the edge of the roadway to get to their destination due to the lack of dedicated pedestrian facilities. The California Coastal Trail (CCT), commonly referred to as the Coastal Trail, serves primarily recreational trips, but often serves other trip types in areas with the trail is closer to destinations, such as local businesses and the Harbor. The CCT follows the shoreline as closely as possible and is largely a separated walking path, with some areas that align with local roads. It has several gaps and does not span the entire Coastside.

Bicycle Network

There are limited existing bicycle facilities in the Coastside (Figure 20). Coastside residents who bike often use Highway 1 to travel throughout the Coastside, since it is the only continuous north-south connection. Some residents and visitors also bicycle on the Coastal Trail. Highway 1 does not have a continuous dedicated bike lane, has high vehicle speeds, and sometimes has parked cars on the shoulder where cyclists must ride. There are some disparate sections of Class 1 Bicycle and Pedestrian Paths parallel to Highway 1 that have not yet been connected. Some cyclists who do not live in the Coastside use Highway 92 as a coastal access route between eastern and western San Mateo County for tourism. Highway 92 does not have a dedicated bike facility and has very few paved shoulders for cyclists to ride on. There is limited bicycle parking at recreational and other destinations within the Coastside.

Figure 20 Current and Future Bikeways



Commute.org Services

Commute.org has several existing mobility and TDM services and rewards programs available to residents and employees in San Mateo County. Commute.org also supports implementation of C/CAG's TDM policy, including ongoing monitoring of TDM implementation. Commute.org services are targeted to residents and workers in San Mateo County, but need customization to better meet the needs of farmworkers and Coastside residents who fall outside of traditional commute patterns. Commute.org's current programs include:

- **Personalized Commute Planning:** Commute.org offers a personalized commute planning questionnaire, which offers custom recommendations based on the respondent's work schedule, commitments before and after work, and other factors.
- **STAR:** Commute.org's STAR (Support, Track, and Reward) program is Commute.org's rewards program. The STAR program also includes a trip planning tool that helps travelers explore their commute options. STAR also offers a platform for travelers to find carpool and vanpool matches.
- **Bicycling Rewards:** Commute.org offers bicycling commuters a \$100 reward for bicycling to work, free on-site bike safety workshops, and a guaranteed ride home program.
- **Teleworking:** Commute.org offers resources and tips for teleworking, as well as seasonal raffle drawings for employees who log their telecommutes on the STAR platform.
- **Ridesharing:** Commute.org offers vanpool and carpool matching through the STAR platform. Commuters who use vanpools and carpools can receive up to \$100 a year in rewards.
- **Employer Programs:** Commute.org's Employer Programs team works with employers to create custom, easy-to-administer commuter benefits programs. They also organize events for employers to come together to discuss commuter transportation in the Bay Area region, like Commute.org's Annual Symposium every spring. Commute.org also recognizes employers who promote Commute.org's free programs and services to their employees through the Employer Recognition Program. By participating in the program, employers can earn points for their engagement and achieve certification.
- **Try Transit Program:** Commute.org offers a pre-loaded \$25 Clipper card for those new to transit who do not already have a Clipper Card and who commit to using it to commute to work or college.
- **Certified Development Program:** Commute.org's Certified Development Program is designed to provide developers with projects in San Mateo County with a formal certification of their active participation in Commute.org programs and services. Active participation may be a requirement for developments that are subject to the C/CAG TDM Policy and may also be a TDM requirement imposed on developers by jurisdictions that have received an exemption to C/CAG policy. The goal of the program is to provide developers access to a set of TDM programs and services that can be integrated into the other tools they will use to reduce VMT and vehicle trips to new commercial, residential, or mixed-use developments in San Mateo County.
- **Commute.org Shuttles:** Commute.org operates shuttles that provide first/last mile transportation to commuters and residents in San Mateo County. No Commute.org shuttles serve the Coastside region.
- **Guaranteed Ride Home:** Commute.org's Guaranteed Ride Home (GRH) program reimburses commuters who carpool, vanpool, take transit, shuttle, bike, or walk to work or to a participating college in San Mateo County up to \$60 per event up to four times per calendar year. Program participants decide how to get home (e.g. taxi, ride-hailing app, public transit, or combination) and complete the reimbursement process after they are home safely. If participants use public transit as their GRH ride, Commute.org will provide them with a \$5 e-gift card bonus.
- **Caltrain Pass Forward Program:** Commute.org is partnering with Caltrain on Caltrain's Pass Forward Program. The Pass Forward Program gives Commute.org an allocation of free Go Passes to distribute to eligible recipients. Commute.org distributes passes directly and partners with CBOs that serve essential workers and San Mateo

County residents who make less than \$70,000 per year; work or live in San Mateo County; use the card to get to work, job training, or job searching; and use the pass at least twice a week.¹³

Clipper BayPass

Clipper BayPass is a transit benefit pilot program where employers can purchase Clipper BayPass cards at a discount to provide to employees. The pilot is currently only available for certain colleges, affordable housing developments, and employers that have opted into the pilot. The Clipper BayPass is an all-access transit pass, enabling unlimited use on all bus, rail and ferry services in the nine-county Bay Area region that use Clipper (except Muni Cable Cars). Clipper BayPass cards can be used on SamTrans buses and other transit services that serve the Coastsides region.

Bay Area Vanpool Program

Enterprise and the Metropolitan Transportation Commission (MTC) run the Bay Area Vanpool Program. MTC administers and funds the program to increase the attractiveness and availability of vanpools. MTC offers a \$500 monthly subsidy to eligible vanpools. Vanpools also receive free bridge tolls for 11- to 15-passenger vanpools and get discounted parking in San Francisco and Oakland.

Commute.org also offers a \$100 reward when residents, workers, or college students in San Mateo County vanpool to or from work or school. Vanpool participants unlock a \$25 gift card reward for every set of 10 vanpool days to and from work or school, up to 4 times per year (\$100 in total).

511 SF Bay, operated through MTC, provides an owner-operated vanpool seat subsidy as well. For existing vanpool owners (vanpools with vehicles operated by the vehicle owner, not rented from Enterprise), 511 SF Bay and MTC will provide gas cards for temporarily empty seats in the vanpool.

101 Express Lanes Equity Program

The 101 Express Lanes Joint Powers Authority offers a community transportation benefits program to help cover transportation costs for qualifying low-income individuals in San Mateo County. Participants can receive a \$200 Clipper card annually or a \$200 FasTrak transponder. This program is expected to be transitioned to a mobility debit card program, offering \$200 on a mobility debit card annually to low-income residents in San Mateo County. To qualify for the community transportation benefits program, individuals must be residents of San Mateo County, age 18 or older, and earn an income at or below 60% of San Mateo County Area Median Income (\$82,260 for a one-person household in 2024). To enroll, San Mateo County residents must visit a local [core service agency](#). Coastsides Hope serves as the core service agency for the Coastsides study area.

Ridehailing Services

Transportation network companies service, like Uber and Lyft, are limited on the Coastsides. Uber and Lyft drivers generally do not make trips on the Coastsides because there is not enough demand. There are a few taxi companies on the Coastsides that residents can use.

School Transportation

Cabrillo Unified School District does not currently provide yellow school bus transportation for students. Yellow school buses were eliminated due to budget concerns for ongoing operations and maintenance. In addition, the District has seen a decline in enrollment and changed enrollment boundaries to encourage students to attend the elementary school

¹³ For a full list of Commute.org and San Mateo low-income transit assistance programs, see: [Assistance Programs - Commute](#)

closest to their residence. SamTrans provides school-serving routes that operate during school pick-up and drop-off hours to transport students to and from Cunha Intermediate School and Half Moon Bay High School, and service to Pilarcitos High School and Hatch Elementary School for drop-off. SamTrans does not provide transport after school for Pilarcitos High School and Hatch Elementary School. Students are eligible for a youth Clipper card and the school district distributes Youth Unlimited free passes each year to eligible students. Yellow school buses were brought up by community members during engagement as a strategy that would help their students get safely to and from school.

SamTrans provides free bus travel for socioeconomically disadvantaged students in San Mateo County, including the Coastsides through the [Youth Unlimited Program](#). School districts and schools distribute the free passes to eligible students. The California Department of Education defines socioeconomically disadvantaged students as students that are eligible for the Free and Reduced-Price Meal program, students experiencing homelessness, foster-youth, migrant students, and students whose parents did not graduate high school.

The College of San Mateo (CSM) offers students who are enrolled in at least one course [one free roundtrip ride to or from campus via Lyft](#) each day. Rides must start or end at a designated campus pick-up/drop-off site, and must occur between the hours of 6 a.m. and 10 p.m. on weekdays or 7 a.m. and 7 p.m. on Sundays. The College of San Mateo will cover up to \$50 per ride for up to 40 riders per month. CSM also operates shuttle service between the main CSM campus and the Millbrae BART/Caltrain station.

Non-Profit Transportation

There are a few non-profit or human service agency transportation programs that operate service on the Coastsides. These are typically designed to serve low-income groups or older adults who may not be able to use SamTrans fixed route service. They fill a valuable gap on the Coastsides, where SamTrans has sparse service, but do not provide a significant amount of additional service or coverage.

- **Got Wheels! Subsidized Taxi Service:** Got Wheels! is a subsidized taxi service program operated by Peninsula Family Services. The program launched in Daly City in 2019 and expanded to Colma, Brisbane, South San Francisco, San Bruno, Millbrae, Burlingame, Hillsborough, El Granada, Montara, Moss Beach and Half Moon Bay in 2020. County residents in these areas who are 70 years and older are eligible to apply. Got Wheels! provides up to six one-way rides per month for \$5 per ride. Peninsula Family Services subsidizes the remainder of the fare. Serra Yellow Cab is the partner provider for the program. As of March 2023, the program is at capacity and the wait list for new participants is closed.
- **Senior Coastsiders Transportation:** Senior Coastsiders coordinates transportation with RediCoast to transport seniors from their homes to the Senior Coastsiders facility where they are able to take classes, socialize and have lunch. In addition, seniors living in Moss Beach, El Granada and Montara are driven to/from Safeway for a grocery shopping trip each Wednesday. On Fridays, the same service is provided to those seniors living in Half Moon Bay.
- **Ayudando Latinos A Soñar (ALAS) and Puente de la Costa Sur (Puente)** both provide as-needed transportation services when feasible, such as rides to medical appointments or for special events.

Driving

Driving is the main mode of travel throughout and to the Coastsides. The main roadway corridors are Highway 1 (north-south) and Highway 92 (east-west). Highways 1 and 92 are owned and managed by Caltrans and provide regional connections to San Francisco (north), San Mateo (east) and Santa Cruz (south). The roadway network connects to nearly all Coastsides resources, including beaches, marine reserves, harbors, surf breaks, parks, businesses, residences, and other destinations. Connect the Coastsides engagement found that many Coastsides residents feel that the traffic during

peak hours and during nicer weather on weekends is challenging, and that congestion has gotten worse over time. There are a limited number of roads into and out of the Coastsides, and the space on those roads is prioritized for private vehicles. Driving compared to transit is always faster and often cheaper with more people per vehicle. For example, from Redwood City to Half Moon Bay is about 19 miles, and takes about 32 minutes by car with little traffic vs. 1 hour and 44 minutes by transit. This trip costs about \$13 by car assuming a rate of \$0.67 per mile, vs. \$4.50 per person by transit. If three people were in the car, the trip would be cheaper and significantly faster by car than transit. From Half Moon Bay to Montara, driving time is about 14 min (vs. 37 min by transit) and costs \$5.22 per person (vs. \$2.25 per person by transit).

Parking

Car parking on the Coastsides includes on-street parking in residential neighborhoods, off-street private parking lots for businesses, lots with public parking, and limited parking provided at parks and recreational areas. Some parking lots provided by private development also provide public parking, but do not have public parking signs and there is limited parking management. Parking was the focus of the San Mateo County Coastsides Access Study, which conducted a recreational parking inventory in 2014. The study found 396 parking spaces in designated parking lots in recreational areas along the Coastsides. During data collection, 423 total parked vehicles were observed, or 107% parking occupancy. When parking lots fill to capacity, visitors and tourists often park on the street. Several areas where people park are unpaved and do not have striped parking spaces, leading to inefficient parking.

Transportation Challenges

Challenges remain with existing transportation options. Challenges include:

- **Transit:** Fixed route transportation, primarily SamTrans services, are concentrated along Highway 1 and Highway 92. These services are generally low-frequency or school-serving, with headways of about an hour for most of the week. The network extent, limited headways, and span of service can make it difficult for some people to rely on it for daily travel needs.
- **Microtransit:** SamTrans' Ride Plus is a newer service that opens new opportunities for more flexible transit service and better coverage beyond the spine of Highway 1. However, many residents are still unaware that it exists. Ride Plus does not serve some key needs and destinations, like agricultural jobs north and south of Half Moon Bay, and has limited hours (from 8:00 a.m. to 5:00 p.m.) SamTrans has a contract to support Ride Plus services. The contractor is based on the Bayside and serves both Ride Plus service areas (East Palo Alto/Belle Haven and Coastsides). Service area and hours were selected as part of Reimagine SamTrans. Ride Plus also requires a higher level of familiarity and comfort than regular fixed route transit does, as it requires booking the ride with a mobile phone application, online, or calling a phone number. While SamTrans has Spanish language brochures, language barriers can be a challenge or deterrent for some riders on fixed route and microtransit services, as not all operators speak Spanish.
- **Commuter Services (Commuter.org, Clipper BayPass, Vanpools):** It's unclear how well these commuter services are used on the Coastsides. Engagement revealed a few organized vanpools, but generally limited community awareness of these options.
- **Pedestrians and Bicycles:** The bicycle and pedestrian network is incomplete, making it difficult for Coastsiders to walk or bike between some destinations. Limited marked and controlled crosswalks along Highway 1 and Highway 92 create additional safety concerns.
- **Ridesharing:** Uber, Lyft, and taxi services have limited availability on the Coastsides. Residents cannot rely on ridesharing services, leading many residents to choose to drive.

- **Parking:** High demand for parking leads to congestion and traffic as visitors, employees, and residents circle trying to find parking spaces. In some cases, drivers park on the shoulder of Highway 1 and Highway 92, which leads to safety concerns for people walking along or crossing the highway.

Travel Patterns

Demographics and transportation services also influence travel patterns, including drive-alone commuters (Figure 21), non-drive-alone commuters (Figure 22), and commute time (Figure 23). Eighty-six percent (86%) of commuters on the Coastsides travel to work by driving alone, far more than any other mode, and above the national average, which is approximately 76%.

- Nearly half (45%) of working people who live on the Coastsides study area commute elsewhere for work. Since these travel distances are farther, these Coastsiders are more likely to drive. TDM strategies like carpooling or vanpooling may be the most effective for this group.
- About one-third (34%) of working people who live on the Coastsides study area also work there. These Coastsiders are the most likely to be able to walk, bike, or take transit services to work.
- Twenty-one percent (21%) of people who work on the Coastsides study area live elsewhere and commute in for work. Since these travel distances are farther, these Coastsiders are more likely to drive. TDM strategies like carpooling or vanpooling may be the most effective for this group.
- Many people who live on the Coastsides are willing to try alternatives including transit (34%), carpool (31%) and bicycling (12%).¹⁴
- Fifty-nine percent (59%) of working people who live on the Coastsides study area have an average commute time that is 30 minutes or more. Eleven percent (11%) of working people who live on the Coastsides study area have an average commute time that is 1 hour or more.

Additional gaps or challenges related to travel patterns and mobility include:

- For many people, including service workers and agricultural workers, non-driving travel options are often not feasible, available, or culturally comfortable.
- There are limited connections into and out of the Coastsides, and those roadways are susceptible to congestion and closure when accidents occur.
- Tourists and visitors have few convenient or feasible alternatives to driving.
- Parking locations are not readily known to all visitors, and visitors looking for parking can contribute to added roadway congestion.

¹⁴ Commute.org Coastsides Commuter Survey (2022), which included parts of the Coastsides beyond the project study area.

Figure 21 Drive-Alone Commuters

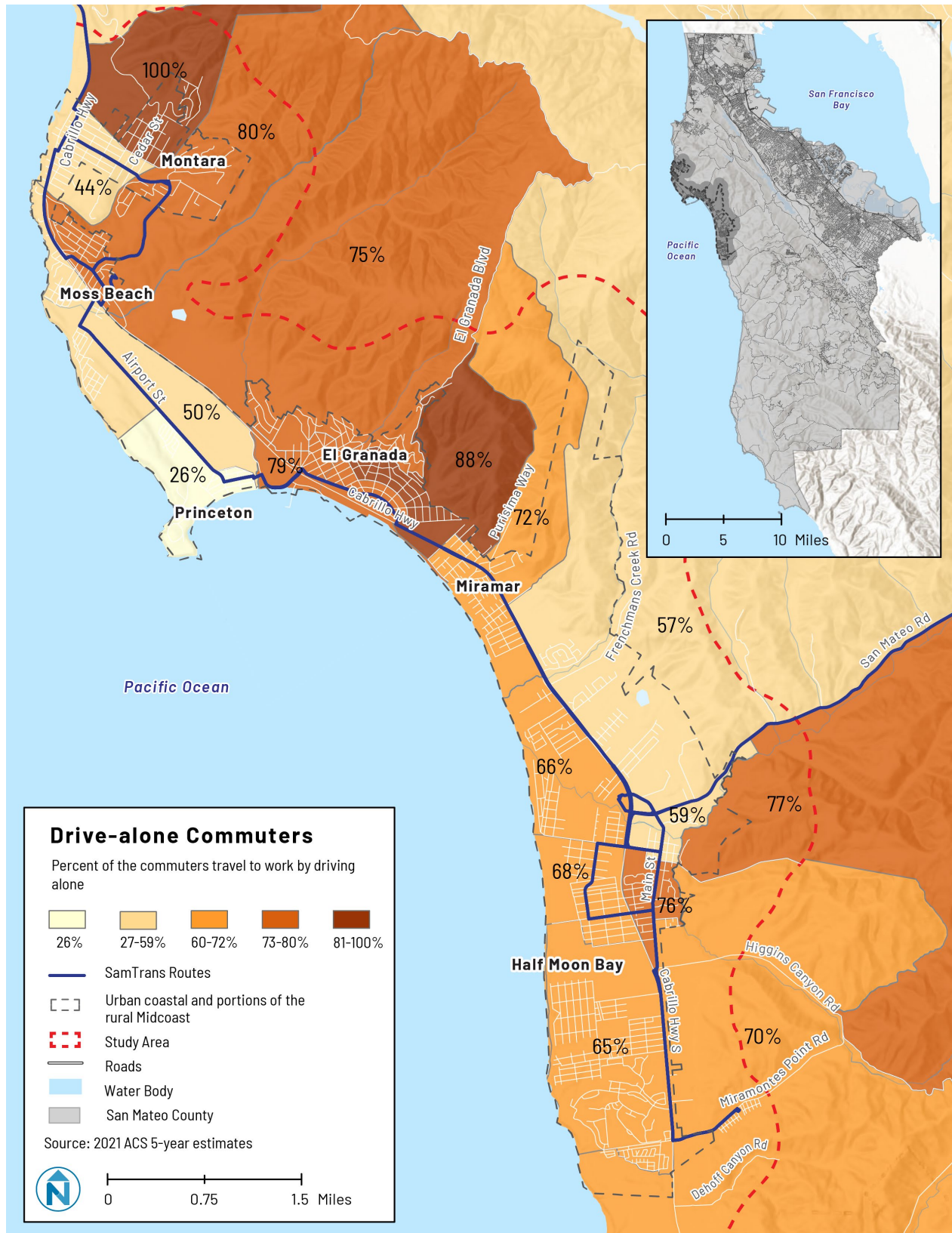


Figure 22 Non-Drive Alone Commuters

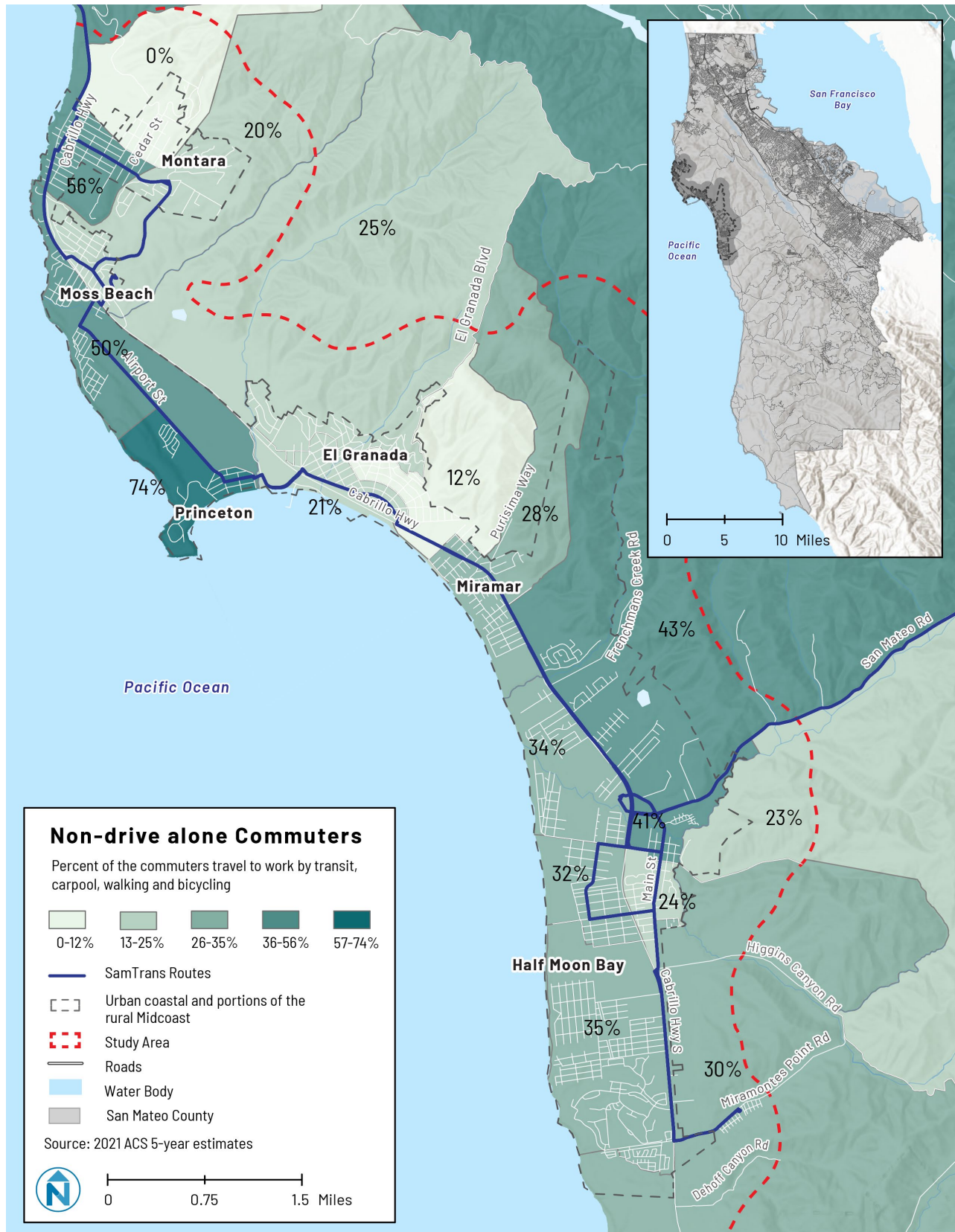
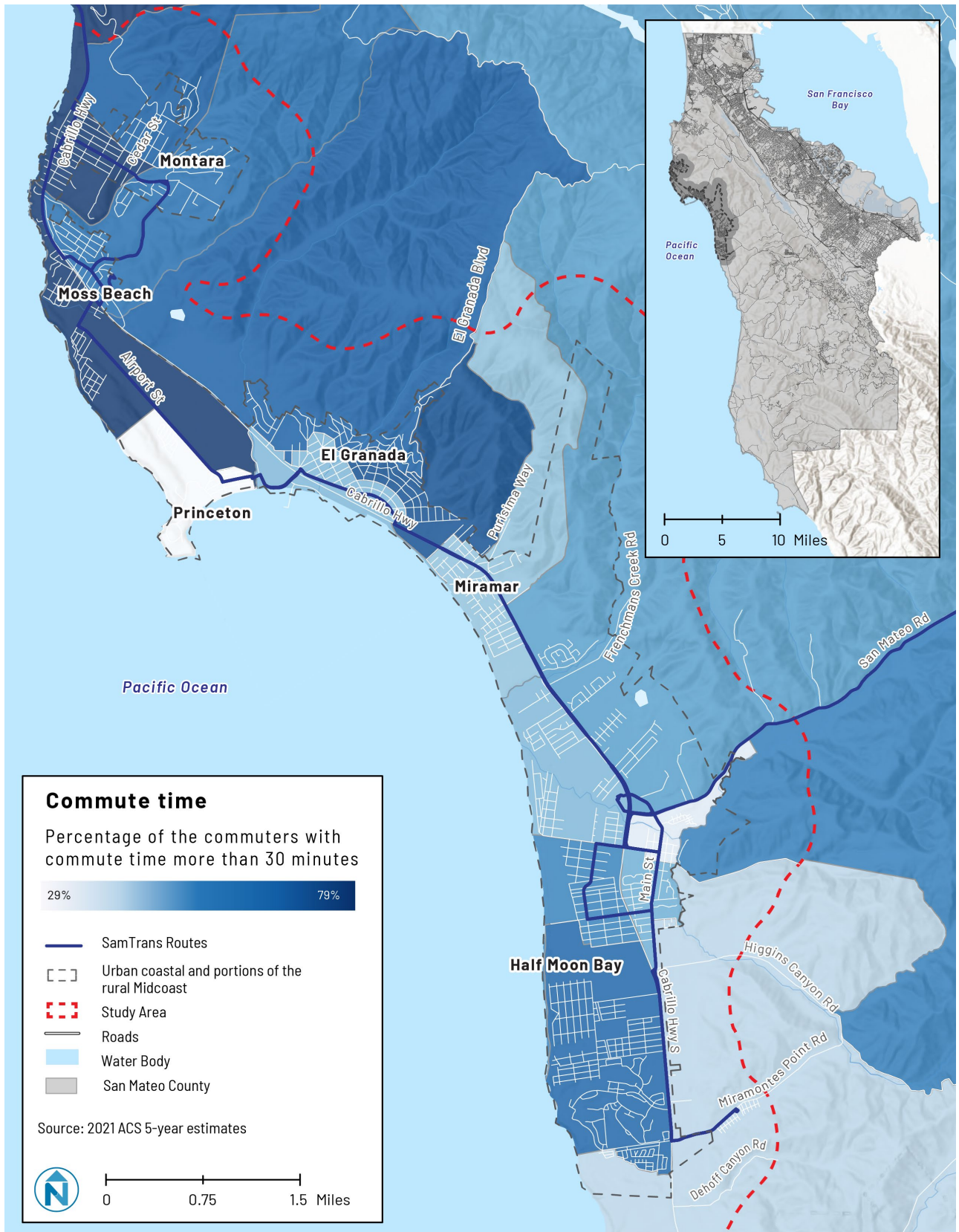


Figure 23 Commute Time



CHAPTER 2: ENGAGEMENT

The project team engaged the community and key stakeholders to build awareness of the planning effort, confirm needs, and gauge support of draft strategies. Goals of public engagement included:

1. Respect the fact that a great deal of engagement, public consultation, and surveying has been done through recent Coastsiders planning efforts and demonstrate that learning.
2. Ensure an inclusive, accessible approach to engagement that brings opportunities for engagement directly to target audiences.
3. Make people feel heard by documenting their comments and incorporating them into to the final plan.
4. Gain insight into how people feel about potential changes.
5. Make sure people know what is going to happen during future phases of implementation.

Key engagement tactics included pop-up events, focus groups, public workshops, stakeholder and agency partner briefings, presentations at formal advisory and decision-making bodies, and online/web-based engagement, like the project website and online survey. In the first phase of engagement (fall 2023), the project team shared early findings of the existing conditions analysis and potential TDM opportunities, and learned about community and stakeholder needs and priorities. Based on these findings, the project team developed a list of draft strategies. During the second phase of engagement (spring 2024), the project team shared the draft strategies and gathered feedback including which strategies should be prioritized and ideas for additional strategies. The last phase of engagement (fall 2024) focused on gathering feedback on the draft plan.

Figure 24 Engagement Timeline



Engagement Tactic 1: Pop-Ups

As in most communities, stakeholders often find it difficult and/or inconvenient to attend standalone public workshops. To meet people where they already convened, the project team attended 12 community events during the project period, providing opportunities for input to a variety of community stakeholders.

Pop-ups were planned to strategically reach Coastsiders that may not have access to a vehicle or have additional mobility needs, such as older adults, youth, monolingual Spanish-speaking residents, farmworkers, and low-income residents. Bilingual staff Spanish and Mandarin-speaking staff were available at pop-ups as denoted in the list below. Feedback at pop-ups was focused on how Coastsiders travel around the Coastsiders and on strategy priorities.

Pop-up events for the project included:

- Safe Routes to School Bike Rodeo, Summer 2023 (English, Spanish)
- Make it Main Street Back to School Block Party, Summer 2023 (English, Spanish)
- Senior Coastsiders Lunch Hour, Spring 2024 (English, Spanish, Mandarin)
- Coastside Farmers Market, Spring 2024 (English)
- Half Moon Bay Public Library, Spring 2024 (English, Spanish, Mandarin)
- Pescadero Farmworker Convention, Spring 2024 (English, Spanish)
- Pillar Ridge Manufactured Housing Community, Spring 2024 (English, Spanish)
- Fallfest at Quarry Park, Fall 2024 (English)
- Cañada Cove Housing Community, Fall 2024 (English)
- Half Moon Bay Public Library, Fall 2024 (English)
- Coastside Farmers Market, Fall 2024 (English)
- ALAS Día De Los Muertos, Fall 2024 (English, Spanish)

Figure 25 Safe Routes to School Bike Rodeo Pop-Up



Engagement Tactic 2: Focus Groups

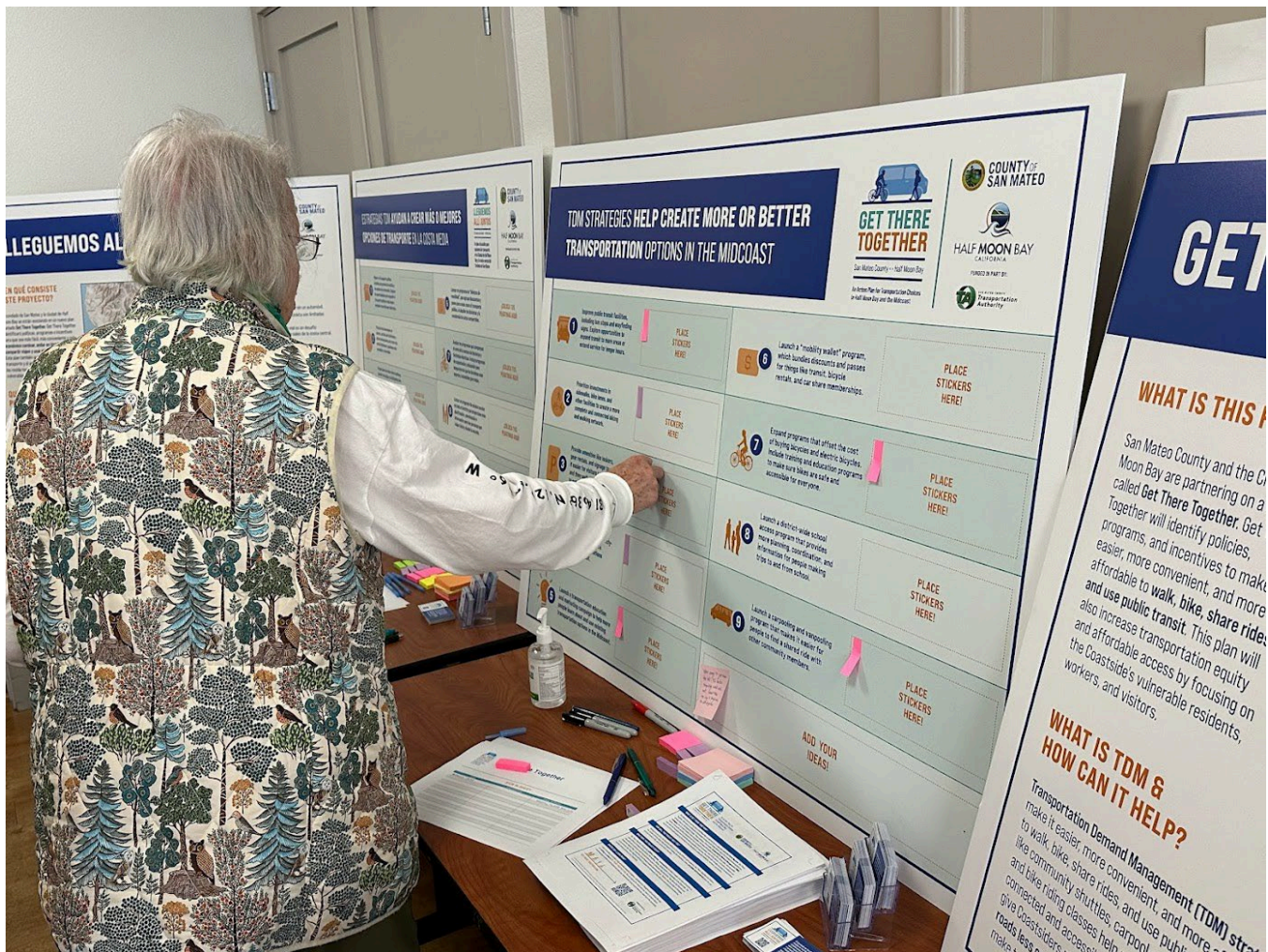
The project team conducted two in-person focus groups and conversations, designed for groups with common interests and concerns. The goal of the focus groups were to provide a conversational space to collect more detailed feedback on transportation challenges and participants’ most important ideas to improve getting around the Coastsides. Participants were provided with a brief background on the project and then asked a series of questions to gather their personal experiences and preferences travelling throughout the Coastsides. Focus group participants received a gift card for their participation.

Two focus groups were conducted for:

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

Focus group 1 was most interested in strategies to improve public transit, improve accessibility and marketing of transportation options, and a Coastsides shuttle. Focus group 2, facilitated in Spanish, was most interested in strategies to improve public transit, improve accessibility and marketing of transportation options, improve bicycle and pedestrian connections, promote bicycling programs, and investing in carpool programs.

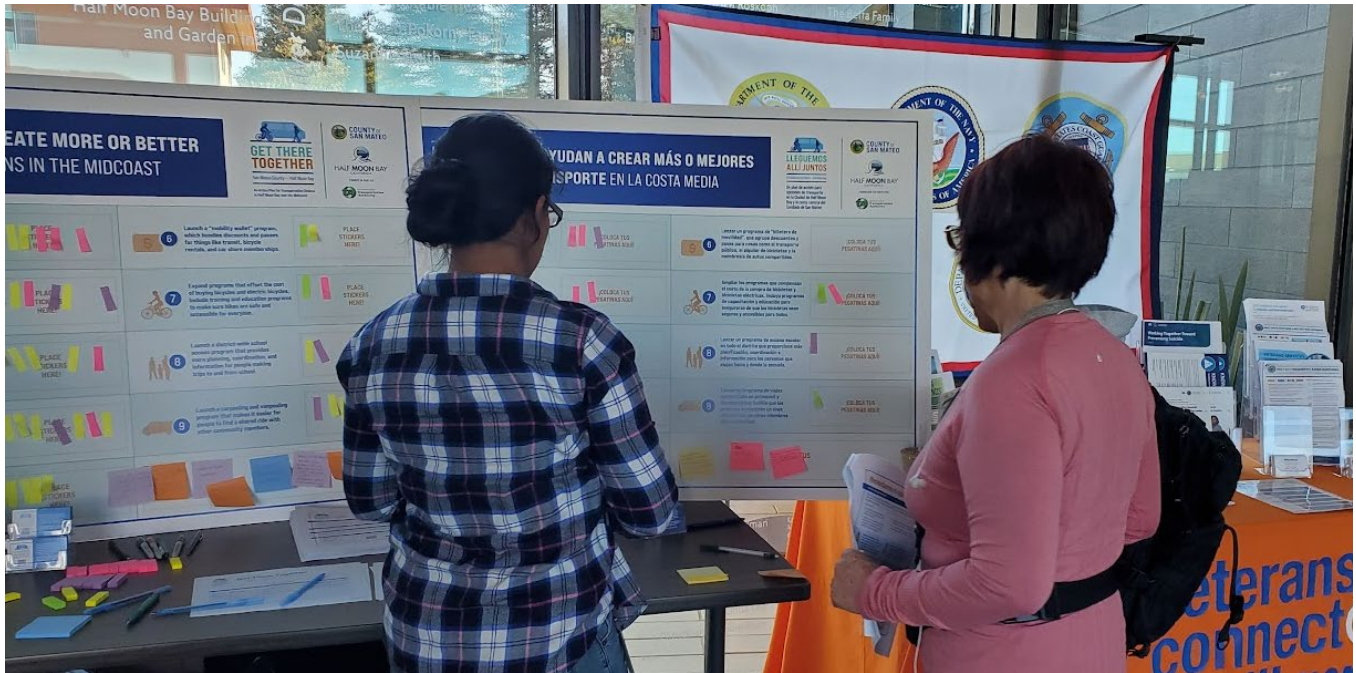
Figure 26 Senior Coastsiders Pop-Up



Engagement Tactic 3: Workshops

One in-person workshop at the Ted Adcock Community Center and one virtual workshop were held to collect community feedback on transportation opportunities and challenges and gather reactions to draft strategies. Participants were provided with a brief background on the project and an overview of the strategies, before open discussion. Spanish interpretation was available upon request at both workshops. Attendee feedback included expanding vanpool/carpool options, better parking management, and potential extension of SamTrans service to accommodate evening activities.

Figure 27 Half Moon Bay Library and Día De Los Muertos Pop-Ups



Engagement Tactic 4: Implementation Partner and Agency Briefings

The project team held a series of six virtual project briefings to ensure that local and regional agencies were informed throughout the development of the plan, and were able to contribute ideas, information and feedback on draft strategies and their feasibility. Three meetings were held for agency partners and three were held for implementation partners (see TDM Partners section in Chapter 1). Key takeaways from the briefings included:

- Parking access should be considered with parking management.
- Tourism poses challenges for existing TDM policies. Tourism trips are typically off-peak trips that primarily occur on weekend days and/or high heat days.
- Parking and multimodal strategies need to be coordinated for an integrated transportation network. Without bicycle and pedestrian infrastructure, it is hard to implement TDM strategies.
- Partners are interested in higher effort strategies like a shuttle but recognize that it has been tried before. Additional coordination and funding are needed for larger programs like this.
- Partners are interested in transit improvements. These will have to be considered in partnership with SamTrans.

Figure 28 Engagement Boards at a Pop-Up Event at the Puente Farmworker Convention



Engagement Tactic 5: One-on-One Conversations

The project team held a series of one-on-one conversations with key stakeholders to receive feedback on strategies. These included conversations with staff from Commute.org, State Parks, California Coastal Commission, Coastside Chamber of Commerce, and local business owners on the Coastside. Key takeaways include:

- Commute.org: Discussions with Commute.org focused on the potential viability of a Transportation Management Association. A locally-focused Coastside representative could be embedded at Commute.org. Commute.org also provides community partner grant programs where nonprofits can apply for funding to do additional outreach for Commute.org programs.
- California Coastal Commission: CCC's approach to parking and Coastside access is in flux, recognizing the need to support multimodal access and ensuring equity considerations are addressed. TDM strategies need to demonstrate no decline in access to the Coastside, and specifically for low-income populations.
- Coastside Chamber of Commerce: The Coastside Chamber was most interested in strategies to attract visitors to Downtown Half Moon Bay, parking management strategies (with caution around paid parking), visitor and farmworker outreach, and gap-filling improvements to the walking and bicycling network.
- Business Owners: Local business owners were most interested in strategies to improve public transit, improve accessibility and marketing of transportation options, improve bicycle and pedestrian connections, launch a mobility wallet, and invest in carpool programs.

Engagement Tactic 6: Presentations to Advisory and Decision-Making Bodies

Over the course of the project, the project team presented information, provided updates, and gathered feedback from public advisory and decision-making bodies, including:

- Midcoast Community Council (MCC)
- Half Moon Bay Bicycle and Pedestrian Advisory Committee (BPAC)
- Half Moon Bay Planning Commission
- Half Moon Bay City Council
- San Mateo County Bicycle and Pedestrian Advisory Committee (BPAC)
- San Mateo County Planning Commission


Engagement Tactic 7: Web-Based Information and Project Materials

The project team developed and maintained two project webpages: a shorter, community-facing page at <https://www.get-there-together.com/> (Figure 33) and more detailed page with project history at <https://www.smcgov.org/planning/get-there-together-action-plan-transportation-choices-half-moon-bay-and-midcoast>. The webpages included the following information: an overview of project, project fact sheets in English and Spanish, a sign-up form for project updates, link to an online survey, list of all outreach activities and meetings, engagement and presentation materials, and a link to the Social Pinpoint engagement site. Social Pinpoint is a Google-based mapping interface that allows users to post concerns or ideas for specific areas on a map. The webpage was also available in Spanish.


The project team developed materials to both gather feedback and share information. Materials were graphic-rich, using colors, icons, and other techniques to catch people’s attention, make the information more readily accessible, and invite interaction (Figure 29, Figure 30, Figure 31, and Figure 32). All materials were available in English and Spanish.

Figure 29 Informational Pop-Up Engagement Board in English


GET THERE TOGETHER!








FUNDED IN PART BY:




WHAT IS THIS PROJECT?

San Mateo County and the City of Half Moon Bay are partnering on a new plan called **Get There Together**. Get There Together will identify policies, programs, and incentives to make it easier, more convenient, and more affordable to **walk, bike, share rides, and use public transit**. This plan will also increase transportation equity and affordable access by focusing on the Coastside’s vulnerable residents, workers, and visitors.



WHAT IS TDM & HOW CAN IT HELP?

Transportation Demand Management (TDM) strategies make it easier, more convenient, and more affordable to walk, bike, share rides, and use public transit. Things like community shuttles, carpool-matching programs, and bike riding classes help make the Coastside more connected and accessible for everyone. TDM strategies give Coastside’s **more transportation options**, make **roads less crowded**, offer residents **cleaner air**, and make transportation more **affordable**.



WHAT HAVE WE LEARNED SO FAR?

- 1

Most people who have access to a car will choose to drive.

 - Some parts of the Midcoast are very difficult to get to without a car.
 - Transit, walking, or biking options are limited or have barriers to use.
 - With so many people choosing to drive, roadway congestion is a consistent challenge—especially on roads into or out of the Midcoast.
- 2

There are barriers to getting around if you don’t have access to a car, and not having a car affects community members with the greatest needs.

 - Many jobs in the Midcoast are beyond the reach of transit and are not connected to the bicycle or pedestrian networks.
 - Many transportation options and programs do not meet the needs of people with lower incomes, limited English proficiency, or personal mobility challenges. Transportation becomes more expensive, unsafe, unreliable, or inconvenient.
- 3

There is no single solution. Improving transportation in the Midcoast will require many strategies.

 - Stronger local and regional regulations can support better transportation.
 - New or better transportation options can make it easier, safer, more convenient, or more affordable for people to choose walking, bicycling, or transit.
 - Programs, incentives, and education can help more people learn about other transportation options and can make those options more affordable and accessible.

Figure 30 Informational Pop-Up Engagement Board in Spanish



¡LLEGUEMOS ALLÍ JUNTOS!

¿EN QUÉ CONSISTE ESTE PROYECTO?

El condado de San Mateo y la ciudad de Half Moon Bay se están asociando en un nuevo plan llamado **Get There Together**. Get There Together identificará políticas, programas e incentivos para que sea más fácil, más conveniente y más económico caminar, andar en bicicleta, compartir viajes y usar el transporte público. Este plan también aumentará la equidad en el transporte y el acceso asequible al enfocarse en los residentes, trabajadores y visitantes vulnerables de la costa.

¿QUÉ ES TDM Y CÓMO PUEDE AYUDAR?

Las estrategias de gestión de la demanda de transporte (TDM, por sus siglas en inglés) hacen que sea más fácil, más conveniente y más económico caminar, andar en bicicleta, compartir viajes y usar el transporte público. Cosas como los servicios de transporte comunitario, los programas de viajes compartidos y las clases de ciclismo ayudan a que la costa esté más conectada y sea más accesible para todos. Las estrategias de TDM brindan a los habitantes de la costa más opciones de transporte, hacen que las carreteras estén menos congestionadas, ofrecen a los residentes un aire más limpio y hacen que el transporte sea más económico.

¿QUÉ HEMOS APRENDIDO HASTA AHORA?

- 1

La mayoría de las personas que tienen acceso a un automóvil optarán por conducir.

 - Algunas partes de la costa central son muy difíciles de llegar sin un automóvil.
 - Las opciones de transporte público, caminar o andar en bicicleta son limitadas o tienen barreras para su uso.
 - Con tantas personas que eligen conducir, la congestión vial es un desafío constante, especialmente en las carreteras que entran o salen de la costa central.
- 2

Existen barreras para desplazarse si no tiene acceso a un automóvil, y no tener un automóvil afecta a los miembros de la comunidad con mayores necesidades.

 - Muchos trabajos en la costa central están fuera del alcance del transporte público y no están conectados a las redes de bicicletas o peatones.
 - Muchas opciones y programas de transporte no satisfacen las necesidades de las personas con ingresos más bajos, dominio limitado del inglés o problemas de movilidad personal. El transporte se vuelve más caro, inseguro, poco confiable o inconveniente.
- 3

No hay una solución única. Mejorar el transporte en la costa central requerirá muchas estrategias.

 - Una normativa local y regional más estricta puede contribuir a mejorar el transporte.
 - Las opciones de transporte nuevas o mejores pueden hacer que sea más fácil, más seguro, más conveniente o más económico para las personas elegir caminar, andar en bicicleta o tomar el transporte público.
 - Los programas, incentivos y educación pueden ayudar a más personas a conocer otras opciones de transporte y pueden hacer que esas opciones sean más económicas y accesibles.




Figure 31 Interactive Pop-Up Engagement Board in English

TDM STRATEGIES HELP CREATE MORE OR BETTER TRANSPORTATION OPTIONS IN THE MIDCOAST



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:
VTA VALLEJO TRANSIT AUTHORITY

<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>1 Improve public transit facilities, including bus stops and wayfinding signs. Explore opportunities to expand transit to more areas or extend service for longer hours.</p> </div> </div>	<div style="border: 1px dashed orange; padding: 5px; width: fit-content; margin: 0 auto;">PLACE STICKERS HERE!</div>
<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>6 Launch a "mobility wallet" program, which bundles discounts and passes for things like transit, bicycle rentals, and car share memberships.</p> </div> </div>	<div style="border: 1px dashed orange; padding: 5px; width: fit-content; margin: 0 auto;">PLACE STICKERS HERE!</div>
<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>2 Prioritize investments in sidewalks, bike lanes, and other facilities to create a more complete and connected biking and walking network.</p> </div> </div>	<div style="border: 1px dashed orange; padding: 5px; width: fit-content; margin: 0 auto;">PLACE STICKERS HERE!</div>
<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>7 Expand programs that offset the cost of buying bicycles and electric bicycles. Include training and education programs to make sure bikes are safe and accessible for everyone.</p> </div> </div>	<div style="border: 1px dashed orange; padding: 5px; width: fit-content; margin: 0 auto;">PLACE STICKERS HERE!</div>
<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>3 Provide amenities like lockers, gear rentals, and signage to make it easier for visitors to "park once" and then walk, bike, or use transit to get around locally without driving and re-parking.</p> </div> </div>	<div style="border: 1px dashed orange; padding: 5px; width: fit-content; margin: 0 auto;">PLACE STICKERS HERE!</div>
<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>8 Launch a district-wide school access program that provides more planning, coordination, and information for people making trips to and from school.</p> </div> </div>	<div style="border: 1px dashed orange; padding: 5px; width: fit-content; margin: 0 auto;">PLACE STICKERS HERE!</div>
<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>4 Explore opportunities for publicly-accessible shuttle services connecting key destinations within the Midcoast.</p> </div> </div>	<div style="border: 1px dashed orange; padding: 5px; width: fit-content; margin: 0 auto;">PLACE STICKERS HERE!</div>
<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>9 Launch a carpooling and vanpooling program that makes it easier for people to find a shared ride with other community members.</p> </div> </div>	<div style="border: 1px dashed orange; padding: 5px; width: fit-content; margin: 0 auto;">PLACE STICKERS HERE!</div>
<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>5 Launch a transportation education and marketing campaign to help more people learn about and use existing transportation options in the Midcoast.</p> </div> </div>	<div style="border: 1px dashed orange; padding: 5px; width: fit-content; margin: 0 auto;">ADD YOUR IDEAS!</div>

San Mateo County | City of Half Moon Bay

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Figure 32 Interactive Pop-Up Engagement Board in Spanish

ESTRATEGIAS TDM AYUDAN A CREAR MÁS O MEJORES OPCIONES DE TRANSPORTE EN LA COSTA MEDIA



Un plan de acción para opciones de transporte en la Ciudad de Half Moon Bay y la costa central del Condado de San Mateo





 <p>1 Mejorar el transporte público, incluidas las paradas de autobús y las señales de orientación. Explorar las oportunidades para expandir el transporte público a más áreas o extender el servicio por más horas.</p>	<p>¡COLOCA TUS PEGATINAS AQUÍ!</p>	 <p>6 Lanzar un programa de "billettera de movilidad", que agrupe descuentos y pases para cosas como el transporte público, el alquiler de bicicletas y la membresía de autos compartidos.</p>	<p>¡COLOCA TUS PEGATINAS AQUÍ!</p>
 <p>2 Priorizar las inversiones en aceras, carriles para bicicletas y otras instalaciones para crear una red de bicicletas y peatones más completa y conectada.</p>	<p>¡COLOCA TUS PEGATINAS AQUÍ!</p>	 <p>7 Ampliar los programas que compensan el costo de la compra de bicicletas y bicicletas eléctricas. Incluya programas de capacitación y educación para asegurarse de que las bicicletas sean seguras y accesibles para todos.</p>	<p>¡COLOCA TUS PEGATINAS AQUÍ!</p>
 <p>3 Proporcione servicios como casilleros, alquiler de equipos y señalización para que sea más fácil para los visitantes "estacionarse una vez" y luego caminar, andar en bicicleta o usar el transporte público para moverse localmente sin conducir y volver a estacionarse.</p>	<p>¡COLOCA TUS PEGATINAS AQUÍ!</p>	 <p>8 Lanzar un programa de acceso escolar en todo el distrito que proporcione más planificación, coordinación e información para las personas que viajan hacia y desde la escuela.</p>	<p>¡COLOCA TUS PEGATINAS AQUÍ!</p>
 <p>4 Explorar oportunidades para servicios de transporte de acceso público que conecten destinos clave dentro de la costa central.</p>	<p>¡COLOCA TUS PEGATINAS AQUÍ!</p>	 <p>9 Lanzar un programa de viajes compartidos en automóvil y camioneta que facilite que las personas encuentren un viaje compartido con otros miembros de la comunidad.</p>	<p>¡COLOCA TUS PEGATINAS AQUÍ!</p>
 <p>5 Lanzar una campaña de educación y marketing sobre el transporte para ayudar a más personas a conocer y utilizar las opciones de transporte que existen en la costa central.</p>	<p>¡COLOCA TUS PEGATINAS AQUÍ!</p>	<p>¡AÑADE TUS IDEAS!</p>	

Figure 33 Get There Together Project Website (get-there-together.com)

The screenshot shows the homepage of the Get There Together project website. At the top, there is a header with the project logo on the left, which includes an illustration of a person on a bicycle and a person walking next to a car, with the text "GET THERE TOGETHER" and "San Mateo County - Half Moon Bay". To the right of the logo is the text "An Action Plan for Transportation Choices in Half Moon Bay and the Midcoast". Further right are the logos for "COUNTY OF SAN MATEO" and "HALF MOON BAY CALIFORNIA".

What is Get There Together?

San Mateo County and the City of Half Moon Bay are partnering on a new transportation plan called **Get There Together**. Get There Together will create an action plan of strategies to improve the transportation options we have on the Coastsides today. These solutions, often called Transportation Demand Management (TDM) strategies, aim to make it easier, more convenient, and more affordable to walk, bike, share rides, and use public transit. Community shuttles, programs that find and match carpoolers, bike riding classes, and other strategies will improve the Coastsides' connections, air quality and access for everyone. Additionally, this plan will increase transportation equity and affordability by focusing on the Coastsides' vulnerable residents, workers, and visitors.

Para ver este sitio web en español, haga clic aquí.

To view this website in Spanish, click here.

Project Area

The map shows the project area in the Coastsides region of San Mateo County, California. A red dashed line outlines the area, which includes the cities of Plantara, Moss Beach, El Granada, Princeton, and Miramar. The map also shows the Pacific Ocean to the west and the San Geronimo Mountains to the east. The text "Pacific Ocean" is visible at the bottom left of the map.

FUNDED IN PART BY:

The logo for the San Mateo County Transportation Authority (TA) is located at the bottom left of the page. It features a green circular emblem with the letters "TA" inside, followed by the text "SAN MATEO COUNTY Transportation Authority".

Key Takeaways

The project team engaged more than 680 Coastsiders (non-unique) through pop-ups, focus groups, and workshops. Figure 34 and Figure 35 summarize the level of support across all engagement channels for the draft strategies as presented during spring 2024 and fall 2024 outreach.

Key takeaways include:

- Expanded SamTrans service was highlighted at every engagement event. Many participants are interested in improved SamTrans service, including expanded service hours and routes, real-time transit updates, translation services on public transit, and better inter-county transit connections specifically to support farmworkers to travel south of Half Moon Bay and to Santa Cruz County.
- Although largely outside the scope of Get There Together, engagement participants are concerned about traffic safety and would like to see increased enforcement for traffic violations and speeding. Even in areas with pedestrian infrastructure, Coastsiders often do not feel safe walking because of erratic and unsafe driver behavior.
- Many engagement participants want to walk or bike to their destinations, but they cannot due to the lack of infrastructure, especially along Highway 1.
- Many community members who engaged in Spanish shared they rely solely on walking, biking, or taking transit to get in and around the Coastside. Longer distance travel to doctor's appointments on the Bayside, or to appointments further north, are challenging to reach. Riding with friends and family is a primary means of transportation for longer distances. Carpooling with a new person was not commonly cited as a way to get around, and concerns around compensating the person with the vehicle were raised.
- School transportation is a struggle on the Coastside. Families with children expressed their concerns about safety based on driver behavior and heavy traffic on their daily routes to and from school. Some of the parents mentioned that they were concerned about letting their children use bicycles to get to and from school because of poor driver behavior and heavy traffic in the area. They also emphasized that drivers in the area are not considerate of pedestrians, including in school zones during school hours. Many suggested reinstating yellow school bus service.
- For commuting on the Coastside, commuters either drive themselves, walk and bike, or take SamTrans. Business owners shared that one of the challenges with finding and retaining employees is the isolated location of the Coastside which limits the employee pool. When faced with bad weather or other natural impacts/road closures, employees are often late or unable to get to work at all.
- Businesses are interested in a potential van or bus service connecting Pillar Ridge, Moonridge, the harbor, and other employment centers. Many staff of local businesses live in these communities.

Figure 34 Level of Support for Draft Strategies During Spring 2024 Engagement

















Strategies (As Presented in Spring 2024 Engagement)	Pop Up Votes	Focus Groups	Workshop (Live/Virtual)	Online	Level of Support
Improve public transit facilities, including bus stops and wayfinding signs. Explore opportunities to expand transit to more areas or extend service for longer hours.	88	Most Preferred	Most Preferred	28 Comments in Support	 Very High
Prioritize investments in sidewalks, bike lanes, and other facilities to create a more complete and connected biking and walking network.	46	Supported	Supported	28 Comments in Support	 Very High
Explore opportunities for publicly accessible shuttle services connecting key destinations within the Coastsides.	42	Most Preferred	Supported	6 Comments in Support	 High
Expand programs that offset the cost of buying bicycles and electric bicycles. Include training and education programs to make sure bikes are safe and accessible for everyone.	26	Supported		No Comments	 High
Launch a carpooling and vanpooling program that makes it easier for people to find a shared ride with other community members.	35	Supported		No Comments	 High
Launch a transportation education and marketing campaign to help more people learn about and use existing transportation options on the Coastsides.	28	Most Preferred	Supported	1 Comment in Support	 Medium
Launch a “mobility wallet” program, which bundles discounts and passes for things like transit, bicycle rentals, and car share membership.	27			No Comments	 Medium
Provide amenities like lockers, gear rental, and signage to make it easier for visitors to “park once” and then walk, bike, or use transit to get around locally without driving and re-parking.	19			2 Comments in Support	Low
Launch a district-wide school access program that provides more planning, coordination and information for people making trips to and from school.	6			6 Comments in Support	Low

Figure 35 Level of Support for Draft Strategies During Fall 2024 Engagement

Strategies ¹⁵ (As Presented in Fall 2024 Engagement)	Pop Up Votes	Level of Support
T.1: Improve public transit facilities on the Coastside, including bus stops and wayfinding signs. Explore opportunities to expand transit to more areas or extend service for longer hours.	53	 Very High
T.3: Prioritize investments in sidewalks, bike lanes, and other facilities to create a more complete and connected biking and walking network.	53	 Very High
P.5: Launch a Coastside school access program that provides more planning, coordination, and information for people making trips to school.	51	 Very High
T.4: Explore opportunities for publicly accessible shuttle services connecting key destinations within the Coastside.	44	 High
P.6: Expand community carpooling and car sharing programs to make it easier for people to find a shared ride with other community members.	25	 Medium
P.2: Launch a transportation education and marketing campaign to help more people learn about and use existing transportation options in the Coastside	24	 Medium
P.3: Launch a mobility wallet program, which bundles discounts and passes for things like transit, bicycle rentals, and car memberships.	24	 Medium
P.1: Implement a Coastside parking management strategy to use existing parking more effectively and efficiently, “right-sizing” parking.	22	 Medium
P.4: Expand programs that increase access to bikes and e-bikes through rebates, lending options, and education programs to improve safety and alternative transportation choices.	21	 Medium
T.2: Provide amenities like lockers, gear rentals, and signage to make it easier to “park once” and then walk, bike, or use transit to get around locally without driving and reparking.	9	Low

¹⁵ During Fall 2024 engagement, the project team did not present regulatory or policy strategy recommendations (M.1 through M.4), which are governance-focused recommendations for better supporting TDM at the City of Half Moon Bay and San Mateo County rather than public-facing transportation services or programs.

CHAPTER 3: CHALLENGES AND OPPORTUNITIES

Key challenges and opportunities for TDM are discussed in this chapter. They were identified through the context work (Chapter 1), engagement efforts (Chapter 2), and a review of TDM best practices (documented in Appendix A). These challenges and opportunities inform the recommendations in Chapter 4.

Challenges

1. **Today, driving is the default travel mode for those who have a choice.** Roadways are limited and space is prioritized for private vehicles, rather than transit or active transportation. Transit, specifically SamTrans buses, operate in mixed traffic on Highways 1 and 92, which makes it difficult to compete as a mode of choice. Low density with the associated small tax base on the Coastside makes it difficult to expand transit service coverage or increase frequency of service, despite interest from community members. Driving compared to transit is also typically faster, and cheaper if community members are carpooling together.
2. **Existing alternatives to driving, including transit, walking, and biking, are limited, making adopting mode shifts more challenging.** Transportation has a limited span of service and coverage, which has disproportionate impacts on low-income communities. Many low-income communities or agricultural workers live outside of the SamTrans fixed route service area. Other SamTrans services, such as RediCoast and Ride Plus are newer and have not been marketed as much as fixed-route services, and some users face technology and language barriers to using these services. Gaps in the existing walking and bicycling network (see below) make active transportation less appealing and users feel less safe. Limited access to bicycles, e-bikes, and scooters are also a barrier to increased active transportation, and there is no designated micromobility service. Private ridehailing services, such as Lyft and Uber, do not operate consistently to, from, and on the Coastside; private taxi services are also limited. Limited options, expense, or poor service experiences may prevent those with access to a vehicle in trying an alternative.
3. **Existing TDM programs and alternative transportation services are often not well known or have additional barriers.** There is limited awareness of many available TDM programs offered through SamTrans, Commute.org, and local community organizations (as discussed in Chapter 1). Other barriers to participating in existing TDM programs include need for advanced knowledge of English, internet and phone access, and a bank account or credit card. Before fall 2024, the Coastside did not have a retailer or standalone kiosk to purchase Clipper cards, posing an additional challenge for transit users. As of fall 2024, the Coastside Chamber is a Clipper card retailer. Clipper cards received as part of 101 Express Lanes Community Transportation Benefits can be received through Coastside Hope.
4. **Gaps and barriers are most acute for equity priority communities.** Some available transportation options, such as SamTrans services, are not well-suited to the work schedules and locations of agricultural and service workers on the Coastside. Fixed route bus services end in Half Moon Bay, so workers traveling to or from the southern portions of the Coastside have limited transportation options. Non-driving options for school transportation are limited, and school pick-up and drop-off can conflict with work hours or other family obligations. Other access barriers for equity priority communities seeking to use existing transportation options include language barriers, internet and phone availability, and general awareness of programs and services.
5. **Tourist traffic is car-centric, which creates roadway congestion, safety challenges, and contributes to VMT.** Large numbers of visitors come to the Coastside to enjoy parks, beaches, trails, and seasonal events, such as the Pumpkin Festival. While visitors typically come to the Coastside on weekends, visitors can create inconsistent and unpredictable traffic patterns. Past tourism-focused strategies, such as the Coastside Beach Shuttle, were not well utilized and were expensive to operate. Tourism transportation behavior can also be

difficult to change with TDM without a broader regional strategy and partnerships with agencies managing tourist destinations. Further, regional frameworks and funding to mitigate VMT are largely focused on commute trips and do not prioritize visitor trips.

6. **Regional and local TDM regulations and plans aren't structured to achieve local TDM goals.** Despite meeting BAAQMD criteria, some “large” employers on the Coastside are not in required TDM programs. C/CAG’s TDM Policy is focused on new development, which is typically limited on the Coastside. Local development on the Coastside is often too small to trigger C/CAG TDM requirements, and the required and recommended strategies are not tailored to the Coastside. C/CAG TDM program measures, such as providing paid parking, car share on-site, bike or scooter share on site, or shuttle programs, are not feasible on the Coastside due to the lack of existing program offerings. Commute.org has many TDM programs and incentives that are available to Coastside residents and employers, but the programs are “tuned” for major employment centers in urban areas on the Bayside of San Mateo County. Implementation of San Mateo County’s existing Transportation System Management Ordinance for unincorporated areas in the County is not well understood or tracked. Regulating parking is a key lever to discourage driving alone and is challenging to address as the Coastal Act has historically prioritized the public’s right to access the shoreline through provision of parking. Coastal Commission staff has indicated they are interested in continuing to coordinate to increase multimodal access to the coast as some are now saying that the traffic congestion blocks access to the Coast.
7. **There are few forums for ongoing coordination and collaboration on transportation issues with local and regional partners.** There are many partners that have an interest in transportation services and programs, and some of which already provide services; however, there is no forum to coordinate or share resources. Key partners include the Midpeninsula Regional Open Space District, Peninsula Open Space Trust, the Half Moon Bay Chamber of Commerce, the Half Moon Bay Downtown Association, community-based organizations (such as Ayudando Latinos A Soñar (ALAS)), Abundant Grace, Coastside Hope, housing community managers (such as MidPen Housing and Mercy Housing), Commute.org, and SamTrans. Some partners lack sufficient resources, such as staff time and funding, to lead coordination efforts, support new initiatives, or increase services on the Coastside.
8. **A lack of funding is a barrier to advance TDM goals on the Coastside.** Researching, pursuing, and managing external grant funding opportunities for ongoing TDM programs would require more staff resources. Other potential TDM funding opportunities, such as TDM in-lieu fees and parking benefit districts have not been explored or established. Elsewhere, development funds and VMT mitigation funds play a key role in transportation and TDM programs, but these are not available on the Coastside.
9. **Infrastructure gaps make using a non-driving mode difficult.** The Coastside lacks some of the infrastructure that is available in other parts of the county, and those infrastructure gaps have impacts on mobility and equity. The limited road network is centered around state highways and does not include complete multimodal connections that support people who walk and bike. Gaps in cellular and broadband coverage, especially near beaches and trailheads, limit the utility and feasibility of many mobility services that rely on smartphones, including SamTrans Ride Plus and shared mobility services like Lyft/Uber.

Opportunities

1. **Partners have existing TDM programs and promotion frameworks that can be leveraged.** TDM on the Coastsides does not have to start from scratch. SamTrans, Commute.org, and C/CAG are already engaged in TDM and offer programs that are currently undersubscribed on the Coastsides, such as carpool matching and transit subsidies. There is an opportunity to augment participation and awareness through lower-cost strategies, such as marketing.
2. **Parking management.** Parking management is a very effective, and largely untapped TDM strategy on the Coastsides today. While there are critical considerations from a regulatory perspective, staff from the Coastal Commission have shown a willingness and interest in working collaboratively with the City and County to evaluate potential parking management strategies. Past planning efforts have largely documented available parking and capacity, which can be quickly leveraged to educate users on where to find parking.
 - **Best Practice Callout: Santa Cruz, CA:** The City of Santa Cruz, located within the coastal zone, has an established paid parking program. On-street parking is metered in the downtown area from 8 a.m. to 8 p.m. every day. To encourage drivers to park off street, parking lots and garages offer up to three hours of free parking Monday through Saturday, 8 a.m. to 6 p.m. Downtown residents and employees are eligible to purchase parking permits, and the Wharf Locals pass allows residents to park free up to two hours per day at the Santa Cruz Municipal Wharf. Wharf Locals permits cost \$20 per year for city residents, and \$25 per year for county residents.
3. **Existing providers can share resources and lessons learned.** There is a diverse set of partners interested in TDM and the potential benefits, including open space and affordable housing providers and local community-based organizations. Several of these partners already provide “gap-filling” transportation services, while others may not have enough capacity to run individual programs. There is an opportunity to expand and pool TDM management resources on the Coastsides and modify program structures and marketing to target the Coastsides’ specific needs and populations.
4. **Foster a culture of carpooling.** Most Coastsiders that have access to a vehicle are using it; however, carpooling was not shared as a primary mode of choice for those with a vehicle. Increasing the number of people choosing to carpool is a key TDM strategy that also has the potential to increase community cohesion. There is an opportunity to introduce a culture of “casual carpooling” through educational events and materials.
 - **Best Practice Callout: Park City, Utah:** Much like the Coastsides, Park City is a popular year-round tourist destination that is geographically separated from the broader region with limited roadway access and a small transit system. In an effort to reduce congestion and improve the pedestrian environment in their downtown, Park City has focused a lot of energy on promoting carpooling. Park City encourages residents and visitors to carpool and vanpool. Detailed through an online marketing campaign, Park City promotes the use of online tools like Carpool World, a free carpool matching service, and Commute with Enterprise, which offers vanpool services, [including in San Mateo County](#). Park City’s TDM Plan has encouraged employers to designate parking spaces for carpools and vanpools near building entrances, which has proven to be particularly effective at resorts where convenient parking comes at a premium. Surveys have found that many residents carpool particularly during the weekends for recreation and shopping trips. This could be an effective strategy on the Coastsides especially during the summer months when visitor traffic congestion peaks.
5. **Leverage visitor-serving uses.** Hotels and other tourism uses capture both visitors and employees on the Coastsides. There is an opportunity to partner with hotels and other visitor-serving uses to educate visitors on

TDM strategies. At the same time, hotels could implement TDM strategies for employees, as they are often the largest employers on the Coastsides.

6. **Recent pilot programs show promise and potential applications on the Coastsides.** The Clipper BayPass pilot program provided a group of test users free access to all bus, rail and ferry services in the nine-county Bay Area region to measure how an all-system transit pass could impact travel. Early results show that participants take an average 35% more transit trips than their peers. Providing incentives and discounts to key users could promote mode shift. The 101 Express Lanes Community Transportation Benefit program will soon expand to be a \$200 mobility debit card that can be used for transit, Fastrak, and Baywheels. This program will also expand to online applications, which may reach Coastsiders who cannot get to Coastsides Hope to enroll. C/CAG notes that there is already decent utilization on the Coastsides and hopes utilization will increase once the program moves to online enrollment.
 - **Best Practice Callout: Clipper START:** Clipper START is an 18-month pilot program from the Metropolitan Transportation Commission (MTC) providing single ride fare discounts on a Clipper card to adults (ages 19-64) with a gross annual income at or below 200% of the Federal Poverty level. Clipper START participants receive 50% off fares for Clipper transit providers, including SamTrans. This program is currently available for Coastsides residents who qualify, but it's unclear how many residents know about and use the program. Increasing participation may require additional marketing on the Coastsides to reach the target populations.
7. **There are ideas for several large, long-term projects that have been discussed in the community which may help improve mobility and connectivity.** While this TDM plan isn't the best tool to evaluate or advance those large projects, TDM can set the stage to make sure those (or other long-term investments) are effective and equitable. Large, transformative infrastructure project ideas include:
 - a. Transit lanes and/or bike path over the hill on Highway 92
 - b. New fixed-route transit services
 - c. Major road redesigns (bike lanes, sidewalks, other infrastructure)
 - d. Additional trails and paths that could serve as evacuation routes during an emergency
 - e. Autonomous vehicles on the Coastsides
 - f. Gondola

While these projects and other infrastructure gaps take time to implement, in the near-term, TDM programs can help "patch" gaps with existing program adjustments and less costly programs. In the long-term, an effective suite of TDM programs will elevate needs and provide more data on gaps to support future investments. TDM can help set regulations and establish necessary supportive programs that will make larger initiatives more successful.

CHAPTER 4: TDM STRATEGY TOOLKIT

Expanding TDM programs and supporting equitable transportation options on the Coastside cannot be achieved by any single solution alone—it will require a coordinated and holistic package of mutually-supportive strategies and tactics. The TDM strategy toolkit includes 14 overarching strategy recommendations, each of which includes a set of specific tactics and actions to guide implementation. The strategies are organized into three general categories:



Transportation Options

Strategies to add, modify, or expand transportation services



Programs and Incentives

Programs that support or incentivize non-driving transportation options



Management and Regulations

Policies, regulations, and management strategies to support TDM success

These strategies do not include specific capital investments. Other plans have created detailed capital investment strategies that San Mateo County and the City of Half Moon Bay have already begun to prioritize (see Appendix B). TDM strategies below focus on transportation options, programs, and management. It will be important to coordinate TDM implementation with capital improvements.

How to use the strategy toolkit

The TDM strategy toolkit summarizes each of the strategy recommendations and tactics. Each strategy “cut sheet” in this chapter includes:



Community Favorites: Strategies marked with this symbol are “community favorites” that received strong interest during community engagement events or were suggested frequently by community members.

Table 3 Summary of Strategy Recommendations

T	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
P	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
M	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

T.1 – IMPROVE PUBLIC TRANSIT SERVICES ON THE COASTSIDE

Public transit service can be a reliable, accessible, and affordable alternative to driving alone. Today, SamTrans operates fixed-route bus service [along Highway 1](#) and [connecting over the hill to San Mateo](#), as well three different types of on-demand services: [Ride Plus microtransit service](#), which provides curb-to-curb rides for anyone within a defined zone; [RediCoast](#), which provides both ADA Paratransit service and non-ADA service on the Coastsides; and [SamCoast](#), which provides on-demand service in the southern and rural parts of coastal San Mateo County. However, many people who live in, work in, or visit the Coastsides today are not aware of available transit services, which limits ridership. For people who are aware of the services, many face language, technology, amenity, and geographic barriers that make using these services challenging or inconvenient.

City/County Staff and community members should continue to collaborate with SamTrans staff to implement the Bus Stop Improvement Plan (BSIP) and address barriers by improving bus stop amenities to make using transit more comfortable, providing trainings and information for operators and riders to make transit more accessible, and in the long term, identifying opportunities to modify or expand service so that more people have access to transit.

STRATEGY AT A GLANCE	
Timeframe:	Near, Medium, & Long Term
Relative Cost:	\$ \$ \$ \$
Level of Effort:	● ● ● ●
Priority:	High
RELATED STRATEGIES	
<ul style="list-style-type: none"> ▪ P.2 – Launch a Transportation Education and Marketing Campaign ▪ T.3 – Prioritize Building a Complete Walking and Biking Network 	



SamTrans operates four bus routes as well as on-demand microtransit service in the Coastsides. TDM can make these services more accessible, reliable, and appealing for people who use transit today and potential new riders in the future. Source: SamTrans

What Have We Heard from the Community?

- People who live in or work on the Coastsides expressed interest in using transit more often, but existing transit options don't reach all the places they want to go, including service to San Francisco International Airport, hospitals/doctor's offices plus shopping opportunities on the Bayside, and south coast destinations (Pescadero, San Gregorio) and La Honda. Service hours do not always meet travel time needs, often starting too late in the morning or ending too early in the evening. Some stakeholders suggested modified Ride Plus services hours to start and end late (e.g., 10 a.m. to 7 p.m.).
- There is limited awareness about some existing services, including SamTrans Ride Plus transit service and community-provided options such as [Senior Coastsiders ride services](#). Some people who are aware of these options don't know how to or don't feel comfortable using them due to language, cultural, or technological barriers.
- People who do use transit note that they fear getting stuck "over the hill" if they take the bus to the Bayside and miss the last ride back to the Coastsides. Visitors who want to use transit to reach recreational areas have limited options due to lack of transit service or other barriers such as limited cellular service or rideshare availability.

COMMUNITIES BENEFITED		
	Local Businesses	
	Youth and Older Adults	
	Agricultural Workers	
	Shift and Service Workers	
	Visitors and Tourists	
	Public Decision-Makers	

Benefits for the Coastsides

- Transit service that is supported with complementary TDM strategies can provide a reliable, accessible travel option that is available year-round—which is especially valuable for people who cannot or choose not to drive, including youth and older adults or people who do not have a driver's license or do not own a car.
- Education, marketing, and information that is tailored to the needs of people who live in or work on the Coastsides can overcome language and cultural barriers that make it difficult for people to use transit.
- Bus stop improvements and amenities will make transit safer, more comfortable, and more enjoyable for people who already use it, and will also make transit a more appealing option for people who could use it today but choose to drive instead.

Recommended Tactics and Action Steps

T.1.1 – Expand community advisory roles for people who use transit.

1. In collaboration among SamTrans, Commute.org, the City of Half Moon Bay and San Mateo County, reconvene and refresh the Coastsides Transportation Committee.
2. Determine the composition of the committee and recruit members. Consider a similar model to the City of Half Moon Bay's [Bicycle and Pedestrian Advisory Committee](#) or SamTrans' Citizens Advisory Committee. Ensure the committee composition reflects a diverse range of perspectives and experiences, including:

- People who regularly use fixed-route SamTrans bus services and people who regularly use on-demand transit services, including Ride Plus and RediCoast paratransit services
 - People with a diverse range of socioeconomic backgrounds
 - People with mobility challenges
 - People from a range of racial backgrounds, including people of color
 - People who are a range of ages, including youth and elders
 - People who live and/or work on both sides of the hill
 - Parks representatives and tourism/hotel representatives
 - Community partners that provide services to fill gaps
3. Convene the council. Refresh the work plan, scope of responsibilities, and meeting schedule.
 4. Partner with other agencies like SamTrans and Commute.org to support sustainable participation and attendance for all members. Potential options could include compensation or commuter benefits rewards.

T.1.2 – Adopt SamTrans’ bus stop design standards and improve amenities at existing stops.

1. Review [SamTrans Bus Stop Improvement Plan \(BSIP\)](#) and confirm existing bus stop amenities at all bus stops on the Coastside.
 - In collaboration with SamTrans, review gaps and identify priority improvements for future phases of BSIP implementation.
 - Identify the bus stops in unincorporated San Mateo County and Half Moon Bay included in the SamTrans BSIP, and their respective priorities.
 - As part of the bus stop review, identify a preferred location for buses and other transit vehicles to park on the Coastside to layover and refuel. Consider access to amenities like a driver breakroom and restroom.
2. With input from the community (Tactic T.1.1), determine whether any additional amenities that are not included or required in the BSIP should be prioritized at Coastside bus stops. Consider:
 - Bus shelters, seating, lighting, and garbage/recycling receptacles
 - Signage, wayfinding, and information, including real-time information options and directional information, in diverse languages
 - Stop location and footprint, including clear and accessible paths to/from the stop
 - Curb cuts, ramps, and other accessible design features
3. Formally adopt the SamTrans BSIP and incorporate the design guidelines into appropriate Half Moon Bay and County policies. Include any future shuttle stops (Strategy T.4) in the requirements.
4. As funding allows and as part of future streetscape design efforts and through new development, implement upgrades to ensure all bus stops comply with adopted design standards.

T.1.3 – Launch a transit information and education campaign to expand awareness of RidePlus service.

1. As part of a Coastside TDM marketing and education campaign (Strategy P.2), develop physical and digital marketing and educational materials, as well as event-based information efforts.
 - Wayfinding materials should follow a consistent Coastside TDM brand identity and should also align with the forthcoming design standards from the MTC’s [Regional Mapping and Wayfinding](#) effort.
 - For all print or digital materials, provide translated versions that reflect all languages spoken on the Coastside, including English, Spanish, Simplified Chinese, and Tagalog.

- Materials should highlight fares for Ride Plus and what payment methods can be used.
- 2. Marketing and education materials and efforts to consider include:
 - A detailed rider guide that explains how to use Ride Plus service, building on SamTrans’s existing videos on how to use Ride Plus and a distribution/outreach plan.
 - Detailed local maps with fixed-route bus and microtransit service.
 - A benefits guide that includes resources for obtaining discounted transit passes sold by SamTrans and rewards offered through Commute.org and the 101 Express Lanes Community Transportation Benefit Program.
 - Organized “[transit adventures](#)” with community members that include rider education/information and are integrated with recreation trips to shopping malls or parks, or community events, such as festivals or holiday celebrations.
- 3. Collaborate with community-based organizations (Strategy M.1) to distribute materials, such as SamTrans’ existing Ride Plus videos and implement events.

T.1.4 – Work with SamTrans to address barriers to transit use on the Coastside, including language barriers and cell phone coverage gaps, cultural, and technological barriers to transit service.

1. Expand access to Clipper Cards on the Coastside.
 - [Clipper](#) is a transit fare payment platform that can be used on many different bus, train, and ferry services in the Bay Area. Clipper is available as both a physical “tap card” with stored value, and as a digital app.
 - Tap cards can be acquired by mail, or at self-serve kiosks, certified retailers such as Walgreens, or at staffed locations at transit stops. If a user has a smartphone, they can use the Clipper app or add a Clipper card to their smartphone wallet, instead of getting a physical card.
 - Today, the only place to acquire a Clipper Card in-person on the Coastside is at the [Coastside Chamber](#). Prior to fall 2024, there was no place to acquire a Clipper Card in-person on the Coastside. Some remaining barriers to Clipper Card access on the Coastside include:
 - Only “General Adult” Clipper Cards are available at the Chamber today; youth and seniors must complete verification elsewhere before receiving a card
 - If obtaining a Clipper Card at the Chamber is not an option for someone, the alternative options require access to technology (smart phone, computer) and credit card, which poses barriers to some
 - In collaboration with the Half Moon Bay Chamber of Commerce and SamTrans, City/County staff should:
 - Identify an additional vendor to start a retail location or kiosk where Clipper cards can be acquired. Potential options include Coastside Hope, who administers pre-loaded Clipper Cards through the 101 Express Lanes Community Transportation Benefit Program, or the Half Moon Bay Library
 - Expand promotion and information about Clipper in accessible languages including English, Spanish, Simplified Chinese, and Tagalog
2. In collaboration with a transit advisory council (Tactic T.1.1), document barriers to use identified by community members, including:
 - Language and cultural barriers for potential riders who do not speak English
 - [Cell phone coverage gaps](#) that make it difficult to book a ride, especially for a return trip. Consider limitations related to utility ownership and access limitations between Caltrans and telecommunications service providers

- Lack of direct service to key destinations, such as SFO airport, BART/Caltrain stations, embassy, and medical centers
- 3. Meet with SamTrans staff and SamTrans' contracted vendor to review findings and identify solutions. Consider:
 - Additional operator trainings and/or hiring considerations to ensure Ride Plus drivers with skills and resources to overcome language and cultural barriers that can make using Ride Plus difficult
 - Adding regularly scheduled Ride Plus pickup locations at 1-2 key destinations where cell phone coverage is limited, such as parks access points
 - Adding locations for Ride Plus vehicles and drivers to lay over in the Coastside between trips

T.1.5 – In the long term, identify opportunities and secure funding to expand transit service.

1. Continue working with community partners that fill service gaps through their own transportation programs, like Senior Coastsiders.
2. Continue working with SamTrans to identify options for funding and expanding transit on the Coastside, including fixed-route services and on-demand microtransit service.
 - Conduct additional studies and planning efforts as needed and based on available funding.
 - Continue to gather input about needs and priorities from community members and document them for decision-makers and agency partners (Tactic T.1.1).
 - Identify additional funding sources and funding needs to expand service.
3. As funding becomes available, expand transit service to provide additional coverage, greater frequency, and longer spans of service on the Coastside.
 - Elevate the needs of potential riders who are not well-served by existing options including agricultural workers, shift workers, and people who aren't close to existing fixed-route services or outside of the Ride Plus service area.
 - When funding is available, work with SamTrans and the Ride Plus service operator to identify opportunities to expand service hours and consider adding more vehicles to reduce wait times and meet increased demand.
 - SamTrans does not need to wait for the contract to be renewed to update the service area but does need funding to expand the service area or hours.
 - Based on current costs, expanding Ride Plus hours of operation by two hours with the same number of vehicles would cost approximately \$1.5 million annually.
 - As SamTrans transitions to an electric fleet of transit vehicles, identify potential vehicle charging locations on the Coastside to support transit operations.
 - Evaluate opportunities to collaborate with the San Mateo County Community College District and other partners to support workforce development to address SamTrans operator hiring and staffing needs.
 - Evaluate options for bus and transit priority on the Coastside, specifically on Highway 1 and Highway 92.
4. Continue working with local elected officials and relevant agencies to expand cell phone and broadband access in rural and unincorporated San Mateo County to support the use of Ride Plus and other app-based transportation services.
 - Review technology options that can help fill coverage gaps in the cell network throughout the Coastside, including near State Parks and around agricultural employment areas.
 - Identify and secure funding for long-term infrastructure improvements, including state and federal grant programs.

T.2 – IMPLEMENT A “PARK ONCE” STRATEGY

A “park once” strategy makes it easier for people to park in a central location and then walk, roll, bike, or use transit to access multiple destinations without driving and re-parking. Better wayfinding and information, complete and connected sidewalk networks, and pedestrian-friendly amenities can all make it more appealing and more convenient to park once. A successful park once strategy can help reduce local traffic and congestion, which in turn makes the area safer and more enjoyable for people to walk, bike, and roll. Opportunities to support a park once strategy on the Coastside include:

- Designing and implementing a wayfinding, information, and parking signage system.
- Improving biking and walking connections between public parking and key destinations.
- Creating hubs for visitors to store belongings or rent gear.
- Implementing real-time parking information.

STRATEGY AT A GLANCE	
Timeframe:	Near & Medium Term
Relative Cost:	\$\$\$
Level Of Effort:	●●●●
Priority:	Medium
RELATED STRATEGIES	
<ul style="list-style-type: none"> ▪ P.1 – Implement a Coastside Parking Management Strategy ▪ T.3 – Prioritize Building a Complete Walking and Biking Network 	



Better parking information and wayfinding, including real-time parking availability signage (left), would help people find a convenient place to park near their destination. Secure bike parking, including storage lockers, would make it easier for people to bike between beaches and shopping or dining destinations, rather than driving and re-parking. Source: Signal Tech (left), Nelson\Nygaard (right).

What Have We Heard from the Community?

- Biking and walking between downtown Half Moon Bay and public beaches can be difficult. Better connections would make it easier for people who visit the beaches to shop at local businesses and restaurants.
- Installing bike lockers at popular destinations could help protect bicycles from the elements and address potential community concerns about bicycle theft.

Benefits for the Coastside

- Improved connections between public parking and key destinations would decrease the number of short driving trips on the Coastside and use existing parking more efficiently.
- Bicycle and pedestrian connections to and from public beaches and parks would make it easier for visitors to shop at local businesses or dine at local restaurants on the Coastside.
- Wayfinding and signage would help people who visit the Coastside find public parking more easily. This cuts down on congestion and vehicle miles traveled from vehicles “circling” while looking for parking.
- Hubs with day-use equipment rentals and storage lockers would make it easier for visitors to the Coastside to arrive by transit without the need to bring gear with them or rely on a car to leave personal belongings while not in use.



Tactics and Action Steps

T.2.1 – Implement a comprehensive parking signage, wayfinding, and information system.

1. Secure funding to develop a wayfinding brand and toolkit for Half Moon Bay and the unincorporated Midcoast.
 - Ensure that the wayfinding brand and toolkit aligns with MTC’s forthcoming Regional Wayfinding and Mapping design standards.
 - Incorporate/align wayfinding strategy with real-time parking information signs (Strategy T.2.2).
 - As part of the wayfinding toolkit, create a comprehensive map for the Coastside with parking locations and bicycle and pedestrian paths. Include signs indicating bicycle support and rental facilities.
2. Identify locations for sign installation.
 - Prioritize high-visibility locations at public parking lots. Include both publicly-owned lots as well as privately-owned publicly-accessible facilities, such as public parking spaces behind the Oceano Hotel.
 - Include signage at locations along roadways and at intersections where people who are driving make decisions about where to park.

3. Coordinate design and location selection with State Parks, County Parks, the Harbor District, Midpen, POST, other open space providers, and Caltrans to ensure the design is compatible with existing signage, including those along SR 92 and SR 1, and conforms with City and County visual resource policies.
4. Secure funding for implementation, procure signs and other assets, and install.

T.2.2 – Implement real-time parking and wayfinding information for public parking lots.

1. In coordination with Tactic T.2.1, partner with Midpen, POST, the Harbor District, and other community partners to identify locations for real-time information sign installation.
 - Prioritize larger parking facilities (>100 parking spaces) and locations where there are congestion impacts resulting from people arriving after the lots are already full, visitor-serving destinations, and open/recreational spaces.
 - Midpen is looking to implement real-time parking infrastructure at the new 100-plus capacity Verde Road parking areas associated with the Purisima-to-the-Sea project.
2. Evaluate technology options for signs. Include both physical signs and digital web- or app-based information platforms. Considerations should include:
 - Level of effort to manage/maintain information
 - Power supply and telecommunications requirements
 - Compatibility with other City and/or County systems, including websites and app-based services
 - Integration with Coastside Chamber, Commute.org, SamTrans or other partner websites and platforms like Google and Apple maps
 - Data collection and monitoring functionality to support parking management efforts
 - Accessibility of information, including language and visibility
 - Compliance with City and County visual resource policies and minimizing nighttime lighting
3. Develop a budget that includes staff time and resources to manage/maintain information.
4. Secure funding for implementation and ongoing maintenance.

T.2.3 – Improve walking and biking connections between public parking and key destinations, including beaches and commercial areas.

1. Review existing bicycle and pedestrian network connections providing access to existing public parking lots. Identify gaps, segments with limited accessibility, and/or long/circuitous routes that discourage people from walking or biking.
 - Align with existing and expanded complete streets policies (Tactic T.3.1).
2. Develop designs for improved connections, such as sidewalks, curb ramps, shared use paths, bicycle paths or lanes, secure bicycle parking, lighting, signage, and landscaping elements.
3. Secure funding to implement projects.
 - Prioritize these projects in future updates to capital improvement plans.
 - Identify local, regional, state and federal grant opportunities to fund projects.

T.2.4 – Create day-use hubs where visitors can store belongings, rent gear, access amenities, and find information about getting around the Coastside without a car.

1. Most visitors to the Coastside go to beaches and want “car to beach” access. Identify locations for 1-2 hub locations where visitors can leave gear or rent gear during the day.

- Prioritize locations that are close to transit services, public parking, and key visitor destinations such as beaches or commercial areas. Consider partnerships with State Parks and Coastside Chamber.
- 2. Develop hub designs that include secure day-use gear lockers, information kiosks, and placemaking elements such as lighting, landscaping, secure bike parking, bike rental/bike share, and public art. Consider opportunities for activation, security, and maintenance, such as collaborations with local vendors.
- 3. Create an operations and staffing plan for a public gear rental service. Identify key items that support non-driving transportation within the Coastside, such as wagons for transporting items.
- 4. Secure funding from grants, local sources, or public-private partnerships to purchase rental equipment.

T.3 – PRIORITIZE BUILDING A COMPLETE WALKING AND BIKING NETWORK

A complete and connected bicycle and pedestrian network that is accessible for people of all ages and abilities is an important foundation for successful TDM programs. While these types of infrastructure improvements are not the focus of Get There Together, other plans—such as [the Unincorporated San Mateo County Active Transportation Plan \(2021\)](#), [San Mateo County Comprehensive Bicycle and Pedestrian Plan \(2021\)](#) and the [Half Moon Bay Bicycle and Pedestrian Plan \(2019\)](#)—provide comprehensive roadmaps for supporting walking, biking, and rolling on the Coastside.

The City and County have implementation plans that identify and prioritize necessary infrastructure, such as the Eastside Multimodal Trail (Parallel Trail). While the City and County work to implement identified projects, there are other supporting actions and tactics that will help create a complete walking and biking network on the Coastside. These include:

- Ensuring that proposed projects and street designs are safe and comfortable for people of all ages and abilities (AAA).
- Expanding access to secure and accessible bicycle parking, including updating bicycle parking requirements in codes and expanding bicycle parking design guidelines.
- Collaborate with community partners to provide staffed bicycle parking valets at major events.

STRATEGY AT A GLANCE	
Timeframe:	Medium & Long Term
Relative Cost:	\$ \$ \$ \$
Level Of Effort:	● ● ● ●
Priority:	High
RELATED STRATEGIES	
<ul style="list-style-type: none"> ▪ P.4 – Expand Programs that Support Bicycle Use ▪ P.5 – Launch a Coastside School Access Program 	



California’s Coastal Trail runs along the Coastside, but Half Moon Bay and residential and commercial areas of the Coastside lack connected pedestrian and bicycle infrastructure. Source: Coastside Chamber

What Have We Heard from the Community?

- Safety for people biking or walking along Highway 1 and Highway 92 is a concern for community members, especially at crossings, beach access points, trailheads, and intersections. Barriers include limited marked highway crossings, and discontinuous walkways and bikeways.
- The lack of a safe biking and walking route along Highway 1 is a barrier, especially for students and families trying to reach key destinations such as Half Moon Bay High School, and to reach other communities, such as connections between Moss Beach and Montara.

Benefits for the Coastside

- Walking and biking are low-cost transportation options. Supporting safe and accessible walking and biking can help people save money on transportation costs.
- Walking and biking can be essential transportation options for people who do not have access to a vehicle or who cannot or choose not to drive. A walk to school, for example, can replace caregivers driving students to school. Walking and biking can also help people access transit.
- An increase in walking and biking reduces greenhouse gas emissions and vehicle trips while improving air quality.
- Policies and programs that help implement bicycle and pedestrian infrastructure projects can increase safety for people who walk, bike and roll.



Tactics and Action Steps

T.3.1 – Update and formalize complete streets requirements.

1. City and County staff should collaborate to review needs and opportunities.
 - Conduct internal engagement to gather input about how walking and bicycling projects are or should be prioritized.
 - Review existing complete streets policies, including goals and policies in the [Circulation Element of the Half Moon Bay General Plan \(2013\)](#) and the [San Mateo County Comprehensive Bicycle and Pedestrian Plan \(2021\)](#), and identify opportunities to expand or improve requirements, such as:
 - Aligning policies for Half Moon Bay and unincorporated urbanized parts of the Coastside in San Mateo County, so that preferred designs, approaches, and processes are consistent across both jurisdictions
 - Add goals and/or actions that help prioritize projects that fill gaps in the pedestrian and bicycle network (Tactic T.2.3)
 - Prioritize designs and projects that meet [All Ages and Abilities \(AAA\)](#) criteria
 - Consider best practices and recommendations established by [Smart Growth America](#) and [MTC](#)

- Review and expand project implementation pathways for priority projects. Identify opportunities for new or expanded pathways, including regular repaving efforts or grant funding needs.
 - Identify shared project priorities where the City and County could collaborate to implement.
 - Consider prioritizing sidewalks where there are existing bus stops to improve access to transit, especially for people with disabilities.
 - Consider creating crossing guidelines for sidewalks and pedestrian trails to increase safety for bicyclists and pedestrians.
2. Coordinate with partners and community advisory bodies to confirm findings, refine policies, and establish a workplan to advance projects.
 3. Work towards project readiness for construction by identifying funding, preparing for environmental clearance, and beginning design work.

T.3.2 – Update bicycle parking design guidelines and implement bicycle parking.

1. Review existing bicycle parking design standards, including the [C/CAG Countywide Bicycle and Pedestrian Plan Treatment Toolkit](#), [Half Moon Bay Bicycle and Pedestrian Master Plan Design Guidelines](#), and [Unincorporated San Mateo County Active Transportation Plan Appendix C](#). Identify opportunities to update the guidelines, including visuals or other guidance, to better reflect all conditions on the Coastside.
2. Adopt bicycle parking standards for the unincorporated urbanized parts of the Coastside in San Mateo County that are consistent with existing (and, if applicable, updated) guidelines for Half Moon Bay.
 - Ensure that all standards comply with Local Coastal Programs and/or update relevant regulations.
3. Secure grants to fund improvements with support from TDM coordinator (M.4.2).
4. Work with partners, including State and County Parks, to install secure parking at beaches and parks.

T.3.3 – Collaborate with community partners to provide staffed bike corrals/valet service at events and popular destinations.

1. Collaborate with community-based partners such as [Coastside on Bikes](#) and the [Silicon Valley Bicycle Coalition](#) to identify opportunities, capacity, and funding needs to implement staffed bike corrals and bike valet service at events and popular destinations on busy days.
 - Seek funding to support implementation of programs.
 - Require large events to provide bicycle valet service.
 - Prioritize large annual events, such as Pumpkin Festival, and popular destinations during busy times of the year, such as public beaches and the Harbor area particularly during warm weather periods
2. Incorporate bicycle training and education programs, and co-brand events with TDM marketing and education efforts (Strategy P.2).

T.4 – EXPLORE OPPORTUNITIES FOR SHUTTLE SERVICES

Shuttle services have been implemented on and to/from the Coastside in the past but have been unsustainable due to low ridership and extremely high costs per rider. Potential barriers to success may have included infrequent service leading to long waits, limited marketing and promotion, traffic challenges that limited shuttle speed and reliability, and routes that did not provide connections that were in high demand by people living in or visiting the Coastside.

Many community members expressed interest in continuing to explore opportunities for shuttle service. In the long run, shuttle service may be viable depending on new technologies, partnerships, funding sources, and changes in travel behavior. Opportunities to explore shuttle services include:

- Partnering with State Parks, Midpeninsula Regional Open Space District, Peninsula Open Space Trust, Coastside Hotel Business Improvement District, or other Coastside stakeholders to implement shared shuttle services that serve regional visitors.
- Partnering with local businesses and Coastside Chamber to implement a shuttle circulator that serves local commercial areas.
- Partnering with regional medical centers and healthcare providers to implement shuttles to address transportation needs that aren’t met through existing options or programs, such as [SamTrans](#) or [Uber Health](#).
- Designing service to provide connections between public parking facilities and popular destinations, including Downtown Half Moon Bay.
- In the long term, monitoring the progress of autonomous technology and evaluating opportunities to provide service more cost effectively.
- Improve visitor serving amenities from the local hotels in which access to the Coast’s beaches and commercial areas would be improved.

STRATEGY AT A GLANCE	
Timeframe:	Long Term
Relative Cost:	\$\$\$\$
Level Of Effort:	●●●●
Priority:	Low ¹⁶
RELATED STRATEGIES	
▪ P.1 – Implement a Coastside Parking Management Strategy	
▪ T.1 – Improve Public Transit Services on the Coastside	



SMCTA’s Peninsula Shuttle Program funds shuttle service to promote alternative modes of transportation. No shuttles in this program current serve the Coastside. Source: SMCTA.

¹⁶ Shuttles are scored as low priority due to the high cost to provide a shuttle, poor previous performance, and the lack of available funding for a shuttle.

What Have We Heard from the Community?

- People living on the Coastside expressed interest in a shuttle that would provide more flexible transportation than current SamTrans routes and potentially help alleviate traffic.
- Desired destinations for shuttle service include beaches, El Granada, and downtown Half Moon Bay, plus more regular service to and from Bayside.
- Some local businesses, including restaurants and hotels, expressed interest in a potential van or bus service connecting Pillar Ridge, Moonridge, and other housing with the harbor and other employment centers to help employees get to and from work.
- Some partners, such as Cabrillo Unified School District, might have use for a shuttle vehicle outside of serving visitors, which could provide an opportunity for sharing and maximizing resource use. For example, shuttles that provide services for students and parents between area schools and low-income housing communities could help address school access needs during times when shuttles aren't being used to serve other markets.
- Some residents emphasize the need for any new shuttle service to use zero-emission vehicles that use hydrogen power or electric power, in addition to recommending use of autonomous vehicle technology when available.



Benefits for the Coastside

- A community shuttle would provide frequent, locally-tailored connections that make it easier for people living in, working in, or visiting the Coastside to get around without a car.
- A branded shuttle service providing connections to commercial areas on the Coastside would help support local businesses by expanding access for customers and providing an option for employees to get to and from work.
- A shuttle serving hotels would provide visitors with access to various points of interest such as the beaches, retail areas, and dining options.

Tactics and Action Steps

T.4.1 – Complete an analysis of past shuttle services and a shuttle feasibility study.

1. Document lessons learned from previous shuttle services, including the County Coastside Beach Shuttle, and share with partners and community members. Consider:
 - Factors that contributed to shuttle demise, including service model, route/locations served, accessibility, cost of service, marketing support, and competitiveness with other options
2. Based on lessons learned, evaluate whether a new shuttle service is feasible. Consider:
 - New technologies or tools that can reduce service costs

- New markets for shuttle service that have not been addressed through previous services, such as agricultural employees, open space districts, students, or public parking hubs
- Partnerships to fund, operate, and market service, including State Parks, Coastside businesses, and healthcare providers
- Opportunities to market shuttle service and expand community awareness
- Support from agency partners and City and County leadership

T.4.2 – If determined to be feasible, identify partnership opportunities to pilot and implement a shuttle service.

1. Identify shuttle lead (City and/or County) and potential shuttle partners, such as SamTrans, California State Parks, Midpeninsula Regional Open Space District, hotels, San Mateo County Harbor District, Cabrillo Unified School District, healthcare providers, Coastside Hotel Business Improvement District, and local businesses.
2. If community interest and available resources support it, convene a working group with partners and community members to develop a shuttle service plan.
 - Review previous shuttle models and identify key factors for success in updated plan. Previous shuttle models to review include employee shuttle during Devil’s Slide tunnel construction, County Parks Explorer, County Coastside Beach Shuttle, and Pacifica Weekend Community Shuttle.
 - Consider tradeoffs with a local circulator/shop-hop trolley versus a regional shuttle.
 - Consider whether specific functionality, such as holding multiple bicycles, would address unmet needs.
 - Consider connections to underutilized parking areas, such as at the harbor.
 - Identify key destinations to serve and limitations based on service. Consider parks, beaches, commercial areas, the harbor, public parking lots, and connections outside Half Moon Bay and the Midcoast, such as Pescadero, Caltrain, BART, regional airports, and other destinations over the hill.
 - Determine service hours and routes based on available funding. Ensure service designs are complementary to, and not duplicative of SamTrans fixed route or Ride Plus services.
3. Secure funding to pilot service, including supporting branding and marketing.
 - Evaluate funding sources, including grant funding, regional transit funding, and public-private partnerships or sponsorships. If paid parking is implemented on the Coastside, consider using revenue to support shuttle service via a Parking Benefit District (PBD) structure (Tactic P.1.4).
4. Develop a locally tailored shuttle brand and marketing strategy.
5. Launch service and monitor performance. At the conclusion of the pilot, adjust service as needed.

P.1 – IMPLEMENT A COASTSIDE PARKING MANAGEMENT STRATEGY

Vehicular parking management—including how much is available, how much it costs, and how it is managed and regulated—is a key component of a balanced, effective transportation system. Where parking demand is high, TDM programs can help reduce demand and provide alternatives to driving and parking. Parking revenue can also help fund TDM programs, which in turn help balance demand between driving and other travel modes. Parking strategies can also help use existing parking more effectively and efficiently, which helps “right-size” parking supply relative to demand. “Right-sizing” parking means determining the correct amount of parking spaces relative to demand, so parking spaces don’t sit empty.

A Coastside parking management strategy should include data collection, equity considerations, inventory of existing parking, and recommendations for tools and regulations to help manage parking supply and demand. The study needs to incorporate equity considerations into its analysis to ensure that access to the Coast is inclusive and consider multimodal access to parking and beaches. It should also include goals and metrics that help evaluate performance and prioritize adjustments over time. Any parking management strategies should align with the Coastal Act.

STRATEGY AT A GLANCE	
Timeframe:	Near Term
Relative Cost:	\$ \$ \$ \$
Level Of Effort:	● ● ● ●
Priority:	High
RELATED STRATEGIES	
<ul style="list-style-type: none"> ▪ T.2 – Implement a “Park Once” Strategy ▪ M.4 – Adopt Equity-Driven Mobility Goals and Performance Targets 	



Parking in the Coastside includes on-street spaces, publicly-owned off-street lots, privately-owned publicly-accessible parking, and private parking that is reserved for specific users. Photo source: City of Half Moon Bay.

What Have We Heard from the Community?

- On the busiest days, parking can be a challenge on the Coastsides—especially near popular visitor destinations such as the beaches and the Harbor area.
- Some public parking can be difficult to find and are empty or underutilized, while others are full.

Benefits for the Coastsides

- A comprehensive parking management strategy would support local businesses by ensuring that customers are able to find an available space where and when they need it.
- Visitor parking that is managed effectively and easy to find can help reduce vehicle congestion, which makes it easier for people who live in and work on the Coastsides to get around on busy days.
- Parking revenue from meters, permits, or other sources can help fund parking management efforts and TDM strategies.
- Parking management, particularly on the weekends, would assist with overall congestion management for residents who face overflow traffic on weekends.

Tactics and Action Steps

P.1.1 – Conduct a comprehensive parking study that includes data collection.

1. In collaboration with the California Coastal Commission, develop an approach to the parking study that incorporates considerations to maintain coastal access.
2. Collect parking data, either through existing sources (such as real-time parking information systems installed as part of Strategy T.2) or by securing funding to purchase data collection services.
 - Data should be collected in all publicly accessible parking, including on-street, publicly owned off-street, and privately owned off-street spaces.
 - Data collection should include inventory, regulations, occupancy, and turnover.
 - Prior to data collection, review existing inventory data documented in the Local Coastal Plan and the Coastsides Access Study to determine data completeness and accuracy.
 - Data collection should distinguish between types of parking, including regular, compact, ADA, bicycle, scooter, electric vehicle charging, and others as applicable.
 - Intercept survey data that helps provide an understanding of how people get to and from the Coastsides, what their trip purpose is, where they are coming from, and demographic information.
 - Data should distinguish between trip modes and times to access coastal resources.
 - Data collection may need to include multimodal coastal access.
3. Review parking management practices by other jurisdictions in areas within the coastal zone.

COMMUNITIES BENEFITED		
	Local Businesses	
	Youth and Older Adults	
	Agricultural Workers	
	Shift and Service Workers	
	Visitors and Tourists	
	Public Decision-Makers	

4. Review and evaluate parking management practice and policies affecting the Coastside. Identify opportunities to improve parking management in support of community goals and priorities.
 - As needed, update on-street regulations (time limits, loading zones, etc.).
 - Adopt equitable enforcement policies that are transparent, consistent rather than reactive, and not overly punitive. Include warnings and information for first-time offenders.

P.1.2 – Implement shared parking agreements.

1. Identify opportunities for shared parking arrangements, where parking lots with different peak usage times can be used by others during their off-peak use times.
 - These could include lots or areas with very high parking occupancy next to other private lots with low parking occupancy, or lots with inconsistent demand that are full at peak times but otherwise underutilized. Consider partnering with State Parks, Midpeninsula Regional Open Space District, Pillar Point Harbor District and Cabrillo Unified School District to identify candidate lots. For example, Cabrillo Unified School District currently has a shared parking agreement between Cunha Intermediate School and the Half Moon Bay Library.
2. Study potential models for implementing shared parking. Options may include:
 - Leasing spaces from private property owners during off-peak hours
 - Overseeing formal agreements between private business and/or property owners
 - Offering parking management services to private parking owners who choose to make parking available to the public, including enforcement, maintenance, signage and information, and fee collection
3. Ensure that relevant parking strategies align with the Half Moon Bay Downtown Streetscape Master Plan.
4. Secure funding and implement.
5. Consider allowing shared parking in San Mateo County and updating the zoning code accordingly.

P.1.3 – Consider establishing a Parking Benefit District framework.

1. Collaborate with the City of Half Moon Bay, San Mateo County, California Coastal Commission, and other partners, such as Coastside Chamber, to study requirements and potential for a Parking Benefit District (PBD).
 - Evaluate the potential revenues, impacts on local businesses, and associated administrative effort.
 - Develop a structure and framework that is aligned with the Coastal Act.
 - Include an oversight board that includes City and/or County staff as well as community stakeholders, such as residents, workers, and business owners.
2. Depending on the outcomes of the evaluation, develop and adopt a parking benefit district ordinance. Ensure that the ordinance allows for a broad use of parking benefit district funds, such as:
 - Parking operations and maintenance
 - Parking enforcement
 - Parking meter installation and signage
 - Administrative costs, including staff time to oversee the program
 - Multimodal improvements, including bicycle parking, bus stop amenities, and TDM benefits
 - Street cleaning
 - Beautification

P.1.4 – Consider establishing equitable, demand-based parking pricing. Implement parking management strategies where demand is highest and parking is limited.

1. After collecting data and updating parking management practices and regulations, identify areas where demand is consistently high (more than 85-90% of spaces are full at peak times). In those areas, consider implementing priced parking.
2. Conduct outreach with residents, workers, business owners, equity priority areas, and other community stakeholders to communicate goals, address concerns, and refine approach.
 - Recruit community representatives to join the Parking Benefit District oversight board (Tactic P.1.3).
 - Consider concerns related to spillover parking and impacts, such as trash and maintenance.
3. Define rate structures and hours. Consider:
 - Typical length of stay
 - Which times and days have consistently high demand
 - Business needs and impacts
4. Consider equity-based strategies to offset parking costs for low-income employees and residents, such as low-cost parking permits, designated employee parking areas, or parking passes for employees who work in areas with paid parking and do not have another travel option.
5. Select pricing payment technology. Consider:
 - Ease of use
 - Accessibility (language, visual, physical ability)
 - Flexibility (opportunities to include validation, permits, discounts, and other tools)
 - Durability and resilience
6. Implement pricing. Update and adjust rates, regulations, and enforcement practices as needed.

P.1.5 – Create at least one centralized public parking hub with transit access.

1. Based on parking demand data collected (Tactic P.1.1), identify at least one potential site for a public parking hub. Prioritize locations that are:
 - Connected to existing public transit service
 - Have safe pedestrian and bicycle connections
 - Are easily accessible for visitors coming to the Coastsides via Highway 1 or Highway 92
 - Identified as potential mobility hub locations by MTC
2. Secure public access by purchasing, leasing, or brokering a shared parking agreement with the existing owner.
3. Begin parking operations.
 - Install wayfinding and information signs (Strategy T.2) and payment infrastructure (Tactic P.1.4).
 - Consider additional lot needs, such as waste collection, EV charging, and bicycle parking.
 - Monitor utilization and adjust regulations, pricing, and wayfinding as needed.
4. Connect the centralized parking hub to other Coastsides destinations via a circulator shuttle (Strategy T.4).

P.2 – LAUNCH A TRANSPORTATION EDUCATION AND MARKETING CAMPAIGN

Sustainable travel choice information, educational materials, and marketing programs help people learn about travel options and understand how to use them. These programs are essential for maximizing the reach and impact of investments in transportation options and other TDM programs. They can also help create a unified “brand” for a range of available TDM programs and initiatives, which helps centralize useful information and can resonate more effectively with local community members. This unified approach will assist with helping community members’ awareness of alternative transportation options available on the Coast.

Half Moon Bay and San Mateo County staff should collaborate to launch a transportation education and marketing campaign for the Coastsides. The campaign and brand should reflect all members of the Coastsides community and should include materials and programs that are tailored for people who do not speak English. Existing marketing and educational information should be consolidated within the unified Coastsides TDM brand to minimize confusion.

STRATEGY AT A GLANCE	
Timeframe:	Near Term
Relative Cost:	\$\$\$
Level Of Effort:	●●●●
Priority:	High
RELATED STRATEGIES	
<ul style="list-style-type: none"> ▪ T.1 – Improve Public Transit Services on the Coastsides ▪ P.4 – Expand Programs that Support Bicycle Use ▪ P.5 – Launch a Coastsides School Access Program 	



Get There ATX is the City of Austin’s unified TDM program. At event-based promotional events, staff distribute materials, information, and merchandise that reflects the Get There ATX brand. Photo source: Get There ATX.

What Have We Heard from the Community?

- Information about existing TDM programs and transportation services, such as programs offered through Commute.org or the Senior Coastsiders shuttle, does not always reach people who live in or work on the Coastsides.
- Language and cultural barriers can limit familiarity with various TDM programs and transportation options on the Coastsides.

Benefits for the Coastsides

- A comprehensive information, education, and marketing program helps improve awareness of available transportation options and TDM benefits, which helps more people connect with resources that help meet their travel needs.
- Combining and consolidating TDM information and programs under a single unified brand can amplify the reach of TDM efforts by making it easy for people who participate in one program to learn about others.

Tactics and Action Steps

P.2.1 – Develop a local TDM program that builds on the Get There Together project identity.

- City and County staff collaborate to secure funding, establish an agreement, and identify a project lead at the City or County.
- Begin coordinating with partners including SamTrans and Commute.org, and community-based organizations to develop a local TDM program and brand. Considerations should include:
 - How community members are reflected in and can respond to the brand, especially equity priority populations
 - How the Coastsides TDM brand is aligned with other TDM branding, such as Commute.org, either as an independent brand, sub-brand, or extension of existing brand
 - How the brand aligns with City and County design parameters or requirements
 - Opportunities to build on or continue with the “Get There Together” brand
- Seek and secure funding to procure additional services or support to develop a brand identity, materials, and collateral.

P.2.2 – Launch a TDM program website with resources and information.

- Create an inventory of existing transportation programs and services to include on the website such as the various bike rental options on the Coast at BikeWorks, HMB Kayak Company, Straight Wheel Cycling, and the Ritz for their guests.
- Using the TDM program brand identity (Tactic P.2.1), develop and launch a full TDM program website.



- Identify a preferred website host and platform. Options include a web page within the City of Half Moon Bay website, the San Mateo County website, the Commute.org website, or a stand-alone site.
- Include information, resources, and links to existing programs and partners.
- Keep the website up to date and incorporate new programs as they are implemented.

P.2.3 – Develop an education and information materials toolkit.

1. Collaborate with community members, local businesses, Commute.org, SamTrans, and open space partners to determine what kinds of materials and information would be helpful to include in the toolkit. In the near term, design and calibrate materials based on feedback from community-based partners and stakeholders. In the long term, identify opportunities to incorporate insights from market research and behavioral science perspectives. Consider:
 - Trip planning materials
 - Maps and navigation aids
 - “How-to” explainers and rider guides that describe how to use various services
 - Directions about how to enroll in existing TDM programs and potential discounts, including subsidies from Commute.org, SamTrans Youth Pass, and State Golden Bear Pass
 - Branded promotional items, such as bicycle lights or stickers
 - Video explainers that demonstrate how to use existing TDM programs (how to sign up for STAR rewards, how to set up a carpool, how to participate in Guaranteed Ride Home, etc.) and mobility services such as Ride Plus (see Tactic T.1.3), which could expand on existing videos created by SamTrans and Commute.org
2. Develop materials and secure funding to support distribution.
 - Upload all toolkit materials to the TDM website.
 - Create printable/physical materials for use at events and as “leave behinds” at local businesses and to distribute via mail for key stakeholders, such as seniors, students, and low-income residents
 - Include translated versions of all materials that are accessible and legible for all Coastside residents. Include materials in English, Spanish, simplified Chinese, and Tagalog.
 - Include promotional and educational materials from partners, such as SamTrans and Commute.org. Promote the toolkit through existing communications channels to reach local community-based organizations, employers, and residents, including social media services.
3. As TDM programs and transportation options evolve, update materials with the latest information.

P.2.4 – Implement event-based marketing and information strategies.

1. Work with community partners, including the Coastside Chamber, schools, local businesses, community-based organizations (CBOs), and community centers, to identify special events and festivals for event-based TDM programming.
 - Share materials broadly with event organizers.
 - Attend events to distribute trip planning and TDM information and talk with community members to gather feedback.
2. Partner with schools, businesses, CBOs, San Mateo County Libraries, and other local leaders to host travel training and trip planning information sessions.
3. Integrate information with bicycle safety and education trainings (Strategy P.4).
4. As county-wide opportunities arise, like potential Commute.org bicycle education classes, work with organizers to host events on the Coastside.

P.3 – LAUNCH A “MOBILITY WALLET” PROGRAM

A mobility wallet is a package of discounts, passes, and/or funds that can be used for a range of transportation options, such as free or discounted transit passes, credits for shared mobility services (bike share or car share), and credits for ride hailing services (such as Lyft or Uber). Mobility wallets are flexible and user-friendly incentives that can help address a range of different trip types and travel needs. Eligibility for mobility wallet recipients is flexible, and may be limited based on income, or may be available to people who forgo parking permits at employment sites. While mobility wallets can be expensive TDM programs to implement, they can provide a valuable tool for financially incentivizing non-driving transportation options that are convenient and user-friendly for recipients. A mobility wallet was identified as a cost-effective TDM strategy to mitigate VMT/GHG impacts by the [C/CAG VMT/GHG Emission Model Mitigation Program](#).

In the long term, Half Moon Bay and San Mateo County should pilot a mobility wallet program and determine whether it is an effective strategy for achieving community TDM goals.

STRATEGY AT A GLANCE	
Timeframe:	Long Term
Relative Cost:	\$\$\$\$
Level Of Effort:	●●●●
Priority:	Low
RELATED STRATEGIES	

- **P.2** – Launch a Transportation Education and Marketing Campaign
- **T.3** – Prioritize Building a Complete Walking and Biking Network



metro.net/mobilitywallet

Metro and LADOT are helping you pay for your rides. Meet the Mobility Wallet.

In July 2024, the City of Los Angeles launched Phase II of an ongoing [mobility wallet pilot program](#). Through the program, 2,000 recipients who qualify for low-income transit fares will receive a debit card that is pre-loaded with up to \$1,800 to be used on public transit, bike share services, ride share services, taxi rides, and bicycle purchases. Photo source: Los Angeles Metro

What Have We Heard from the Community?

- Some existing fare payment tools, such as app-based Clipper cards, are not easy to use or convenient for everyone. A mobility wallet could be more accessible and/or easy to use.
- Some low-income residents expressed interest in a mobility wallet program that would help offset transportation costs.

Benefits for the Coastside

- A mobility wallet would provide a flexible, user-friendly incentive to use non-driving transportation options that could be modified and expanded as new transportation options and services become available.
- Depending on program design and eligibility criteria, mobility wallets can help deliver direct financial assistance to people who need it most, including equity priority communities on the Coastside.

Tactics and Action Steps

P.3.1 – Implement a free transit pass program.

- Work with the Metropolitan Transportation Commission (MTC) to gather findings from the [Clipper BayPass Pilot Program](#), including any data on Coastside users included in the pilot.
- Work with MTC or the 101 Express Lanes JPA to support, create, or expand a free transit pass and/or mobility wallet program, which could serve as an immediate pilot for a broader, long-term mobility wallet-type debit card on the Coastside.
 - As the 101 Express Lanes JPA mobility benefits program continues to evolve, coordinate with program managers to provide supplemental marketing, communication, and coordination support in the Coastside to maximize the reach and impact of the program.
 - Identify options for distribution that make it easy for low-income residents of affordable housing communities in the Coastside to access benefits, such as distributing funds for transit passes through the Way2Go debit card platform or partnering with local community-based organizations.
 - Consider options to refine or expand the program with additional or alternative benefits that support transportation options within the Coastside. Prioritize community members who are burdened by transportation costs.
 - If a separate pilot is needed, set the framework for a potential pilot program that builds on the BayPass Pilot and the expanded 101 Express Lanes Community Transportation Benefit program.
 - For other qualifying participants, distribute pre-loaded Clipper cards.
- Identify program goals and evaluation criteria. Program goals should include incentivizing transit usage among low-income populations and expanding overall access to services.
- Begin a pilot phase of the program. Monitor impacts and consider expanding the program based on outcomes.

COMMUNITIES BENEFITED		
	Local Businesses	
	Youth and Older Adults	
	Agricultural Workers	
	Shift and Service Workers	
	Visitors and Tourists	
	Public Decision-Makers	

P.3.2 – Develop and implement a mobility wallet pilot.

1. Building on learnings from the free transit pass program (P.3.1), identify funding and develop a budget for a mobility wallet pilot program. Consider state and federal funding sources, as well as local funding sources such as parking revenues.
2. Identify a lead partner to develop and administer a mobility wallet program. Consider:
 - Local staff (City of Half Moon Bay, San Mateo County)
 - Regional partners (MTC, Commute.org)
3. Identify eligibility criteria and a pilot area to test the mobility wallet. Ensure that the program benefits equity focus areas on the Coastside.
4. Coordinate with local community-based organizations, partners, and residents to identify mobility needs and desired benefits to include in the wallet. Options may include:
 - Transit passes, credits for SamTrans services, and Clipper cards
 - Ride hailing credits (Lyft, Uber) and Taxi rides
 - Bicycle purchases, including conventional bikes, e-bikes, and related equipment
 - Other mobility services as they become available in the future, such as car share service, bike share services, and carpool platforms (such as [Scoop](#))
5. Define equity-driven pilot evaluation criteria. Performance evaluation metrics should address:
 - Wallet participation and utilization rates by participant characteristics and demographics, including income, primary language, gender, age, and race.
 - Program cost effectiveness
 - Participant feedback and satisfaction
6. Evaluate preferred format and technology options for distributing and managing the wallet. Options may include:
 - Distributing “debit card” style tools that can be used for eligible services
 - Digital transportation benefits platforms, such as those managed by Commute.org
 - Physical credits and coupons distributed to participants by mail
7. Launch the pilot. Monitor and document outcomes and share findings with the community.

P.3.3 – Based on pilot results, consider expanding the pilot and implementing a permanent mobility wallet program.

1. Based on pilot outcomes, adjust mobility wallet content, pricing, and eligibility as needed.
 - If needed, develop a price structure for the mobility wallet that includes base and affordable options.
2. Develop an annual budget and secure funding.
3. Launch the expanded mobility wallet program. Support the program with marketing, education, and promotional efforts (Strategy P.2).

P.4 – EXPAND PROGRAMS THAT SUPPORT BICYCLE USE

In addition to a complete network of All Ages and Abilities (AAA) bicycle facilities, bicycle use can be supported by a variety of programs that provide education, incentives, and services. Trainings can help people who are less familiar with bicycle use become more confident and comfortable riding a bike. Subsidies and incentives to purchase conventional or electric bicycles can make buying a bike more affordable and accessible. Bicycle lending libraries or bike share services can create short- and medium-term options for bicycle use and can also provide opportunities for people to try different types of bicycles from the ones they own.

Half Moon Bay and San Mateo County should advance programs and policies to expand bicycle use on the Coastsides. Many such programs would benefit from close partnership and collaboration with local and regional partners and community-based organizations.

STRATEGY AT A GLANCE	
Timeframe:	Near & Medium Term
Relative Cost:	\$ \$ \$ \$
Level Of Effort:	● ● ● ●
Priority:	High
RELATED STRATEGIES	
<ul style="list-style-type: none"> ▪ T.3 – Prioritize Building a Complete Walking and Biking Network ▪ P.5 – Launch a Coastsides School Access Program 	











Programs and incentives can expand bicycle access on the Coastsides. Photo source: City of Half Moon Bay

What Have We Heard from the Community?

- Safety is a recurring concern for people who bike on the Coastside. Intersections, high-speed highways, and gaps in the bicycle network present challenges for bicycle use.
- Some people in the community have limited access to bicycles, or limited knowledge/experience about how to ride them safely.
- There is desire for greater clarity about how and where e-bikes can be used on the Coastside. While recent state legislation has clarified some aspects of e-bike use, community members may not be aware of new regulations. Expanded messaging and communications efforts could increase awareness about the “rules of the road” for e-bike use.
- There is a lack of League Certified Instructors to teach bicycle education classes, both on the Coastside and in the County.

Benefits for the Coastside

- Programs and incentives can expand bicycle access for people who do not already own a bicycle.
- Trainings and educational efforts can support safe bicycle use and raise awareness in the community about bicycle safety concerns.

COMMUNITIES BENEFITED		
	Local Businesses	
	Youth and Older Adults	
	Agricultural Workers	
	Shift and Service Workers	
	Visitors and Tourists	
	Public Decision-Makers	

Tactics and Action Steps

P.4.1 – Expand marketing and education about existing bicycle and e-bike subsidies. Expand subsidies for equity focus areas.

1. Incorporate information about existing e-bike subsidy programs, like Peninsula Clean Energy’s [E-bikes for Everyone](#) program, into a Coastside TDM brand and website (Strategy P.2).
2. In the long run, identify additional funding sources to expand e-bike subsidies and voucher programs and apply for funding.
 - Where possible, offer subsidies as point-of-sale vouchers that can be used at local bicycle shops.
 - Include eligibility for bicycle accessories, like helmets and e-bike maintenance tools.
 - Incorporate subsidies/vouchers into the Mobility Wallet pilot/program (Strategy P.3).
 - In future phases of the program, consider expanding eligibility beyond equity focus areas or communities to broaden the reach and impact.

P.4.2 – Expand e-bike and bicycle education and training classes.

1. Secure funding for bicycle trainings and develop a contract mechanism to procure services.

- Meet with community based organizations and partners to identify opportunities for collaboration, funding and/or direct support, including Silicon Valley Bike Coalition, Silicon Valley Bicycle Exchange, Coastside on Bikes, and the [San Mateo County Office of Education](#).
 - Support Commute.org to train League of American Bicyclist certified instructors, who deliver bicycle education classes. A lack of certified instructors is a key unmet need on the Coastside and in San Mateo County.
 - If Commute.org offers county-wide bicycle education classes, partner to offer a class in a location on the Coastside.
2. Identify priority audiences and locations for events.
 - Include classes and education information in Spanish, Mandarin, and other languages spoken on the Coastside.
 - Prioritize communities with lower rates of bicycle use and lower rates of household vehicle access. Consider partnering with housing communities, such as Pillar Ridge, Moonridge, and others, to host events.
 3. Develop a curriculum for trainings that includes:
 - Learn to ride classes
 - Safety trainings
 - Bicycle maintenance classes
 - E-bike training classes and opportunities to test ride an e-bike
 - Where e-bikes are permitted for use on the Coastside, including in relation to State Parks facilities
 4. Launch trainings in conjunction with event-based promotional efforts (Tactic P.2.4) and school access programs (Strategy P.5).
 5. Work with Safe Routes to Schools on bicycle education outreach.

P.4.3 – Pilot and launch a public bicycle and e-bike lending library.

1. Identify a preferred operating model. Options may include:
 - Funding for a [community-based organization](#) or TMA to operate and staff the e-bike library
 - Expand San Mateo County Libraries’ [bicycle lending library](#) at the Half Moon Bay branch
 - Directly own/operate through City/County
2. Define parameters for borrowing. During the pilot phase, test two options: 1-7 days, and 1-6 months.
3. Identify at least one central location for piloting the e-bike library.
 - Prioritize locations that can be reached easily on transit and are close to other community services/destinations.
 - Consider collaborating with visitor-serving uses (such as hotels) to expand the program.
4. Procure a bicycle fleet. Include a range of bicycle types (youth, three-wheel, cargo, accessible).
5. Launch the pilot.
 - Monitor adoption rates by demographic (race, income, age) to better understand who is using the service.
 - Coordinate with school transportation coordinator (Strategy P.5) to connect students and caregivers with bike borrowing options.
 - Coordinate with visitor-serving uses.

6. As funding becomes available, expand the service with additional bicycles and/or additional lending locations.

P.4.4 – Identify pathways to implement public shared micromobility services on the Coastside.

1. Work with regional partners, including C/CAG, to identify opportunities to participate in public shared micromobility services. Potential options and operating models may include:
 - Creating a partnership with existing operators, such as Lyft (Bay Wheels) or others
 - Launching a public bike share service with partnership and support from community-based organizations
2. Identify potential locations for bicycle stations or micromobility hubs.
 - Prioritize proximity to existing bicycle infrastructure (paths, bike lanes), popular destinations (public beaches, the Harbor area, downtown Half Moon Bay), and public parking (Strategy P.1 and Strategy T.2).
 - Collaborate with local and regional partners who are also pursuing mobility hub projects, such as MTC.
3. Develop an equitable fare structure. Implement payment system that is accessible for people who do not have a bank account.
4. Secure funding and launch the service.

P.4.5 – Adopt policies and regulations that clarify where and how e-bikes can be used on the Coastside, including charging locations.

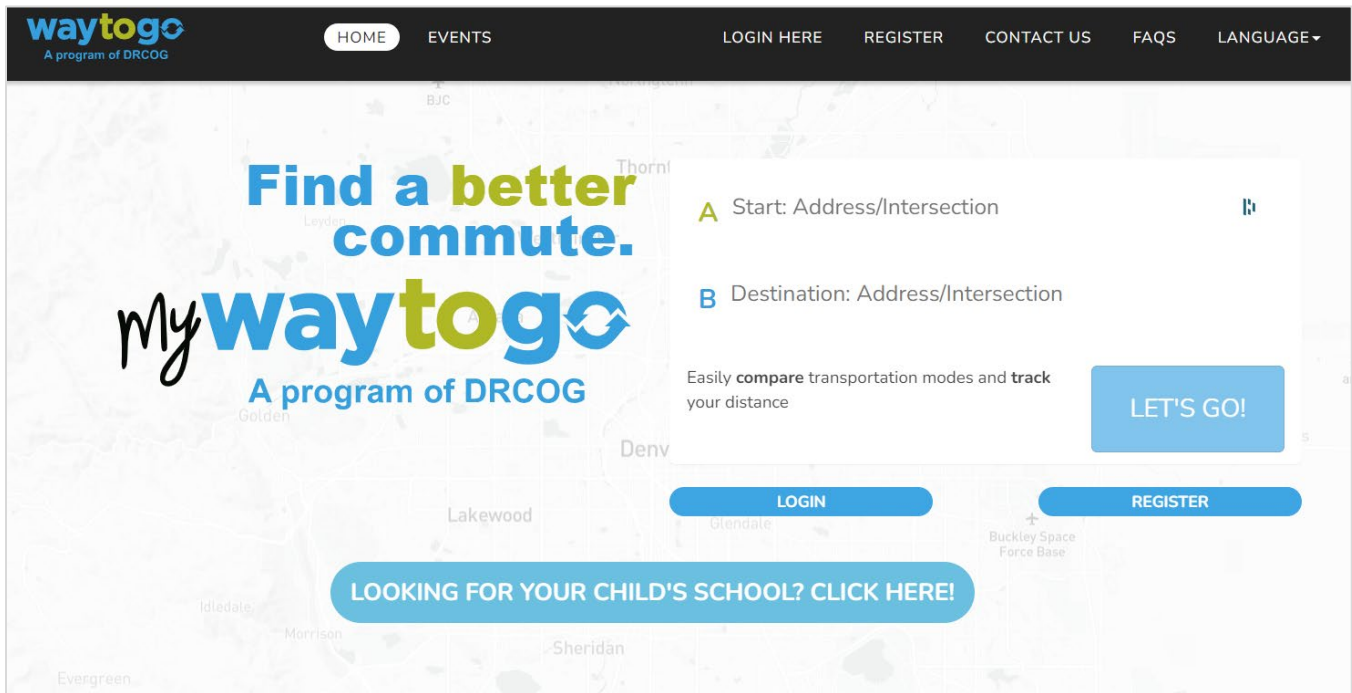
1. Review relevant e-bike legislation, like SB 1271, to develop San Mateo County and City of Half Moon Bay regulations around e-bike usage that reflects the state policy landscape.
2. Review [guidance from national bicycle advocacy organizations](#) about safe e-bike use and policies. Identify opportunities to align local policy with best practice recommendations and state legislation.
3. Collect data about bicycle safety incidents on the Coastside to identify problem areas/locations and behaviors. As needed, identify design improvements that can help address safety concerns while supporting bike use.
4. Develop and adopt a local policy for regulating and expanding e-bike charging and battery charging locations.
 - Collaborate with local fire and rescue to review fire codes and determine requirements for battery charging.
 - Identify high-demand bicycle parking areas as potential locations for public e-bike charging.
 - Create e-bike charging guidelines and charging design guidelines. E-bike charging location design guidelines should be incorporated into bicycle parking design guidelines (Tactic T.3.2).

P.5 – LAUNCH A COASTSIDE SCHOOL ACCESS PROGRAM

Safe and reliable transportation options to and from school are vital for students and caregivers alike. While public transit is an option for some students on the Coastsides, most people have schedules that make relying on transit difficult given the limited frequencies, routes, and stops. For people who walk or bike, sidewalk and bicycle networks can be limited or disconnected. School traffic often causes congestion and delays on Coastsides roadways.

A Coastsides school access program would expand upon the existing Safe Routes to School program with additional programs, resources, and services that help people get to and from school safely. A school transportation coordinator who has dedicated time to coordinate, manage, and oversee programs would be essential for supporting the program. Over time, as transportation options are expanded or new options become available, additional programs and services could be incorporated.

STRATEGY AT A GLANCE	
Timeframe:	Long Term
Relative Cost:	\$ \$ \$ \$
Level Of Effort:	● ● ● ●
Priority:	High
RELATED STRATEGIES	
<ul style="list-style-type: none"> ▪ P.2 – Launch a Transportation Education and Marketing Campaign ▪ T.3 – Prioritize Building a Complete Walking and Biking Network 	



“School pool” ride matching platforms like the one operated by the Denver Regional Council of Governments (DRCOG) allow students and caregivers to find shared rides to and from school through a web-based platform. Source: DRCOG

What Have We Heard from the Community?

- Families with children expressed concerns about safety getting to and from school when there is heavy traffic, especially for students using bicycles. Community members mentioned concerns reaching Half Moon Bay High School, Hatch Elementary, and Cunha Intermediate School.
- Intersections that are busy during pick-up/drop-off times and are close to schools were key priority locations for improvements identified by community members.
- Many stakeholders emphasized an interest in yellow school bus service being reinstated.

Benefits for the Coastsides

- Students and caregivers would benefit from safer, more reliable, and more flexible transportation options for getting to and from school.

Tactics and Action Steps

P.5.1 – Designate a school access coordinator and convene a school access working group.

1. Coordinate with the Cabrillo Unified School District and with the College of San Mateo to identify needs and opportunities for expanded management and coordination.
2. Expand resources and staff support for Safe Routes to School (SRTS) programming.
 - In the near term, include SRTS support in the workplan for a TDM fellow or coordinator (Strategy M.1).
 - In the long-term, hire a dedicated school transportation coordinator for each school. This could be one person who works for several schools. This person would serve underneath the district-wide Safe Routes to School coordinator.
3. Begin documenting concerns, priorities, and opportunities for improved school access, including evaluation of provision of yellow school buses for school transportation.

P.5.2 – Expand information and events to support safe school access.

1. In coordination with Strategy P.2, develop marketing and education materials for school transportation options.
 - Include videos, printed materials, and event-based programs.
 - Promote existing youth-focused transportation programs, such as SamTrans Youth Mobility Pass.
2. Expand Safe Routes to School trainings and programs.
 - Prioritize communities with lower bicycle adoption rates and lower rates of household vehicle access.
 - Implement “[bike bus](#)” events in which large groups of students and caregivers ride bicycles together to school.

COMMUNITIES BENEFITED		
	Local Businesses	
	Youth and Older Adults	
	Agricultural Workers	
	Shift and Service Workers	
	Visitors and Tourists	
	Public Decision-Makers	

P.5.3 – Implement a school-pool ride matching program.

1. Document needs, constraints, and potential barriers to school carpooling among students and caregivers, and school staff.
2. Based on findings, identify potential approaches and platforms for launching a school-pool ride matching programs. Review existing programs in other communities to identify options. Consider:
 - Potential technology barriers for users
 - Potential language barriers for users
 - Potential privacy or data security concerns
 - Simplicity, functionality, and ease-of-use
 - Flexibility and potential incorporation into other TDM programs and platforms
 - Opportunities to partner with Commute.org and existing platforms
 - Opportunities to manage student parking at Half Moon Bay High School
3. Develop a budget and secure funding.
4. Launch the program. Promote awareness of the program and support with marketing and information efforts (Strategy P.2, Tactic P.5.2).

P.5.4 – Expand subsidies and programs for student transportation options by creating a bike lending library and expanding free student transit passes.

1. Launch a bicycle exchange program to improve access to bicycles. Consider opportunities to learn from, partner with, or build on the program offered by the [Silicon Valley Bicycle Exchange](#).
2. Launch a bicycle lending library that is geared towards students.
 - Identify a preferred operating model. Options may include building through the existing bike library offered through the [San Mateo County library system](#), or creating a new local lending library in partnership with CUSD and/or community-based organizations and partners.
 - Identify a bike library location. Purchase a fleet that includes conventional bicycles, electric bicycles, and large cargo bicycles for caregivers to ride that can carry kids.
3. In the long term and as funding allows, expand the [Youth Unlimited transit pass program](#) to include all students, regardless of household income.

What about yellow school buses?

Cabrillo Unified School District does not currently provide yellow school bus transportation for students due to budget constraints related to ongoing operations and maintenance. Nonetheless, many community members who were engaged throughout the planning process expressed strong interest in re-launching school bus service to alleviate school-related traffic and expand school access for students throughout the Coastsides.

While Get There Together does not include a specific recommendation for yellow school bus service, it does include recommendations that would provide the necessary staff time, resources, and coordination capacity to evaluate such a service in partnership with the school district and other stakeholders.

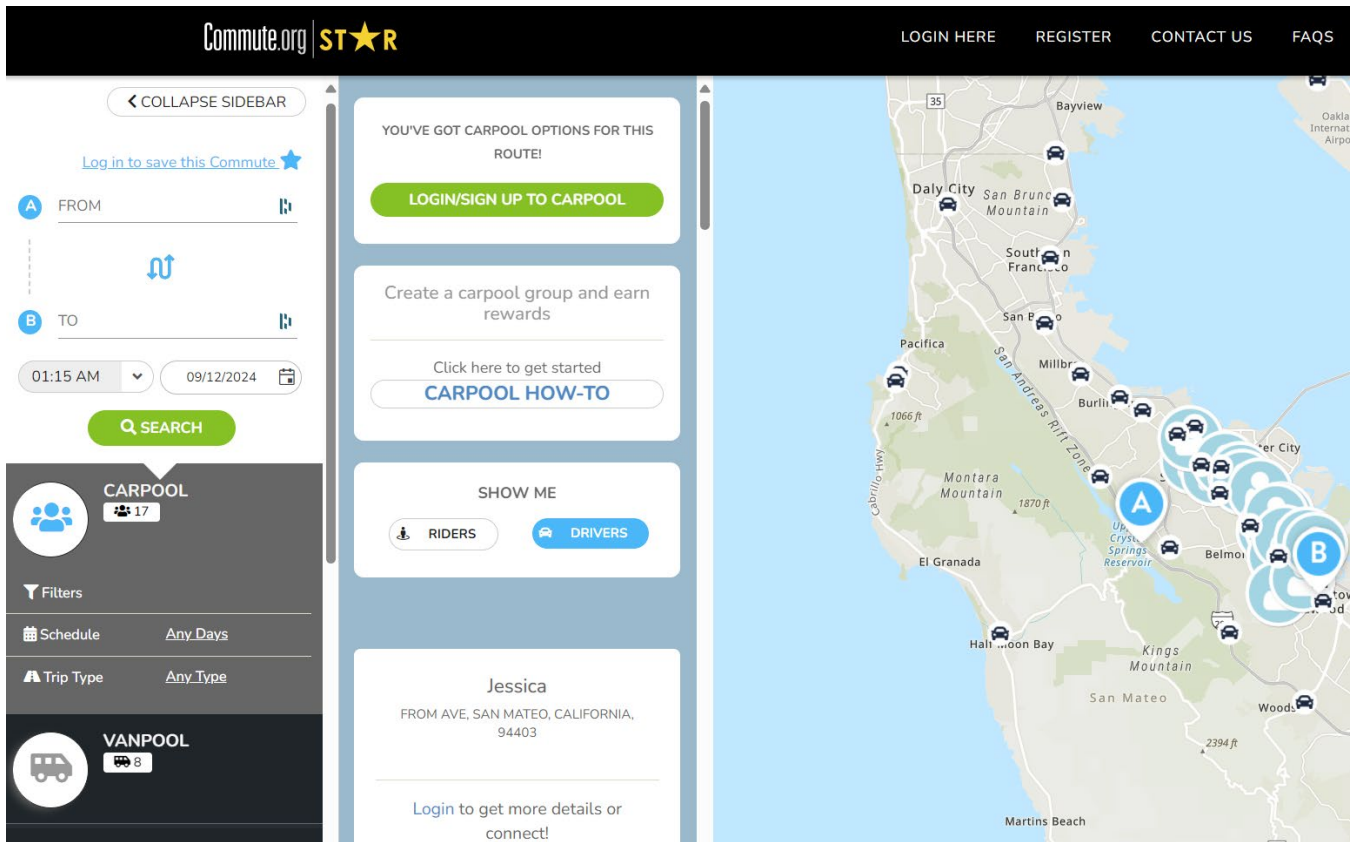
P.6 – EXPAND COMMUNITY CARPOOLING AND CAR SHARING

A carpool or ride matching program helps connect people to share rides who have similar commutes to work or school. Some ride matching programs use a web- or app-based service that allows participants to find compatible commute partners based on trip origins and destinations and schedule. Some programs also provide mileage-based reimbursement.

Today, people on the Coastside primarily arrange carpools with friends, family, and coworkers informally. Commute.org offers financial incentives for carpooling as well as ride matching support through the [Commute.org STAR program](#). However, awareness of these existing programs is limited among people who live in or work on the Coastside.

Half Moon Bay and San Mateo County should consider opportunities to expand community carpooling on the Coastside by offering additional incentives, expanding ride matching tools, and ensuring that existing programs are accessible and appealing for people on the Coastside.

STRATEGY AT A GLANCE	
Timeframe:	Near & Medium Term
Relative Cost:	\$ \$ \$ \$
Level Of Effort:	● ● ● ●
Priority:	High
RELATED STRATEGIES	
<ul style="list-style-type: none"> ▪ P.2 – Launch a Transportation Education and Marketing Campaign ▪ P.5 – Launch a Coastside School Access Program 	



Commute.org’s STAR platform provides a tool for finding shared rides with other commuters in San Mateo County. Source: Commute.org

What Have We Heard from the Community?

- Carpooling is a vital transportation option for many people who live in, work in, visit, or go to school on the Coastsides. In particular, community members who do not speak English and people who work in agricultural jobs expressed interest in and support for strategies to improve carpooling. They also expressed that a hesitation was an expectation to pay the person who is providing the ride.
- Carpooling or riding with friends and family is a primary means of transportation for many community members, especially for longer distance trips.

Benefits for the Coastsides

- Carpooling and ride matching expands transportation options for people who live or work in places that are not served by transit or who have commute schedules outside the typical service hours, such as people who work in the agriculture industry and people who live in or work in areas that are not served by SamTrans fixed route services or outside of the Ride Plus service area.
- Carpooling and ride matching also strengthens community connections, especially for new Coastsides residents who do not yet have extensive networks of support.



Tactics and Action Steps

P.6.1 – Work with Commute.org to develop a Coastsides-focused carpooling program.

1. In partnership with Commute.org, engage community members and organizations to develop a better understanding of community carpooling needs and concerns.
 - Evaluate both formal carpool use (i.e. through Commute.org’s STAR program) as well as informal carpools.
 - Document needs, opportunities, and specific barriers to increased carpooling, such as:
 - Language, technology, or cultural barriers that make it difficult to use formal carpool platforms
 - Safety concerns or comfort-related factors that influence interest or willingness to share a ride
 - Incentives that would make carpooling more attractive for both drivers and passengers
 - Promote Commute.org’s Community Partner Grant Program among Coastsides community organizations.
2. Based on findings, work with Commute.org to adjust carpool program structure to address barriers.

P.6.2 – Launch a carpooling promotion and education campaign that helps address cultural aspects of carpooling.

1. In coordination with Strategy P.2, conduct event-based education and outreach efforts with community groups and employers to provide education and information about ride matching tools.

2. Develop targeted messaging/awareness strategies, including educational resources and tools or materials that address language barriers for non-English speaking residents and cultural barriers, such as perceptions or expectations related to paying carpool drivers.
3. Develop an outreach program with employers to promote vanpooling and carpooling to work.

P.6.3 – Launch a Coastside car share service.

1. In coordination with regional partners, assess opportunities for launching a community car share service.
 - Evaluate service models, including subsidizing a third-party service (such as Zip Car) or launching a stand-alone non-profit Coastside service. Consider:
 - Operational costs
 - Membership or user costs
 - Accessibility of vehicles and booking services
 - Range of vehicle types and trip purposes
 - Vehicle locations, including “docked” models (vehicles must be returned to the original location) and “dockless” models (vehicles can be left anywhere within the service area)
 - Driver availability
2. Identify and evaluate potential funding sources, including user fees, grant programs, sponsorships, and local revenue sources (including parking revenue).
3. As funding becomes available, launch service.
 - Support service with marketing information in English, Spanish, Simplified Chinese, and Tagalog.
 - Monitor vehicle use by demographic to ensure that the service is accessible to everyone on the Coastside, especially equity priority communities and households with limited vehicle access.

M.1 – EXPAND TDM MANAGEMENT CAPACITY AND COORDINATION EFFORTS

Implementing new transportation demand management (TDM) strategies on the Coastside will require considerable time and effort. Community coordination, building relationships with implementation partners, developing and drafting new regulations, and preparing competitive grant applications to receive TDM funding will all require consistent hands-on support and involvement from City and County staff. Without dedicated staff time and resources to support the program, progress will be slow.

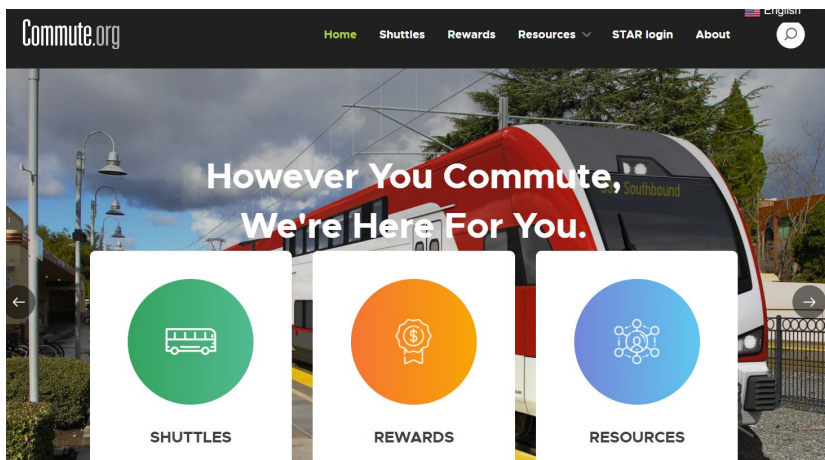
In the near term, San Mateo County, Half Moon Bay, or Commute.org should seek to hire a contractor, consultant, or part-time staff member who can begin working with partners and staff to lay the groundwork for near-term TDM strategies.

In the medium-term as more funding becomes available, a dedicated TDM program manager should be hired to further expand capacity and begin building consistent, long-term relationships with community partners.

In the long-term, as the TDM program grows and matures, there may be opportunities to provide additional TDM support on the Coastside through a Transportation Management Association (TMA). TMAs are helpful structures for managing and implementing TDM programs, especially in places like the Coastside where the jurisdictional boundaries don't align with day-to-day transportation patterns in the community. However, incorporating a new stand-alone TMA requires considerable time and effort. Potential pathways to providing TMA support on the Coastside could include:

- Allocating funding for a dedicated Coastside staff position or “sub-TMA” group within Commute.org.
- Expanding resources and staff capacity within an existing community-based organization (such as the Coastside Chamber) to provide TMA-like functions.
- Creating a new stand-alone Coastside TMA, if there is a “critical mass” of community support and partners who are willing to invest the necessary time and resources.

STRATEGY AT A GLANCE	
Timeframe:	Near, Medium, & Long Term
Relative Cost:	\$ \$ \$ \$
Level Of Effort:	● ● ● ●
Priority:	High
RELATED STRATEGIES	
<ul style="list-style-type: none"> ▪ M.2 – Adopt a Local TDM Ordinance ▪ P.2 – Launch a Transportation Education and Marketing Campaign 	



Commute.org is a public agency that provides TDM programs and management support across all of San Mateo County. Image source: commute.org

What Have We Heard from the Community?

- Some community-based groups and organizations, like Senior Coastsiders and ALAS, are already working to support equitable mobility options on the Coastside, but additional staff capacity would enable the City and County to collaborate and coordinate with these groups more consistently and effectively.

Benefits for the Coastside

- Staff with dedicated time and resources to support TDM would be necessary to advance many medium-term and long-term TDM strategies, including transit improvements, parking programs, and TDM marketing and information efforts.
- Additional TDM management capacity would create opportunities to pursue grants and other funding sources that can be used to support TDM programs and mobility services on the Coastside.

Tactics and Action Steps

M.1.1 – Hire a Coastside TDM fellow who can support City and County staff to advance near-term TDM goals and strategies.

- Coordinate with County, City, and Commute.org staff to identify opportunities and resources to hire a TDM fellow, and management structure.
- Define fellowship parameters, including fellowship length of time, oversight and mentorship, roles and responsibilities, and training opportunities. Consider:
 - Research the requirements and deadlines for upcoming TDM funding opportunities and apply for ones that are the best fit (see Appendix A for a summary of funding resources)
 - Community partnership building, including participation in advisory committees and groups
 - Research and data analysis projects to help launch and support other TDM strategy recommendations, such as the Comprehensive Parking Strategy (Strategy P.1) and the School Access Program (Strategy P.5)
 - Outreach, engagement, and education support (Strategy P.2)
- Develop and publish a notification of the fellowship opportunity. Partner with community-based organizations to recruit applicants.

M.1.2 – Expand coordination efforts with Commute.org to implement Coastside-specific TDM programs and services.

- In partnership with Commute.org, convene or resume regular meetings, either informally or through a Coastside TDM working group, to advance TDM strategy recommendations.

COMMUNITIES BENEFITED		
	Local Businesses	
	Youth and Older Adults	
	Agricultural Workers	
	Shift and Service Workers	
	Visitors and Tourists	
	Public Decision-Makers	

- Begin meeting on a regular (monthly, bimonthly, or quarterly) basis. Include stakeholders from the City, County, and local community-based organizations. As needed, invite other partners to join meetings.
- Develop and maintain a working list of TDM programs, policies, and services in need of support or modification to better serve the community.
- Share meeting notes and findings with other community partners and City and County staff.

M.1.3 – Hire or Designate a TDM coordinator for the Coastside.

1. Define and prioritize roles and responsibilities for a designated coordinator (0.25 – 1.0 FTE), including:
 - Ongoing coordination with partners and stakeholders (Strategy M.1.2)
 - Grant research/applications to pursue regional, state, and federal grants for TDM programs
 - Near term: Coordinate with developers and C/CAG to review and enforce development TDM plans
 - Medium and long term: draft and periodically update TDM and CTR ordinances (M.1 and M.2)
2. In collaboration with departmental managers, review available staff capacity at the City and County to determine whether there is an opportunity to fulfill the role with existing staff.
 - If **yes**, formalize job description and designate TDM coordinator.
 - If **no**, develop a formal proposal for new staff hire and include the new position in next upcoming budgeting process.

M.1.4 – In the long term, evaluate whether a Coastside TMA or sub-TMA would help support ongoing TDM efforts.

1. As TDM programs mature and investment from community partners grows, monitor whether TMA support is feasible. Consider:
 - Whether there is a “critical mass” of partners who can invest time and resources to support TMA functions
 - Whether existing TDM management through City, County, and Commute.org is adequately meeting Coastside TDM needs
 - Whether services and programs such as a shuttle service (Strategy M.4) would be most effectively implemented with support or oversight from a TMA
2. Explore potential TMA structures and determine which best supports TDM program needs. Options include:
 - Allocating funding for a dedicated Coastside staff position or “sub-TMA” group within Commute.org
 - Expanding resources and staff capacity within an existing community-based organization (such as the Coastside Chamber) to provide TMA-like functions
 - Creating a new stand-alone Coastside TMA
3. Recruit stakeholders and partners who can dedicate time to support TMA formation and ongoing operation. TMA representation should include:
 - Staff from the City of Half Moon Bay and San Mateo County
 - Business owners and/or developers
 - Coastside residents, including low-income residents
 - Representatives from community-based organizations

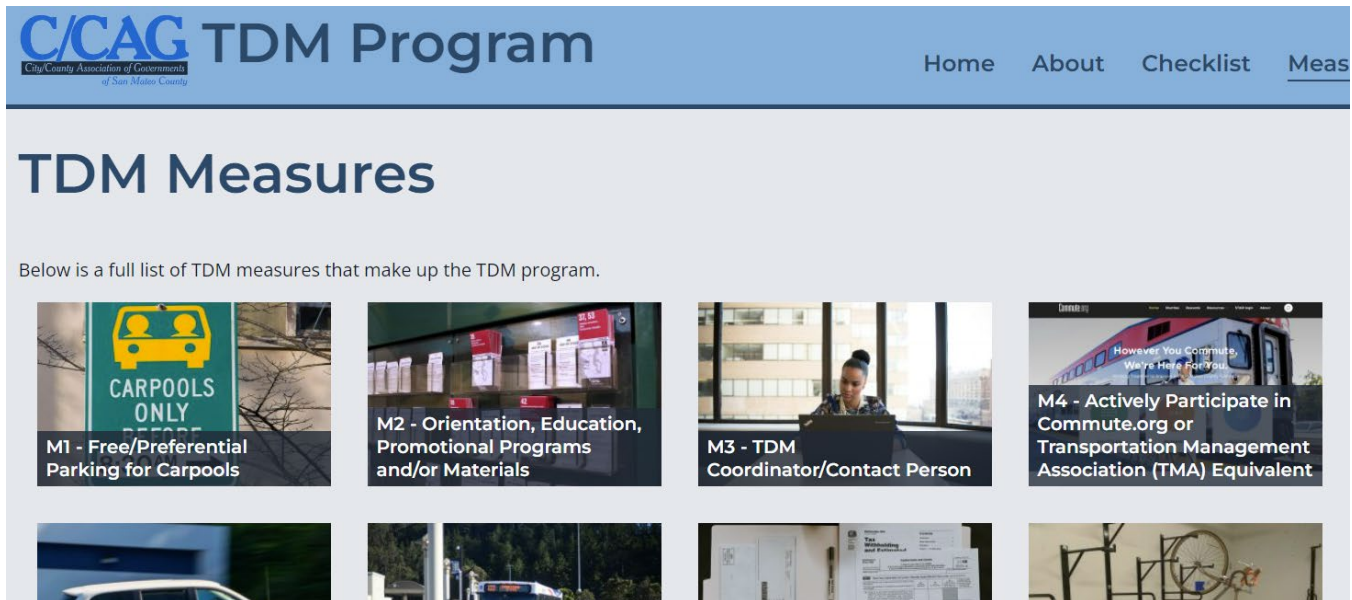
M.2 – ADOPT A LOCAL TDM ORDINANCE

A TDM ordinance establishes requirements for implementing TDM programs. Typically, these requirements apply to new developments, but they can also apply to existing uses. A TDM ordinance generally includes the following components:

1. Required TDM strategies and programs that must be implemented. Requirements may vary based on the size or type of land use, such as residential or commercial developments.
2. Performance targets, which can be used to measure how well the TDM programs are achieving ordinance goals. Examples of performance targets include mode split targets (i.e. no more than 60% of people driving alone), Vehicle Miles Traveled (VMT) reduction goals, and trip caps (i.e. total number of vehicles going to or from a location on a given day).
3. A monitoring and reporting program, through which parties that are subject to the TDM ordinance must demonstrate that they are fulfilling all requirements. Monitoring and reporting may include periodic data collection, either through surveys or other tools.
4. A compliance framework, which defines consequences for non-compliance with the TDM requirements. Compliance frameworks can include remedial steps that help non-compliant partners address gaps in their TDM programs before any punitive measures are applied.

STRATEGY AT A GLANCE	
Timeframe:	Medium Term
Relative Cost:	\$\$\$
Level Of Effort:	●●●●
Priority:	Medium
RELATED STRATEGIES	
<ul style="list-style-type: none"> ▪ M.1 – Expand TDM Management Capacity and Coordination Efforts ▪ M.3 – Adopt a Local Commute Trip Reduction (CTR) Ordinance 	

Today, new developments on the Coastsides are subject to TDM requirements under the [C/CAG TDM program](#). San Mateo County’s LCP requires some projects to implement TDM; Half Moon Bay’s LCP broadly supports TDM. However, these requirements have had limited impact on advancing TDM goals on the Coastsides due to the small size and generally slow pace of new development on the Coastsides, and largely on-site improvements. A local TDM ordinance would help right-size TDM requirements based on the Coastsides’ unique setting.



Countywide TDM requirements are currently implemented through C/CAG. Image Source: C/CAG

What Have We Heard from the Community?

- Regional TDM requirements and corresponding programs aren't well-calibrated for the specific needs and pace of development on the Coastside.
- Requirements for tourism-based uses could help advance TDM programs and services that reduce traffic and vehicle trips associated with visitors to the Coastside.

Benefits for the Coastside

- An updated ordinance that includes a list of targeted, local TDM strategies will help incentivize more alternatives to driving alone, including carpooling, walking, and biking.
- A local TDM ordinance that provides more flexibility to customize TDM programs for the local context would ensure that TDM benefits resonate with local transportation needs and conditions.
- A clear, user-friendly set of TDM program guidelines and a "TDM playbook" will help small developers and property owners understand how to implement TDM strategies and would help decision-makers manage TDM programs.

COMMUNITIES BENEFITED		
	Local Businesses	
	Youth and Older Adults	
	Agricultural Workers	
	Shift and Service Workers	
	Visitors and Tourists	
	Public Decision-Makers	

Tactics and Action Steps

M.2.1 – Identify the desired scope and jurisdictional approach for adopting TDM requirements on the Coastside.

1. Working with partners and public decision-makers, determine how a Coastside TDM ordinance could align with local and regional jurisdictions, including Half Moon Bay and San Mateo County. In determining how a Coastside TDM ordinance could align with local jurisdictions, coordinate with C/CAG to support VMT reductions on the Coastside, as recommended in C/CAG's [Vehicle Miles Traveled/Greenhouse Gas Model Mitigation Program](#).
2. Review MTC/ABAG Parking and Transportation Demand Management Policy technical assistance guidance and identify any additional data collection that may be needed around parking (P.1).
3. Determine whether a local TDM ordinance would be sufficient to [qualify for an exemption from C/CAG's regional TDM requirements](#), and if exemption is desired.

M.2.2 – Draft and adopt a local TDM Ordinance.

1. Determine the preferred structure and applicability for a TDM ordinance.
 - Develop a "menu" of TDM options that work for the Coastside. Consider using a point-based system that provides flexibility and adaptability.
 - Determine the minimum size of development and land uses.
 - Consider ongoing monitoring and reporting requirements.
 - Consider alignment with existing C/CAG requirements and programs, including county-wide TDM requirements and [approach](#) to implementation of C/CAG VMT/GHG Model Mitigation Program.

- Consider funding and staff resources needed to manage and enforce the program, including staff time to review applications, maintain informational materials to educate stakeholders about requirements, coordinate with partner agencies, conduct audits or inspections of existing TDM programs, and maintain data gathered through regular monitoring efforts.
- 2. Include a mechanism for applying TDM requirements to existing uses, such as large hotels. Consider:
 - Opportunities to better support tourists and visitors with non-driving travel modes
 - Impacts and costs for local businesses
- 3. Develop a TDM playbook that describes and defines all TDM strategies and serves as a resource for implementation partners and decision-makers.
- 4. Ensure the ordinance has clear enforcement mechanisms but prioritize TDM goals and outcomes rather than applying punitive measures.

M.2.3 – Modify special event permit requirements to include transportation demand management strategies.

1. To ensure that event planners incorporate programs and services that help get attendees to and from the Coastsides without driving alone, modify Half Moon Bay’s permit requirements for special events to require an event TDM plan. Requirements could include:
 - Specific TDM strategies, such as a staffed bike corral and/or valet service (Strategy T.3), event shuttle services (Strategy T.4), and trip planning information (Strategy P.4)
 - Coordination with partners and service providers, including SamTrans
 - Data collection and information sharing with the City and County (Strategy M.4), either through an attendee survey or multimodal traffic counts
2. Engage County Departments including Planning and Building, Environmental Health, and Public Works, and the County’s Business License Board to discuss opportunities to modify existing permits and processes to address TDM for special events in San Mateo County.

M.2.4 – Establish a TDM fund and develop an in-lieu fee option.

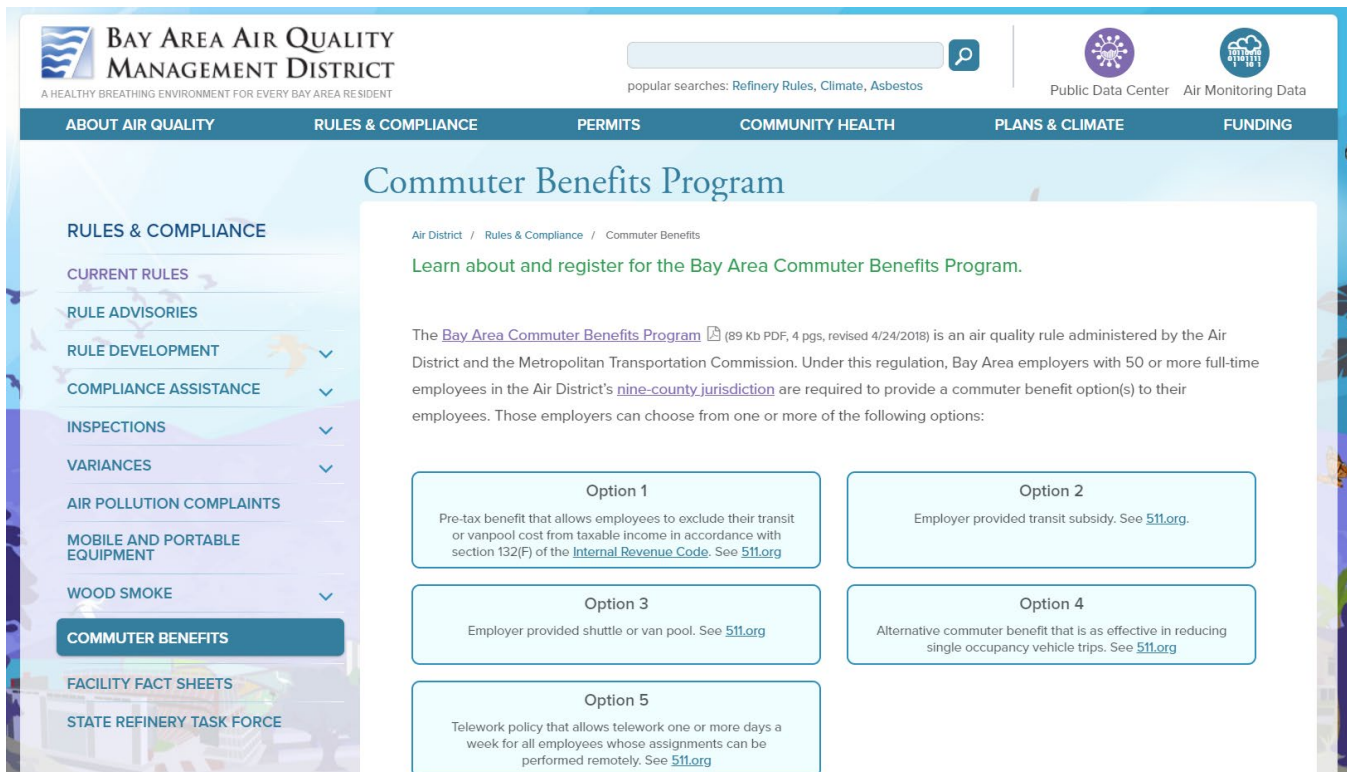
1. To provide additional flexibility and to generate financial resources to advance Coastsides TDM goals, establish a TDM fund and in-lieu fee option for fulfilling TDM requirements.
 - Allow stakeholders who are subject to local TDM requirements to pay a fee to fulfill a portion of (but not all) TDM measures required through a local TDM ordinance.
 - Establish a fee for each required measure that reflects the full cost of implementing the strategy, including staff time, planning, and monitoring.
 - Update the fee annually to ensure the cost reflects current conditions.
2. Define a list of eligible expenditures for TDM in-lieu funds. Prioritize:
 - Ongoing costs to implement TDM programs and services
 - Capital expenditures that support non-driving transportation modes, such as filling gaps in the bicycle and sidewalk networks (Strategy T.3)
 - Staff capacity for TDM programs and management (Strategy M.1)
3. Over time, incorporate additional funding sources into the TDM fund through other mechanisms, such as a transportation impact fee or parking revenues. Ensure consistency with implementation approach of C/CAG VMT/GHG Model Mitigation Program.

M.3 – ADOPT A LOCAL COMMUTE TRIP REDUCTION (CTR) ORDINANCE

A Commute Trip Reduction (CTR) program establishes requirements for employers to implement TDM programs that support sustainable travel modes for employees. Often, these programs apply only to employers larger than a certain minimum size (for example, 50 employees or more). CTR programs help engage employers in TDM implementation and provide a mechanism for applying TDM requirements to existing businesses.

Today, large employers on the Coastsides are subject to commute trip reduction requirements implemented through the Bay Area Air Quality Management District (BAAQMD) [Commuter Benefits Program](#). However, the requirements of this regional program aren't calibrated to the specific needs and conditions on the Coastsides. Creating a locally tailored CTR program would make it easier to advance local TDM goals and ensure requirements align with local needs, priorities, resources, and transportation options.

STRATEGY AT A GLANCE	
Timeframe:	Medium Term
Relative Cost:	\$ \$ \$ \$
Level Of Effort:	● ● ● ●
Priority:	Medium
RELATED STRATEGIES	
<ul style="list-style-type: none"> ▪ M.1 – Expand TDM Management Capacity and Coordination Efforts 	



Today, the Bay Area Air Quality Management District has a commute trip reduction program that requires employers with 50 or more employees to take steps to reduce transportation-related emissions. A locally tailored CTR program could expand requirements for local employers and help advance TDM programs on the Coastsides. Image source: BAAQMD

What Have We Heard from the Community?

- There are few mechanisms for requiring existing employers to provide TDM programs.
- There are opportunities for tourism-related employers, such as larger hotels, to provide more non-driving options for employees as well as guests and visitors.

Benefits for the Coastside

- The TDM benefits achieved through a CTR ordinance would make it easier and cheaper for more people who work on the Coastside to get to and from work without driving alone.
- Employers are uniquely well-positioned to help implement TDM effectively. They typically have detailed knowledge about the commuting patterns and home locations of employees, which allows them to tailor TDM programs to the specific needs of their employees. A CTR ordinance on the Coastside would bring more employers into the TDM process.
- Many CTR programs include a mechanism for collecting and sharing data about TDM program performance between employers and TDM program managers (for example, through employee surveys or monitoring efforts). This information would help decision-makers manage TDM programs.



Tactics and Action Steps

M.3.1 – Conduct outreach with the Coastside business community.

1. In coordination with the Half Moon Bay Downtown Association and the Coastside Chamber of Commerce, meet with Coastside employers and other members of the business community to discuss the feasibility of implementing a Coastside CTR ordinance. Consider:
 - Which TDM benefits and measures would be feasible for employers to provide
 - Resources and information to help employers implement programs successfully
 - Alignment with regional requirements, such as BAAQMD’s [Commuter Benefits Program](#) as well as TDM [requirements implemented by C/CAG](#)
2. Coordinate with local and state small business organizations to see what grant or loan opportunities exist to assist small businesses in implementing requirements of a CTR ordinance.

M.3.2 – Draft and adopt a local Commute Trip Reduction (CTR) ordinance.

1. Establish applicability thresholds and a set of required TDM strategies.
 - For smaller employers, prioritize programs that can be implemented with limited management capacity and/or programs that can be implemented with support from Commute.org or other regional partners.

- Consider funding and staff resources needed to manage and enforce the program, including staff time to review applications, maintain informational materials to educate stakeholders about requirements, coordinate with partner agencies, conduct audits or inspections of existing CTR programs, and maintain data gathered through regular monitoring efforts.
2. Adopt the ordinance and begin implementation. Collect data about how strategies perform (in alignment with Strategy M.4) and use data to manage and adjust requirements over time.

M.4 – ADOPT EQUITY-DRIVEN MOBILITY GOALS AND PERFORMANCE TARGETS

Measuring progress towards TDM goals can help decision-makers and TDM managers ensure that TDM strategies, programs, policies, and services are working towards a shared vision. They can help demonstrate the value of TDM investments and provide transparency with the public about how things are working.

Traditional quantitative TDM metrics, such as reductions in Vehicle Miles Traveled (VMT) or year-to-year changes in mode share, can provide clear benchmarks of progress that offer easy comparison with TDM programs in other communities. However, other metrics can help capture the full range of benefits that TDM can provide, such as:

- Impacts on transportation affordability or cost
- Qualitative surveys about community perceptions of mobility, safety, and accessibility on the Coastside
- Co-benefits of specific TDM programs, such as school truancy rates or participation in after-school activities as they relate to a Coastside school access program (Strategy P.5)
- Specific impacts of transportation options and choices on equity focus areas, including those who have limited vehicle access and who may be using non-driving modes out of necessity rather than choice

Working with public decision-makers, local stakeholders, and community-based organizations, the City of Half Moon Bay and San Mateo County should adopt TDM goals and metrics that highlight equity impacts and community benefits that are unique and specific to the Coastside.

West Hollywood (WeHo) Climate Action Dashboard

Description	Progress	Status
Increase sustainable mode share in West Hollywood (Walking, Bicycling, Transit). <ul style="list-style-type: none"> • 2028 Target: Achieve a mode shift of 20% from SOV to zero-emission public transit and active transit by 2028. • 2035 Target: Achieve a mode shift of 30% from SOV to zero-emission public transit and active transit by 2035. 	28%	On Track
Promote zero and near zero carbon transportation. <ul style="list-style-type: none"> • 2025 Target: <ul style="list-style-type: none"> ◦ Achieve 35% sales target for EV/ZEV vehicles and 8% EV stock. ◦ Achieve 60% zero emission city-operated bus fleet. • 2035 Target: <ul style="list-style-type: none"> ◦ Achieve 100% sales target for EV/ZEV vehicles and 50% EV stock. ◦ Achieve 100% zero emission city-operated bus fleet. 	33%	On Track
Rethink curb space and parking assets. <ul style="list-style-type: none"> • 2025 Target: Achieve 35% EV ready spaces for new construction (large multifamily and non-residential buildings) to facilitate future conversations. • 2035 Target: Achieve 50% EV ready spaces for new construction (large multifamily and non-residential buildings) to facilitate future conversations. 	53%	On Track
Implement transportation demand management (TDM) solutions. <ul style="list-style-type: none"> • 2035 Goal: Achieve 75% of identified range for VMT and trip reduction (for actions not already included in other measures) 	90%	On Track

The West Hollywood (WeHo) [Climate Action Dashboard](#) provides a public-facing platform for tracking and measuring progress towards climate and transportation-related goals. Image source: City of West Hollywood

STRATEGY AT A GLANCE

Timeframe:	Near Term
Relative Cost:	\$ \$ \$ \$
Level Of Effort:	● ● ● ●
Priority:	High

RELATED STRATEGIES

- **M.2** – Adopt a TDM Ordinance
- **M.3** – Adopt a Commute Trip Reduction Ordinance






What Have We Heard from the Community?

- Not everyone on the Coastside has access to a vehicle—some people who rely on transit, biking, walking, and carpooling do so out of necessity, rather than choice. Not all measures of TDM impact (such as VMT or mode shift) reflect the challenges, burdens, or quality of the experience for people who have no choice but to use non-driving modes.
- In general, there are limited locally collected sources of data that can help guide decisions related to transportation options and investments.

Benefits for the Coastside

- Formally adopted goals—such as mode share targets, share of household income spent on transportation, or level of access to services and jobs—would help provide direction-setting and evaluation tools for local TDM regulations (Strategy M.2 and Strategy M.3).
- Quantitative and qualitative data that is gathered consistently over time can help TDM managers and public decision-makers fine-tune TDM programs to better serve the needs of the community.

COMMUNITIES BENEFITED

	Local Businesses	
	Youth and Older Adults	
	Agricultural Workers	
	Shift and Service Workers	
	Visitors and Tourists	
	Public Decision-Makers	

Tactics and Action Steps

M.4.1 – Work with community partners to identify and adopt equity performance goals and measures for TDM.

1. Convene a working group (Tactic M.1.) to gather input and generate ideas about how to measure and evaluate TDM program success. Consider:
 - Traditional quantitative TDM measures, including VMT, mode share, trip caps, and parking occupancy rates
 - Measures of affordability, including annual transportation costs and impacts on housing affordability
 - Qualitative measures gathered through surveys and other data collection tools
 - Existing County and City efforts, including coordination with County’s Office of Racial and Social Justice

M.4.2 – Share data publicly and provide updates towards goals.

1. Create a web-based dashboard for sharing TDM performance data publicly.
 - Update regularly as new data is collected.
 - Link to regional data sources and TDM monitoring results, such as those collected through C/CAG.

CHAPTER 5: IMPLEMENTATION ROADMAP

Get There Together is the culmination of more than 18 months of effort and collaboration—and yet, it is only the beginning. Implementing TDM programs and advancing the community’s mobility goals will take time, effort, funding, and partnerships. For some of the TDM strategy recommendations, City and County staff can begin taking initial action steps to lay groundwork and make progress towards implementation. For others, additional staff time, resources, and support will be needed before work can advance.

Phases and Key Milestones

With these considerations in mind, the strategy implementation roadmap (Table 4) is organized into four implementation phases, separated by three key milestones. These phases and milestones are intended to help City and County staff strategically sequence TDM implementation steps, as staff time, resources, support, and funding allow.

The strategy recommendations are designed as a comprehensive and mutually supportive package of initiatives, all of which help support TDM on the Coastsides. The recommended implementation phase is not intended to indicate higher or lower relative priority of strategies—rather, near-term strategies and action steps will help lay the groundwork for other strategies and expanded efforts.

Phase 0: Today

- During this phase, City and County staff can begin taking steps to advance “quick wins” and laying the groundwork for near-term initiatives.
- While some critical steps can be taken during this phase, staff capacity and resources are limited.
- Priorities during this phase include:
 - Coordinating with partners and stakeholders.
 - Review existing plans, programs, and policies with partners and decision-makers (such as the Bus Stop Improvement Guidelines and the Safe Routes to School program) to identify and prioritize specific opportunities for augmentation or expansion during later phases.

Key Milestone 1: Hire a TDM Consultant, Contractor, or Part-Time Staff

Phase 1: Near-Term

- After hiring a contractor, consultant, or part-time staff at the City, County, or within Commute.org, the additional staff capacity will make it possible to begin more involved planning steps including:
 - Reviewing existing guidelines and ordinances (complete streets, bicycle parking, etc.) and identifying desired or necessary updates and changes.
 - Working with partners to identify specific locations for projects and improvements, such as bicycle and pedestrian network gaps or parking wayfinding and signage locations.
 - Coordinating more consistently with partners, including schools, community-based organizations, and regional partners.
- During this phase, the City and County can begin building on and expanding the local TDM program brand through marketing tools, educational materials, and programming.

Key Milestone 2: Hire or Designate a TDM Coordinator

Phase 2: Medium-Term

- Building on initiatives begun through support with a TDM partner, a TDM Coordinator can undertake more involved planning work for larger strategies and efforts.
- Priorities during this phase include:
 - Drafting and adopting new or modifying existing ordinances and regulations, such as a TDM ordinance, Commute Trip Reduction (CTR) ordinance, and a Parking Benefit District (PBD) framework.
 - Expanding staffed programming efforts, including trainings and promotional activities.
 - Pursuing additional funding through regional, state, and national grant programs.

Key Milestone 3: Secure Additional TDM Funding

Phase 3: Long-Term

- With additional funding (through grants, parking revenue, in-lieu fees, and other local sources) and dedicated staff time, it will be possible to begin implementing and expanding most involved TDM strategies.
- Priorities during this phase include:
 - Piloting and launching expanded subsidies, including a Mobility Wallet program and subsidies to purchase bicycles and e-bikes.
 - Expanding shared mobility services, including bike share services and bike lending libraries.
 - Exploring opportunities for shuttle service and expanding transit service.
 - Providing additional TDM management capacity in the form of a Transportation Management Association (TMA), either by funding a Coastside-specific staff position at Commute.org, expanding capacity within a Coastside community-based organization, or creating a new stand-alone Coastside TMA.

Table 4 Strategy Implementation Roadmap

		TODAY	Key Milestone: Hire a TDM Contractor, Consultant, or Part-Time Staff	NEAR TERM	Key Milestone: Hire or Designate a TDM Coordinator	MEDIUM TERM	Milestone: Secure New TDM Funding	LONG TERM
		Staff capacity available: ● ○ ○ ○ ○ TDM Funding available: ○ ○ ○ ○ ○		Staff capacity available: ● ● ○ ○ ○ TDM Funding available: ● ○ ○ ○ ○		Staff capacity available: ● ● ● ● ● TDM Funding available: ● ● ○ ○ ○		Staff capacity available: ● ● ● ● ● TDM Funding available: ● ● ● ● ●
T.1 Improve public transit services on the Coastside								
T.1.1	Expand community advisory roles for people who use transit.					<ul style="list-style-type: none"> Convene or resume a transit advisory council or working group 		
T.1.2	Adopt SamTrans' bus stop design standards and improve amenities at existing stops.	<ul style="list-style-type: none"> Review Bus Stop Improvement Plan (BSIP) with SamTrans and City/County staff to identify priority improvements 		<ul style="list-style-type: none"> Identify any existing policies that would require updates before BSIP guidelines can be implemented 		<ul style="list-style-type: none"> Formally adopt SamTrans' stop design standards on the Coastside Apply for grants to invest in transit stop amenities per design guidelines 		
T.1.3	Launch a transit information and education campaign to expand awareness of Ride Plus service.	<ul style="list-style-type: none"> Coordinate with partners (SMCTA, SamTrans, Commute.org) to identify any planned/upcoming campaigns 		<ul style="list-style-type: none"> Incorporate transit information into TDM marketing/education materials (P.2) 		<ul style="list-style-type: none"> Launch a Coastside transit information and education campaign 		
T.1.4	Work with SamTrans to address barriers to transit use on the Coastside including language barriers and cell phone coverage gaps, cultural, and technological barriers to transit service.			<ul style="list-style-type: none"> In collaboration with Coastside Chamber, expand informational resources and consider identifying an additional local retailer to provide Clipper card distribution on the Coastside 		<ul style="list-style-type: none"> Conduct rider trainings to address language and cultural barriers (P.2) Continue working with partners, including Caltrans and Supervisor District 3 to identify pathways for addressing internet and cell phone access barriers 		<ul style="list-style-type: none"> Add functionality to provide regularly scheduled Ride Plus pick-up stops at popular locations where no cell phone service is available Identify partners to support improved internet and cell phone service in rural areas to support Ride Plus
T.1.5	In the long term, identify opportunities and secure funding to expand transit service.						Secure additional funding for transit services and planning efforts	<ul style="list-style-type: none"> Allocate funding for Ride Plus service expansion Collaborate with SamTrans to expand transit service; consider frequency, coverage, span of service, fleet size, and supporting services
T.2 Implement a “park once” strategy								
T.2.1	Implement a comprehensive parking signage, wayfinding, and information system.	<ul style="list-style-type: none"> Seek funding to develop Coastside parking brand/ identity 		<ul style="list-style-type: none"> Begin developing a wayfinding brand and toolkit 		<ul style="list-style-type: none"> Secure funding for manufacturing signs and materials Implement branded wayfinding system (static/fixed signs and information) 		
T.2.2	Implement real-time parking information for public parking lots.					<ul style="list-style-type: none"> Begin planning for real-time information signage; consider functional integration with websites and other marketing tools Develop a communications plan 		<ul style="list-style-type: none"> Identify sign locations and select technology/ vendors Secure funding for equipment and implementation/installation Install signs

		TODAY	Key Milestone:	NEAR TERM	Key Milestone:	MEDIUM TERM	Milestone:	LONG TERM
		Staff capacity available: ● ○ ○ ○ ○ TDM Funding available: ○ ○ ○ ○ ○	Hire a TDM Contractor, Consultant, or Part-Time Staff	Staff capacity available: ● ● ○ ○ ○ TDM Funding available: ● ○ ○ ○ ○	Hire or Designate a TDM Coordinator	Staff capacity available: ● ● ● ● ● TDM Funding available: ● ● ○ ○ ○	Secure New TDM Funding	Staff capacity available: ● ● ● ● ● TDM Funding available: ● ● ● ● ●
T.2.3	Improve walking and biking connections between public parking and key destinations, including beaches and commercial areas.			<ul style="list-style-type: none"> Conduct outreach; identify gaps and missing connections between parking locations and ped/bike network As local plans and capital project lists are updated, incorporate identified gaps 		<ul style="list-style-type: none"> As funding becomes available, design and implement projects that address walking and biking gaps 		
T.2.4	Create day-use hubs where visitors can store belongings, rent gear, access amenities, and find information about getting around the Coastside without a car.			<ul style="list-style-type: none"> Begin coordinating with potential partners, including the Chamber, State Parks, and local businesses 		<ul style="list-style-type: none"> Identify 1-2 priority location(s) and develop an operating/staffing plan 	Secure funding (grants, partners, or other sources)	<ul style="list-style-type: none"> Purchase equipment, install lockers (if applicable), and begin operations
T.3	Prioritize building a complete walking and biking network							
T.3.1	Update and formalize complete streets requirements.			<ul style="list-style-type: none"> Begin strategic planning at City/County around gap prioritization Conduct internal outreach to gather input about complete streets needs/opportunities 		<ul style="list-style-type: none"> Update and formally adopt an expanded complete streets policy Incorporate into all relevant policies, design standards, ordinances, etc. 	Secure grants to fund complete streets projects	<ul style="list-style-type: none"> Design and implement projects in alignment with Complete Streets policy
T.3.2	Update bicycle parking design guidelines and implement bicycle parking.			<ul style="list-style-type: none"> Review current design guidelines and update to reflect current best practices 		<ul style="list-style-type: none"> Adopt updated bike parking guidelines Develop and publish a visual guide to support implementation 		
T.3.3	Collaborate with community partners to provide staffed bike corrals/valet service at events and popular destinations.			<ul style="list-style-type: none"> Establish on-call contract with community-based organizations (CBOs) for bike valet and other program support Identify opportunities to modify large event permit requirements to include providing bike valet 		<ul style="list-style-type: none"> Secure funding to procure CBO-led bike valet service for major events (Pumpkin Festival, Mavericks, etc.) Incorporate trainings and education events alongside valet service (P.2, P.4) Revise permit requirements to include bike valet 		<ul style="list-style-type: none"> Install permanent public bike parking hubs at popular destinations
T.4	Explore opportunities for shuttle service							
T.4.1	Complete an analysis of past shuttle services and a shuttle feasibility study.			<ul style="list-style-type: none"> Review previous shuttle services and document findings Assess feasibility of piloting new shuttle service 				
T.4.2	If determined to be feasible, identify partnership opportunities to pilot and implement a shuttle service.					<ul style="list-style-type: none"> Identify potential partners Study potential service models and technology options that could make shuttle service more cost effective 		<ul style="list-style-type: none"> Develop a shuttle service plan, brand, and marketing strategy Launch shuttle service

		TODAY	Key Milestone:	NEAR TERM	Key Milestone:	MEDIUM TERM	Milestone:	LONG TERM
		Staff capacity available: ●○○○ TDM Funding available: ○○○○	Hire a TDM Contractor, Consultant, or Part-Time Staff	Staff capacity available: ●●○○○ TDM Funding available: ●○○○	Hire or Designate a TDM Coordinator	Staff capacity available: ●●●●● TDM Funding available: ●●○○○	Secure New TDM Funding	Staff capacity available: ●●●●● TDM Funding available: ●●●●●
P.1 Implement a Coastside parking management strategy								
P.1.1	Conduct a comprehensive parking study that includes data collection.	<ul style="list-style-type: none"> Secure funding and procure data collection services 		<ul style="list-style-type: none"> Collect parking data (including all on- and off-street spaces) to understand parking demand and utilization Based on data collected, identify strategies to address challenges, such as shared parking (P.1.2) and priced parking (P.1.4) 				
P.1.2	Implement shared parking agreements.					<ul style="list-style-type: none"> Secure shared parking agreements w/ existing parking owners Include public shared parking in parking wayfinding 		
P.1.3	Consider establishing a Parking Benefit District framework.					<ul style="list-style-type: none"> Draft and adopt PBD framework 		<ul style="list-style-type: none"> Maintain prioritized list of projects/uses of revenue (include TDM)
P.1.4	Consider establishing equitable, demand-based parking pricing. Implement parking management strategies where demand is highest and parking is limited.			<ul style="list-style-type: none"> Collaborate with California Coastal Commission (CCC), local businesses, and the Chamber to develop a strategy to evaluate the potential for priced parking 		<ul style="list-style-type: none"> Based on data collected (P.1.1.), identify potential locations for pricing Form a Coastside PBD (P.1.3) Develop an equitable rate structure 	Implement priced parking	<ul style="list-style-type: none"> Monitor parking utilization and adjust rates up/down to achieve ~%85 occupancy at peak times
P.1.5	Create at least one centralized public parking hub with transit access.					<ul style="list-style-type: none"> Identify locations in Half Moon Bay and elsewhere on the Coastside that are near transit and have bike/ped connections 		<ul style="list-style-type: none"> Secure access (purchase or lease) Begin operations, monitor utilization, begin consistent enforcement
P.2 Launch a transportation education and marketing campaign								
P.2.1	Develop a local TDM program brand that builds on the Get There Together project identity.			<ul style="list-style-type: none"> Identify lead/home for content Secure funding and hire consultant to support all strategies in P.2 Develop content for website and materials Develop permanent TDM brand, building on Get There Together 				
P.2.2	Launch a TDM program website with resources and information.				Launch Coastside TDM brand and full website	<ul style="list-style-type: none"> Consolidate or mirror information about existing discounts and programs onto Coastside TDM website 		
P.2.3	Develop an education and information materials toolkit.					<ul style="list-style-type: none"> Develop education and information materials, including translations in all Coastside languages Begin distributing TDM toolkit 		<ul style="list-style-type: none"> Expand toolkit to include new services as they become available (shuttle, bike share, mobility wallet)

		TODAY	Key Milestone:	NEAR TERM	Key Milestone:	MEDIUM TERM	Milestone:	LONG TERM
		Staff capacity available: ●○○○ TDM Funding available: ○○○○	Hire a TDM Contractor, Consultant, or Part-Time Staff	Staff capacity available: ●●○○○ TDM Funding available: ●○○○	Hire or Designate a TDM Coordinator	Staff capacity available: ●●●●○ TDM Funding available: ●●○○○	Secure New TDM Funding	Staff capacity available: ●●●●○ TDM Funding available: ●●●●○
P.2.4	Implement event-based marketing and information strategies.					<ul style="list-style-type: none"> Implement event-based promotion/education efforts 		
P.3 Launch a “Mobility Wallet” program								
P.3.1	Implement a free transit pass program.			<ul style="list-style-type: none"> Begin coordinating with SamTrans to study opportunities to expand free transit access beyond low-income households 		<ul style="list-style-type: none"> Define eligibility parameters Develop a program budget Develop marketing/information (P.2) 	Secure funding for free transit passes	<ul style="list-style-type: none"> Monitor utilization and adjust program as needed If implemented, incorporate into mobility wallet program (P.3.3)
P.3.2	Develop and implement a mobility wallet pilot.			<ul style="list-style-type: none"> Identify lead partner to administer a Mobility Wallet program (such as MTC or other regional partner) 		<ul style="list-style-type: none"> Identify partners and local businesses to participate in the program Develop a pilot structure; consider grant funding eligibility/alignment 	Apply for funding for a mobility wallet pilot program	<ul style="list-style-type: none"> Launch pilot mobility wallet program Evaluate success based on equitable performance metrics (M.4)
P.3.3	Based on pilot results, consider expanding the pilot and implementing a permanent mobility wallet program.							<ul style="list-style-type: none"> Based on pilot outcomes (P.3.2) and expand/launch full mobility wallet
P.4 Expand programs that support bicycle use.								
P.4.1	Expand marketing and education about existing bicycle and e-bike subsidies. Expand subsidies for equity focus areas.	<ul style="list-style-type: none"> Collaborate with community partners to expand distribution of information about the bikes and e-bikes, including benefits and available subsidy programs 				<ul style="list-style-type: none"> Incorporate information about existing resources and subsidies in local TDM brand and website (P.2) 	Secure additional funding to expand bicycle subsidies	<ul style="list-style-type: none"> Expand bicycle and e-bike subsidy programs Incorporate bicycle subsidies into mobility wallet (P.3)
P.4.2	Expand e-bike and bicycle education and training classes.	<ul style="list-style-type: none"> Establish on-call contract with community-based organizations (CBOs) for bicycle education 		<ul style="list-style-type: none"> Seek additional funding to support and expand educational programs administered by partners Prioritize expanded efforts for communities with lower bicycle access/ adoption rates Include materials about safe e-bike use 				
P.4.3	Pilot and launch a public bicycle and e-bike lending library.					<ul style="list-style-type: none"> Identify a new Coastside bicycle lending library location Review existing service model and lending needs; consider demand for different user types (visitors, hotel guests, youth, families) 	Secure funding (grants, partners, sponsorships) to expand fleet and operations	<ul style="list-style-type: none"> Expand bicycle fleet and, if needed, secure an additional location
P.4.4	Identify pathways to implement public shared micromobility services on the Coastside.					<ul style="list-style-type: none"> Begin studying potential pathways to implement bike share options in the Coastside; consider partnerships with private operators (such as Bay Wheels) and publicly owned/operated models 	Secure additional funding to support shared mobility services	<ul style="list-style-type: none"> Identify priority locations for stations and/or hubs Launch shared mobility service

		TODAY	Key Milestone:	NEAR TERM	Key Milestone:	MEDIUM TERM	Milestone:	LONG TERM
		Staff capacity available: ●○○○ TDM Funding available: ○○○○	Hire a TDM Contractor, Consultant, or Part-Time Staff	Staff capacity available: ●●○○○ TDM Funding available: ●○○○	Hire or Designate a TDM Coordinator	Staff capacity available: ●●●●○ TDM Funding available: ●●○○○	Secure New TDM Funding	Staff capacity available: ●●●●○ TDM Funding available: ●●●●○
P.4.5	Adopt policies and regulations that clarify where and how e-bike can be used on the Coastside, including charging locations.			<ul style="list-style-type: none"> Continue working with public decision makers and community groups to review rules and regulations regarding e-bike safety, especially on trails Collaborate with local bike shops and community-based organizations to advise on best practices Draft and update policies and regulations for e-bike use as needed 				
P.5 Launch a Coastside School Access Program								
P.5.1	Designate a school access coordinator and convene a school access working group.	<ul style="list-style-type: none"> Collaborate with Cabrillo Unified School District (CUSD) staff to identify opportunities to expand Safe Routes to School (SRTS) programs (P.5.2) Collaborate with College of San Mateo to identify access/mobility needs 			Hire or designate a school transportation coordinator			
P.5.2	Expand information and events to support safe school access.					<ul style="list-style-type: none"> Create education and information materials for school transportation; prioritize communities with lower rates of household vehicle access Expand youth/family bicycle trainings (P.2, P.4), prioritizing communities with lower bicycle adoption rates Expand safe routes to school programs and events, including "bike buses" 		
P.5.3	Implement a school-pool ride matching platform.					<ul style="list-style-type: none"> Formalize and expand resources for creating "school pool" carpools Launch a web-based school ride matching platform (P.6) 		
P.5.4	Expand subsidies and programs for student transportation options by creating a including a bike lending library and expanding free student transit passes.			<ul style="list-style-type: none"> Launch a bicycle exchange program to improve youth access to bikes; consider partnership with Silicon Valley Bike Coalition (SVBC) 				<ul style="list-style-type: none"> Incorporate youth-sized bicycles as part of bike lending library (P.4.3) and expand fleet based on demand Expand youth unlimited transit pass program to include all students regardless of household income (P.3.1)
P.6 Expand community carpooling and car sharing								
P.6.1	Work with Commute.org to develop a Coastside-focused carpooling program.	<ul style="list-style-type: none"> Coordinate with Commute.org to review cultural and technological barriers to carpool platform use on the Coastside 				<ul style="list-style-type: none"> In partnership with Commute.org, launch a Coastside-specific carpool marketing and ride-matching initiative using Commute.org's platform 		<ul style="list-style-type: none"> Expand carpool rewards and incentives and incorporate in mobility wallet

		TODAY	Key Milestone:	NEAR TERM	Key Milestone:	MEDIUM TERM	Milestone:	LONG TERM
		Staff capacity available: ●○○○ TDM Funding available: ○○○○	Hire a TDM Contractor, Consultant, or Part-Time Staff	Staff capacity available: ●●○○○ TDM Funding available: ●○○○	Hire or Designate a TDM Coordinator	Staff capacity available: ●●●●○ TDM Funding available: ●●○○○	Secure New TDM Funding	Staff capacity available: ●●●●○ TDM Funding available: ●●●●○
P.6.2	Launch a carpooling promotion and education campaign that helps address cultural aspects of carpooling.					<ul style="list-style-type: none"> Expand local carpool marketing and education materials that support the “culture of carpooling” Ensure materials are tailored for the needs of local communities on the Coastside (P.2), including people who don't speak English 		
P.6.3	Launch a Coastside car share service.					<ul style="list-style-type: none"> Begin evaluating operating models and identifying opportunities for partnerships to support service 		<ul style="list-style-type: none"> As funding allows, launch service Monitor use and adjust fleet size/locations as needed
M.1 Expand TDM management capacity and coordination efforts								
M.1.1	Hire a Coastside TDM consultant, contractor, or partner who can support City and County staff to advance near-term TDM goals and strategies.	<ul style="list-style-type: none"> Secure funding to support a Coastside-focused TDM fellow 	Hire Consultant, Contractor, or Part-Time Staff					
M.1.2	Expand coordination efforts with Commute.org to implement Coastside-specific TDM programs and services.	<ul style="list-style-type: none"> In partnership with Commute.org, convene a TDM working group 		<ul style="list-style-type: none"> Continue coordinating with Commute.org as new programs and services are launched 				
M.1.3	Hire or designate a TDM coordinator for the Coastside.			<ul style="list-style-type: none"> Draft a job description; define roles and responsibilities Secure approval and funding for TDM coordinator hire 	Hire or designate TDM coordinator	<ul style="list-style-type: none"> Begin TDM coordinator functions, including program management and grant/funding pursuits 		
M.1.4	In the long term, evaluate whether a Coastside TMA or sub-TMA would help support ongoing TDM efforts.							<ul style="list-style-type: none"> Evaluate whether to expand Coastside TMA support by forming a new TMA or by expanding capacity at Commute.org, and/or local CBOs
M.2 Adopt a local TDM ordinance								
M.2.1	Identify the desired scope and jurisdictional approach for adopting TDM requirements on the Coastside.			<ul style="list-style-type: none"> Review options for implementing local TDM requirements, including HMB ordinances and/or County policies 				
M.2.2	Draft and adopt a local TDM ordinance.					<ul style="list-style-type: none"> Conduct outreach with local community members and stakeholders Draft and adopt the ordinance 		<ul style="list-style-type: none"> Update ordinance as needed to include new transportation options (shuttle, mobility wallet, shared mobility)

		TODAY	Key Milestone:	NEAR TERM	Key Milestone:	MEDIUM TERM	Milestone:	LONG TERM
		Staff capacity available: ●○○○ TDM Funding available: ○○○○	Hire a TDM Contractor, Consultant, or Part-Time Staff	Staff capacity available: ●●○○ TDM Funding available: ●○○○	Hire or Designate a TDM Coordinator	Staff capacity available: ●●●● TDM Funding available: ●●○○	Secure New TDM Funding	Staff capacity available: ●●●● TDM Funding available: ●●●●
M.2.3	Modify special event permit requirements to include TDM strategies.	<ul style="list-style-type: none"> Review existing permit requirements and identify mechanisms for requiring TDM for special events Engage with event planners to understand resources and support needed to implement event-based TDM programs 		<ul style="list-style-type: none"> Engage departmental staff to update existing and/or adopt new event permitting processes to address TDM 		<ul style="list-style-type: none"> As new TDM programs and services become available, update requirements accordingly 		
M.2.4	Establish a TDM fund and develop an in-lieu fee option.					<ul style="list-style-type: none"> Study regulations and opportunities/barriers for fees 	Secure funding to conduct nexus study	<ul style="list-style-type: none"> Conduct outreach and develop a fee structure, complete nexus study Develop an expenditure plan; begin collecting fees and funding projects and programs
M.3	Adopt a local Commute Trip Reduction (CTR) ordinance							
M.3.1	Conduct outreach with the Coastside business community.			<ul style="list-style-type: none"> Coordinate with regional partners to align local CTR policy with regional regulations (C/CAG, BAAQMD) 		<ul style="list-style-type: none"> Conduct outreach with business community and workforce 		
M.3.2	Draft and adopt a local CTR ordinance.					<ul style="list-style-type: none"> Draft and adopt the CTR ordinance 		<ul style="list-style-type: none"> Update ordinance as needed to include new transportation options (shuttle, mobility wallet, shared mobility)
M.4	Adopt equity-driven mobility goals and performance targets							
M.4.1	Work with community partners to identify and adopt equity performance goals and measures for TDM.	<ul style="list-style-type: none"> Gathering input from community members, stakeholders, and public decision-makers about preferred measures of success (M.1) 						
M.4.2	Share data publicly and provide updates towards goals.			<ul style="list-style-type: none"> Draft goals and metrics Align goals/metrics with TDM and CTR ordinance requirements 		<ul style="list-style-type: none"> Formally adopt goals and metrics Launch public-facing performance dashboard 		<ul style="list-style-type: none"> Monitor and adjust as needed based on performance and/or new mobility services and programs

APPENDIX A: STATE OF THE PRACTICE

This report focuses on six themes identified by the City of Half Moon Bay and County of San Mateo as priority considerations for transportation demand management (TDM) in the Coastside and highlights best practices in TDM that could further the City and County goals of reducing drive-alone trips in the Coastside through innovative solutions. Each theme has two or more associated strategies, which include background information on existing programs and relevance to the Coastside, identifying Coastside stakeholders that could be involved in the implementation of these practices, potential fundings sources, related best practices, and one to two case studies of the practices in action. This document will inform subsequent stages of the final Get There Together TDM plan, namely the gap analysis and final strategy development.

The six themes and strategies summarized in this report are:

1. Rideshare
2. Equitable Mobility
3. Unique Urban Context
4. Targeting Tourism
5. Transportation Management Associations (TMAs)
6. Funding Resources

RIDESHARE

Rideshare emerged as a key opportunity for growth through the existing conditions review process and has been the focus of past County and C/CAG initiatives. The Coastside does not have consistent service from for-profit rideshare/ride hailing services such as Uber and Lyft. Community members reported lack of responsiveness and expense as problematic for these services. This means that for rideshare to become more widely prevalent on the Coastside, the City and County will have to work to promote and incentivize shared rides among the community.

RS.1 Promotion of Existing Carpool and Vanpool Services

Description

Commute.org, managed as a Joint Powers Authority in San Mateo County, provides carpool and vanpool matching service for commuters in San Mateo County and the Coastside through their STAR program. The STAR program platform is run through RideAmigos and allows commuters traveling along similar routes to connect and coordinate shared rides, or to advertise willingness to carpool through the “Post Your Own Carpool” option if there are no existing matches. The Bay Area Vanpool Program offers subsidies for vanpool commuters who use Commute with Enterprise or owner-operated vanpool drivers. Commute.org also offers up to \$100 per year in financial incentives as gift cards for commuters who log carpool or vanpool trips on STAR, a commute tracking platform. Promoting these programs more widely throughout the Coastside may introduce new commuters to the services available and spur increased use of shared rides. Further, California Air Pollution Control Officers Association (CAPCOA) estimates that commute trip reduction marketing can reduce GHG emissions by up to 4%, and carpooling can reduce emission by up to 8%.¹⁷

¹⁷ https://www.caleemod.com/documents/handbook/full_handbook.pdf, page 89, 92

The Coastside is a connected community with many existing streams of communication and avenues for information sharing. Consider using social media, physical flyers in local businesses and at community service centers like the library, post office, and schools, digital newsletters blasts, and collaborating with community-based organizations. These strategies can help get the word out and encourage Coastside residents to try carpool or vanpool, emphasizing the cost savings and available incentives.

Relevant Stakeholders

- City/County Association of Governments of San Mateo County (C/CAG)
- Commute.org
- San Mateo County Transportation Authority (TA)
- Bay Area Air Quality Management District (BAAQMD)
- SamTrans
- Coastside Chamber of Commerce

Potential Funding Sources

- MTC
- C/CAG
- San Mateo County Transportation Authority (TA)

Related Best Practices

- RS.2 Rideshare Priority Parking
- UC.1 Parking Management
- TMA.1 Collaborate with Community-Based Organizations on TMA Formation

Case Study

[*Neponset Valley Transportation Management Association \(NVTMA\), MA*](#)

Like the Coastside, the Neponset Valley is a fairly low density suburban and rural area outside of a major city, where many commuters travel for work. It is also located in a place with a beautiful natural landscape that attracts weekend and seasonal visitors.

The Neponset Valley TMA supports its members and the broader region with marketing and promotions to raise awareness of travel options. They employ a range of strategies, many low to no cost, to encourage employees to try a new commute mode. They also regularly partner with local employers to do direct face-to-face outreach to employees.

Common marketing strategies include:

- Email Marketing Campaigns
- eNewsletters
- Lunch & Learn Sessions
- Health & Wellness Events
- Bike Tune-Up Events
- Incentive Programs
- Ad-hoc Campaigns
- On-Boarding Materials

To measure the success of these efforts, NVTMA gathers engagement metrics through online commuter tracking tools, attendance at in-person events, and commuter surveys.

RS.2 Rideshare Priority Parking

Description

Another way to encourage ride sharing for people traveling to the Coastside as well as trips within the region is to provide dedicated parking spaces for carpool vehicles that are convenient to major destinations. In many areas of the Coastside where parking is not priced, making carpool/vanpool parking spaces more accessible and incentivizing shared rides can increase program participation. Carpool and/or vanpool-only parking spaces can be designated in premium locations within the parking lots and garages, such as near entrances, on the first floor, or in covered areas. Locations on the Coastside that could implement this practice include libraries, schools, shopping centers, and large employers. When encouraging shared rides for commute trips, this practice works best when implemented in partnership with major employers who provide parking to their employees.

Relevant Stakeholders

- Business owners
- Employers
- Developers
- City of Half Moon Bay
- San Mateo County
- California State Parks
- MidPeninsula Regional Open Space District

Funding Sources

This is a low- to no-cost strategy.

Related Best Practices

- RS.1 Promotion of Existing Peer-to-Peer Services
- UC.1 Parking Management

Case Studies

[*Park City, UT*](#)

Much like the Coastside, Park City is a popular year-round tourist destination that is geographically separated from the broader region with limited roadway access and a small transit system. In an effort to reduce congestion and improve the pedestrian environment in their downtown, the City has focused a lot of energy on promoting carpooling. Park City encourages residents and visitors to carpool and/vanpool. Detailed through an online marketing campaign, the City promotes the use of online tools like Carpool World, a free carpool matching service, and Commute with Enterprise, which offers vanpool services nationwide including in San Mateo County. Park City's TDM Plan has encouraged employers to designate parking spaces for carpools and vanpools near building entrances, which has proven to be particularly effective at resorts where convenient parking comes at a premium. Surveys have found that many residents carpool particularly during the weekends for recreation and shopping trips. This could be an effective strategy on the Coastside especially during the summer months and during Pumpkin Festival season when visitor traffic congestion peaks.

EQUITABLE MOBILITY

The Coastside is home to a diverse population, from working professionals and young families to elderly retirees and seasonal farmworkers. Because there are limited transportation options on the Coastside, most residents face challenges getting to their destination using non-driving modes such as transit, walking, and biking. At the same time, existing mobility services like transit have recently gone through extensive system redesigns and are unlikely to be updated in the near term because of this planning effort. These limited transportation options can create a significant burden in either money or time for lower-income Coastside residents who feel that they must rely on a personal vehicle for transportation or are reliant on the limited public services. By providing equitable access to expanded mobility services, people may be more able and willing to use non-drive-alone modes for their trips within and outside of the Coastside region.

EM.1 Transit Subsidies

Description

While SamTrans service on the Coastside is limited, it provides valuable connections within the region, especially for riders who may not have reliable access to a personal vehicle. It also provides connections to the greater county and Bay Area, where many Coastside residents travel for work or leisure trips. Providing discounted or free passes to ride public transit lowers the barrier to entry for users and incentivizes them to try a new travel mode for trips when existing fixed-route service is accessible and convenient. It can also reduce the transportation cost burden for low-income families who rely on public transportation to travel throughout the Coastside for work or errands. Further, transit discounts and subsidies are shown to reduce commute-related emissions by up to 5.5%¹⁸.

Relevant Stakeholders

- SamTrans
- Employers
- Clipper (MTC)
- 101 Express Lanes JPA

Funding Sources

- SamTrans
- Employers
- State and federal grants

Related Best Practices

- EM.2 Mobility Wallet
- TMA.1 Collaborate with Community Based Organizations on TMA Formation

Case Studies

[Bay Area, CA](#)

Clipper START is an 18-month pilot program from the Metropolitan Transportation Commission (MTC) providing single ride fare discounts on a Clipper card to adults (ages 19-64) with a gross annual income at or below 200% of the Federal

¹⁸ https://www.caleemod.com/documents/handbook/full_handbook.pdf, page 95

Poverty level. Clipper START participants receive 50% off fares for certain transit providers, including SamTrans, and a 20% discount on BART. This program is currently available for Coastside residents who qualify, but it's unclear how many residents know about and use the program. Increasing participation may require additional marketing on the Coastside to reach the target populations. The next phase of Clipper START will go before MTC at their December 2023 meeting.

EM.2 Mobility Wallet

Description

A mobility wallet is a bundle of funds, incentives, and/or vouchers that can give people access to multiple travel services and flexibility from day-to-day, such as transit passes, bikeshare passes, and rideshare discounts. The goal of mobility wallet programs is to reduce barriers to access to transportation options and provide a more seamless user experience across modes and transportation service providers. For example, it would provide a single payment method for public transportation, but also could be used to pay for shared bike and/or micromobility rental or purchase.

Mobility wallets can be given out to select populations for no additional cost or sold at rates below the value they offer (i.e., a \$50 value of transportation credits for \$25). To increase their equity impact, steeper discounts can be provided for low-income populations. Housing developers can also distribute mobility wallets as a tool to reduce trips associated with new development. The benefit of administering these benefits as a package is that it allows the user more freedom to choose the modes that are most convenient and accessible for their personal travel needs.

While public and shared mobility options are limited on the Coastside, it could be beneficial to start a pilot program with existing services and expand to cover more mobility options in the future. There is also an opportunity for partnership with local businesses and employers to expand the travel options covered under the program.

Relevant Stakeholders

- City of Half Moon Bay
- San Mateo County
- SamTrans
- Commute.org
- Property owners and/or property managers
- Chamber of Commerce

Funding Sources

- Property owners/developers
- City of Half Moon Bay
- San Mateo County
- C/CAG
- User fees
- State and federal grants

Related Best Practices

- EM.1 Transit Subsidies
- UC.1 Parking Management
- TMA.1 Collaborate with Community Based Organizations on TMA Formation

Case Studies

Portland, OR

Portland’s Transportation Wallet program, administered by the City and available to residents of paid parking districts, is a package of discounted passes and credits for use on transit, streetcar, bike share, and scooters. The purpose of the program is to encourage residents to drive less and to alleviate the transportation burden on low-income households. Several types of wallets are available based on geographic area, income level, and/or front-line worker status during the pandemic. Wallets are funded by a surcharge on residential/employee parking permits. Residents can purchase a wallet with up to \$900 in value for only \$99, or trade in their parking permit for a free mobility wallet. The program has resulted in fewer parking permits purchased in eligible districts, and a 25%+ difference in non-SOV trips by Wallet holders. This program’s focus on equity and VMT reduction is particularly interesting for the Coastsides.

Los Angeles, CA

LA Metro and LADOT partnered to establish a two-year Mobility Wallet (MW) pilot program in South Los Angeles to help remove barriers to transportation access for households in need. The program provides a monthly stipend of \$150 on a prepaid debit card that recipients can use to pay for transit, micro transit, taxi and ride-hailing services, interregional rail, long-distance buses, shared scooters and bikes, bike shops, electric car share and more. MW removes barriers to transportation access by providing a monthly stipend of \$150 for 12 months to each eligible participant. Funding for the program is provided through the STEP grant and a \$2 Million investment from LADOT. In the first three months of the program, nearly 10,000 transactions were completed using mobility wallets.¹⁹ This program’s focus on equity and use of grant funding could be a relevant precedent for the Coastsides.

UNIQUE URBAN CONTEXT

The Coastsides is a unique urban context with particular challenges for implementing TDM. The region has limited mobility options that serve employment destinations due to its more isolated geography. The region also lacks resources to implement TDM when compared to other cities in the Bay Area. Recognizing these realities, strategies that allow people to drive, while encouraging them to “park once” and travel between destinations using active or shared modes are important to consider.

UC.1 Parking Management

Description

Currently, Half Moon Bay and other Coastsides communities do not charge for parking but do use time limits on some blocks in commercial areas to encourage parking turnover. Paid parking is one of the most effective ways to manage parking demand and encourage people to consider other modes and is best suited in areas within a short walk from commercial and recreation areas. Further, market-based pricing for public parking is shown to reduce GHG emissions by up to 30% from travel within a community²⁰.

To align with the shifts in parking demand and visitor travel, parking costs can be set to price bands that are more expensive at the most congested periods. Similarly, to keep affordable options available, distance-based pricing can be implemented with more expensive parking spaces closer to the activity core, and less expensive options available within a short walk.

¹⁹ <https://www.masstransitmag.com/technology/fare-collection/press-release/53067857/los-angeles-county-metropolitan-transportation-authority-metro-la-metro-ladots-mobile-wallet-pilot-program-seeing-success-in-first-three-months>

²⁰ https://www.caleemod.com/documents/handbook/full_handbook.pdf, Page 174

A parking benefit district directs parking revenues from a certain area to transportation or public realm improvements. This strategy, which requires a paid parking program to be in place, is an effective way to pay for improvements, enforcement, maintenance, and other transportation programs where other funding options are limited. Communities have used parking revenue to pay for everything from bike racks to free shuttles.

On the Coastside, where much of the traffic and parking congestion is generated by visitors during peak times, a paid parking system is a strategy that could help compensate for the added capacity visitors put on the existing system in a way that benefits both visitors and year-round Coastside residents. There are many other California cities in the coastal zone that implement paid parking. Beyond the case studies highlighted below, examples include [Pismo Beach](#) (\$2 - \$5 per hour based on occupancy), [Ventura](#) (\$1/hour on-street, \$1.25 off-street, and select beachfront parking), and [Del Mar](#) (\$3 per hour, \$15 all day).

Relevant Stakeholders

- City of Half Moon Bay
- San Mateo County

Funding Sources

- User fees

Related Best Practices

- UC.2 Intercept Lot
- UC.3 Shuttle/Circulator
- TT.1 Visitor Parking Rates
- TT.2 Residential and Employee Parking Permits

Case Study

[San Diego, CA](#)

The San Diego City council establishes Community Parking Districts (CPDs) as a means for neighborhoods to develop and implement parking policies that are tailored to their unique needs. CPDs are generally located in mixed-use neighborhoods with both commercial and residential areas, and governed by a community board that oversees that impacted area and coordinates public realm improvements funded by parking meter revenue. San Diego has five active CPDs, with two more proposed. Portions of both the Downtown and Pacific Beach CPDs are located within the coastal zone.

While revenue generation varies year over year, in FY2009, one district netted \$800,000 in funds to be used for management and project expenses.²¹ Examples of projects that have been funded by parking revenue in San Diego's CPDs include wayfinding signage, bike parking, pedestrian improvements, enhanced crossings, street lighting, and shared mobility programs. This model could work well on the Coastside because it allows for more community involvement in planning and decision making to ensure that program guidelines and funded improvements work for the people who live there.

[Santa Cruz, CA](#)

The City of Santa Cruz, located within the coastal zone, has an established paid parking program. On-street parking is metered in the downtown area from 8 a.m. to 8 p.m. every day. To encourage drivers to park off street, parking lots and

²¹ <https://www.sandiegocounty.gov/content/dam/sdc/grandjury/reports/2009-2010/UptownCommunityParkingReport.pdf>, page 2

garages offer up to three hours of free parking Monday through Saturday, 8 a.m. to 6 p.m. Downtown residents and employees are eligible to purchase parking permits, and the Wharf Locals pass allows residents to park free up to two hours per day at the Santa Cruz Municipal Wharf. Wharf Locals permits cost \$20 per year for city residents, and \$25 per year for county residents.

UC.2 Intercept Lot

Description

An intercept lot is a parking lot designed to capture parking demand immediately adjacent to a high-volume travel corridor and provide alternative non-driving connections to a person's final destination. A park and ride lot is an example of an intercept lot. The purpose of an intercept lot on the Coastside would be to provide a one-stop destination for visitors to leave their vehicle while traveling to and between Coastside destinations like beaches, parks, and local businesses. Travel to and from the intercept lot could be provided through existing public transportation services, a shuttle, walk and bike paths, or shared mobility. Intercept lots should be more attractive to visitors than other parking locations, which can be achieved through clear wayfinding to major destinations and by offering free parking at intercept lots and paid parking elsewhere. This practice could help reduce traffic congestion on major roads and intersections that can make travel on the Coastside especially challenging in peak seasons.

Relevant Stakeholders

- SamTrans
- City of Half Moon Bay
- San Mateo County

Funding Sources

- SamTrans
- City of Half Moon Bay
- San Mateo County
- User fees

Related Best Practices

- UC.1 Parking Management
- UC.3 Shuttle/Circulator

Case Studies

[*Rehoboth, DE*](#)

Like the Coastside the Delaware coast sees a significant influx of visitors in the summer months who come to enjoy the region's beautiful beaches. The Delaware Transit Corporation (DART) operates two intercept lots for beach traffic and the year-round shuttle service. Beachgoers can drive and park in one of two lots for free and take a \$2 shuttle ride to beaches or to shopping areas. The lots and circulator allow drivers to park once without needing to worry about driving and parking throughout the day. This model could be beneficial on the Coastside for reducing traffic on Highways 1 and 92 in peak summer months.

[*Banff, AB*](#)

The City of Banff is a small, isolated mountain town that sees year-round visitor traffic due to its proximity to some of Canada’s most popular national parks. One recommendation in the Banff Long-Term Transportation Study for Banff National Park (Alberta, Canada) is an intercept lot. The plan states that visitors will continue to travel to Banff in private vehicles until a more attractive alternative can be provided. While not at the same scale as Banff, this concern also applies to the Coastside. A private developer built an intercept lot at the Banff Train Station in 2019, but the lot is now operated by the City. Visitors to the town of Banff and the Banff National Park can park in the lot and then take a short shuttle to the park and farther areas of the town or walk to the main downtown pedestrian zone.

UC.3 Shuttle/Circulator

Description

Shuttle services use smaller buses or vans to provide publicly available transit service. Shuttle routes are designed and priced to serve a specific market share (e.g., visitors and employees). On the Coastside where SamTrans service is limited and expected to remain low, shuttle services can fill gaps in the existing network (e.g., seasonal trips) due to the higher levels of frequency and targeted service for specific markets. Shuttle services can also be particularly effective where high volumes of visitors are expected as they support park once strategies by providing a mode of transportation between parking facilities and popular destinations.

It is important to note that there have been shuttle programs that served the Coastside in the past but were ultimately discontinued. The Coastside Beach Shuttle program, a two-year program, connected Half Moon Bay Area beaches and the Fitzgerald Marine Reserve, as they are not served by SamTrans bus routes. However, the shuttle was found to have poor ridership, potentially in part due to limited hours and low frequency. Newer services, such as microtransit RidePlus through SamTrans, may be more successful than past initiatives, especially when paired with additional strategies and studied to ensure the service meets stakeholder needs.

Relevant Stakeholders

- San Mateo County Transportation Authority
- City of Half Moon Bay
- San Mateo County
- C/CAG
- State Parks
- Coastside Chamber of Commerce & Visitors Bureau
- Half Moon Bay Business Improvement District
- Half Moon Bay Downtown Business Association

Funding Sources

- SamTrans
- City of Half Moon Bay
- San Mateo County
- C/CAG
- Parking Benefit District
- User fees

Related Best Practices

- UC.1 Parking Management
- UC.2 Intercept Lot

Case Study

[San Diego, CA](#)

The City of San Diego, in partnership with the San Diego Association of Governments (SANDAG), launched a two-year neighborhood electric vehicle shuttle service in the Pacific Beach community called the Beach Bug. The services provide a sustainable way to travel to and between destinations in Pacific Beach, a coastal zone impacted area. This shuttle also offers a convenient and direct connection to and from the Balboa Transit Station (Mid-Coast Trolley extension to UCSD), helping users around the region without relying on a car.

While the service originally launched as a free pilot program and was funded through parking meter revenue, as of Oct. 16, 2023, fares are now being charged. The cost is \$2.50 per rider, per ride, and fares are capped at \$5 per group of two or more, per ride. Trips remain free for riders who take the shuttle to or from the Balboa Avenue Transit Station. This model could work well on the Coastsides, especially if user fees, parking revenue, grant funding, and/or advertising revenue on the outside of the vehicle(s) could be used to cover the costs of the service.

UC.4 Shared Parking

Description

When business or organizations see extreme peaks and lulls in parking demand, parking spaces can be shared by more than one business or institution. This allows parking facilities to be used more efficiently and can help expand parking capacity without constructing new facilities. A shared parking policy can also help optimize parking capacity and encourage complementary land uses to share parking spaces, rather than creating separate facilities and overbuilding parking. For example, spaces occupied by daytime visitors or office workers are largely empty during the evening and can be “shared” with residents and restaurant patrons who are parking in the evenings and overnight. This strategy could be beneficial on the Coastsides, where there is peak parking demand on weekends and in the summer months that could be offset by shared parking agreements with schools, churches, or offices. The Half Moon Bay Parking Study seems to indicate adequate parking capacity during peak periods, although anecdotally, parking seems to be a concern among stakeholders.

Funding Sources

- User fees
- City of Half Moon Bay
- San Mateo County
- Developers
- Employers

Related Best Practices

- UC.1 Parking Management
- TT.2 Residential and Employee Parking Permits

Relevant Stakeholders

- City of Half Moon Bay
- San Mateo County
- Developers
- Employers

Case Study

[McKinney, TX](#)

McKinney is a small suburban community outside of Dallas but has a popular historic downtown that attracts out-of-town visitors. In 2017, the city of McKinney signed a long-term lease agreement with a downtown-adjacent church, opening a church-owned parking lot for public use. Public parking is permitted all but Sunday mornings when church service is held. The agreement has been successful, putting the lot to better use by serving downtown and individual-use parking demands. Prior to the shared parking agreement, the lot remained empty except for Sunday mornings. This model could work well on the Coastside where there are several religious institutions located throughout downtown Half Moon Bay and along Highway 1 that could be good potential partners for this type of shared parking agreement.

TARGETING TOURISM

One of the Coastside's greatest strengths is its outstanding natural beauty, from the beaches to the hillside hikes and trails. These features attract thousands of visitors each year who spend time and money in Coastside communities. However, because of the area's geographical isolation and challenging topography, most visitors travel to and within the Coastside by car. This creates significant traffic congestion on main roads like Highway 1 and State Route 92, particularly on weekends, in the summer months, and during pumpkin season. The City of Half Moon Bay and San Mateo County are interested in exploring new and innovative ways to provide Coastside visitors ways to travel to the area's different attractions while also reducing traffic congestion and ensuring that Coastside residents are still able to go about their daily routines with ease during peak season.

Because visitors to the Coastside primarily arrive in private vehicles, many of these strategies are related to parking management. The [2019 City of Half Moon Bay Downtown Parking Assessment](#) and [2015 San Mateo County Coastside Access Study](#) would be a great references in terms of occupancy and utilization data when developing new parking related strategies. The Half Moon Bay Downtown Parking Assessment also highlights many case studies in other California cities under the jurisdiction of the Coastal Commission where there is an established precedent for parking management.

TT.1 Residential and Employee Parking Permits

Description

If visitor-specific rates are not feasible, there are many cities in California that offer special parking passes to residents and employees to ensure they are able to have affordable and reliable access to local destinations.

A Residential Parking Permit (RPP) program is typically designed to regulate on-street parking adjacent to commercial and recreational attractions. It does so by managing the "spillover" which is likely to occur as a result of a parking management program. An RPP would allow people with designated permits to park all day while other drivers have time-limited access. Residential Parking Permit programs are most appropriate in neighborhoods adjacent to areas that face high parking demand from other uses, such as commercial and recreation areas and could be especially beneficial in

downtown Half Moon Bay, El Granada, Moss Beach, and Montara. Beyond the case study example below, other coastal zone jurisdictions with residential parking programs include [Santa Monica](#), [Seal Beach](#), and [Hermosa Beach](#).

Employee parking permits typically allow employees of business districts or areas of high parking demand to purchase monthly or annual permits for off-street parking. Employers are also able to purchase passes on behalf of their employees. Beyond the case study example below, other coastal zone jurisdictions with employee permit parking programs include [Santa Monica](#), [Newport Beach](#), and [Redondo Beach](#).

Relevant Stakeholders

- City of Half Moon Bay
- San Mateo County
- Employers
- Developers

Funding Sources

- User fees

Related Best Practices

- UC.1 Parking Management
- UC.4 Shared Parking

Case Studies

[Monterey, CA](#)

Monterey is a popular California coastal destination for visitors with a significant year-round residential population. Portions of Downtown Monterey are located within the coastal zone. The City of Monterey offers several different types of permits to residents and employers of its downtown commercial area and other high-traffic neighborhoods. Programs include the following:

- Monthly parking permits for downtown employees in two downtown garages
- Monthly parking permits for downtown employees in nine downtown parking lots
- Parking vouchers for downtown lots and garages, valid for 20 uses, that can be purchased by employers or employees with proof of employment, and are designed for employees who work three days a week or less
- Residential on-street parking permits in select neighborhoods. The program was established in 1985 to limit the use of on-street parking in residential neighborhoods from business employees, students, and non-residents of the neighborhood.
- The “Locals Special” pass, which allows Monterey residents a maximum of two hours of free parking, per day, in select downtown garages and lots for \$20 per year.

A selection of similar strategies could work well for regulating parking demand on the Coastside while preserving parking access for residents and employees at home and near work.

[Encinitas, CA](#)

Encinitas is a small city located predominantly within the coastal zone in Southern California. The city operates a residential parking permit program in four distinct zones to address high occupancy rates and safety concerns. The newest of the four zones was established in Spring 2023.

Each zone has unique hours of operation; three of the zones allow only permit holders to park on-street overnight (from 10 p.m. to 5 a.m./8a.m.), while another zone regulates non-resident parking during daytime hours (8 a.m. to 5 p.m.). Under the program, residents are eligible for a permit for their own vehicle(s), and up to three guest placards per dwelling unit. The permit fee is \$5.00.

A similar program could be beneficial on the Coastside to help manage parking congestion on residential streets, and the precedent set by other coastal zone cities could make the implementation process smoother.

TT.2 Parking Valet

Description

In places with significant visitor parking demand like the Coastside, valet parking can be a key parking management strategy, allowing visitors to drop off their vehicles with an attendant for efficient parking and travel between destinations using active modes. Valet parking can stack vehicles and achieve greater density of parking than is possible with self-parking. A public parking valet on the Coastside could be broadly available for employees and visitors and marketed as a “park once” option for various communities. Valets must be strategically located close to key destinations but central enough to function as a “park once” option. There could be valets in different communities on the Coastside, such as Half Moon Bay and Montara. This is a premium parking option that leverages high-demand curb spaces and will need to be priced accordingly.

Relevant Stakeholders

- City of Half Moon Bay
- Coastside Chamber of Commerce & Visitors Bureau
- Half Moon Bay Business Improvement District
- Half Moon Bay Downtown Association

Funding Sources

- User fees

Related Best Practices

- UC.1 Parking Management
- UC.3 Shuttle/Circulator
- TT1. Visitor Parking Rates
- TT4. Bike Share

Case Study

[Nantucket, MA](#)

Like the Coastside, Nantucket is a popular weekend summer destination for people looking to escape the city. Nantucket provides a valet parking service that enhances access while alleviating downtown parking and traffic congestion during holidays and the peak summer season. Nantucket has very limited public transportation options but is a walkable community that can be navigated easily on foot. Drivers can leave their vehicles at a lot on the periphery of downtown or at a valet stand located closer to downtown. The valet parking service charges \$10 for any three hours from 8 a.m. to 5 p.m., \$15 for all day, \$20 from 5 p.m. to midnight, and \$40 for overnight parking. The valet parking program is available between Memorial Day to Labor Day, and on Columbus Day. The graduated pricing structure, in addition to the valet

aspect, is especially appealing to visitors and residents and has improved overall downtown parking and traffic and could work well on the Coastside context.

TT.3 Bike Share

Description

The Coastside has several bicycle facilities and both the County and City intend to expand the bicycle network. However, bicycle rentals are limited and challenging to find, which can make it difficult for visitors to choose biking as a mode of travel once they arrive in the area. Establishing a public or private bike share system could help to promote cycling throughout the Coastside for both locals and tourists and reduce vehicle emissions and congestion. Visitors could use bike share to make short trips without the costs of a car rental, and locals could use bikeshare to travel between destinations or enjoy the natural beauty of the Coastside without the cost of owning and maintaining their own bike. In December 2022, the C/CAG Board adopted the [San Mateo County Shared Micromobility Study and Implementation Plan](#), which recommended a multi-jurisdictional bike share pilot program in the County. The Coastside was not recommended for an initial pilot; however, findings from any future pilot could inform the approach to Coastside bike share.

Relevant Stakeholders

- C/CAG
- City of Half Moon Bay
- Coastside Chamber of Commerce & Visitors Bureau
- Half Moon Bay Business Improvement District
- Half Moon Bay Downtown Association
- San Mateo County
- Private bikeshare operators

Funding Sources

- City of Half Moon Bay
- San Mateo County
- C/CAG
- MTC
- Private operators
- Parking benefit district
- User fees

Related Best Practices

- UC.1 Parking Management
- TMA.1 Collaborate with Community Based Organizations on TMA Formation

Case Studies

[Santa Barbara, CA](#)

Santa Barbara launched a three-year bikeshare pilot in January 2021 in partnership with BCycle, a public bikeshare company that operates docked bikeshare in 47 US cities and towns. The pilot was designed to capture riders for short

trips that may be too far to walk, but too close to drive. The system currently operates with 250 e-bikes that can be docked at any of the systems' 86 stations in six neighborhoods, with plans to expand. Users can unlock a bike with the free BCycle mobile app or a membership card. The system offers multiple access options:

- Pay per Minute: \$1 to check out plus \$0.40 per minute.
- Single Ride Pass: \$8 for every 30 minutes, plus an additional \$8 for every subsequent 30 minutes.
- Monthly Pass: \$30 per month, plus an additional \$3 for each additional 30 minutes
- Annual Pass: \$225, plus an additional \$3 for each additional 30 minutes.
- BCycle for All: Qualified low-income residents can access the BCycle system for only \$25 per year plus an extra \$1 for trips over 30 minutes.
- Library Pass Program: Santa Barbara Public Library card holders can check out a BCycle pass for one week, which grants unlimited 60-minute trips.

In the first two years of the pilot, 36,000 users rode more than a million miles. In Spring 2023, the City voted to extend the pilot by an additional three years. Santa Barbara's demographics, density, land use pattern, and topography are fairly different than the Coastside, which will need to be considered in implementation.

[Park City, UT](#)

In 2017, Summit County and Park City launched Summit Bike Share, the nation's first fully electric bike share program for visitors and residents, with the goal to reduce the number of single-occupancy vehicles on the road. The program includes 200 bikes at 20 stations in the city's downtown and at several transit centers. The Department of Transportation chose electric, pedal-assist bicycles to help riders overcome the challenges of Park City's mountainous terrain and low-density land uses. A single ride pass costs \$3.50 for 30 minutes, and every minute over 30 minutes is \$0.15 a minute. Residents and employees are eligible for a \$96.44 pass for unlimited use up to 90 minutes per trip. Employers can also purchase passes in bulk at a discount for their employees. The program is supported by user fees, corporate sponsorships, and advertisements.

TRANSPORTATION MANAGEMENT ASSOCIATIONS (TMAS)

TMA.1 Collaborate with Community Based Organizations on TMA Formation

Description

TMA's are staffed, non-profit organizations or private-public partnerships dedicated to providing and/or promoting transportation options. They are focused on a specific geographic area, and can be District-based, or focused in a mixed-use area, downtown, or commercial center. TMA's represent a variety of community interests and help obtain transportation demand management goals through advocacy work, consulting, event organization, training, and reduction programs.

Activities may include managing mobility programs or services for commuters or visitors, data collection and monitoring, convening partners, and/or commuter benefits administration, but activities are tailored to meet specific local needs. TMA models vary based on the needs of the community, ranging from a single designated person within an existing organization available to answer questions and provide support as needed, to an independent organization with a full team of staff that administers transportation programs and distribute incentives.

Commute.org manages TDM for all of San Mateo County, and provides excellent resources like carpool and vanpool matching, incentives, commute tracking, and other resources. However, because of the population and employment density on the Bayside of the County, Commute.org's efforts are often better suited to meet the needs of those communities. An example of this is the shuttle program, which serves major employment and transit hubs on the Bayside only. A Coastsidespecific TMA could tailor programming to the specific needs and unique conditions of the area. Such customization to better meet the needs of farmworkers and Coastsides residents who fall outside of traditional commute patterns would assist with meeting the goals of this plan.

Relevant Stakeholders

- City of Half Moon Bay
- San Mateo County
- City/County Association of Governments
- Commute.org
- Coastsides Chamber of Commerce & Visitors Bureau
- Half Moon Bay Business Improvement District
- Half Moon Bay Downtown Association

Funding Sources

- Transit agencies
- City and/or County Government
- State programs
- Member dues
- One Bay Area Grant (OBAG)

Case Studies

[Palo Alto, CA](#)

The Palo Alto TMA reduces Single Occupancy Vehicle (SOV) trips, traffic congestion and demand for parking by delivering targeted transportation solutions to the Downtown area's diverse range of employers, employees, visitors and residents. The TMA also serves as a one-stop transportation information resource for the broader community; it provides a forum for community dialogue and is an active voice in local and regional transportation issues. While the primary focus of the TMA is the Downtown population whose travel choices have the highest impacts, its programs and services may extend beyond these constituents.

By encouraging and enabling more non-drive alone trips, the TMA contributes to the overall quality of life both in Downtown and throughout Palo Alto; it supports the city's economic vitality and helps achieve the city's environmental goals.

The TMA is not a City agency. It is a non-profit organization made up of local businesses and institutions that provide funding for and management of transportation programs. The TMA will not set City policies or make decisions that are the responsibility of the City. Much like chambers of commerce and neighborhood associations, the TMA will be an advocate for policy but does not set City policy or make decisions that are the responsibility of the City.

While the Palo Alto TMA model may not be appropriate for the Coastsides today due to size, scale, and density, it serves as an example of how a TMA can function effectively in San Mateo County and the support that a TMA can offer alongside existing County and C/CAG programs.

[Upper Valley Transportation Management Association, NH](#)

The Upper Valley TMA (UVTMA) covers a large portion of rural New Hampshire and Vermont and is a suborganization of the longstanding community non-profit organization Vital Communities. UVTMA is a member-based organization made up of employers, transportation service providers, and municipalities, and provides TMA services like commuter surveys, advocacy, bicycle safety workshops, emergency ride home, and educational opportunities to its members. The model of TMA services within an existing nonprofit organization could be a good one to replicate on the Coastside where resources are more limited.

FUNDING RESOURCES

Funding for TDM program implementation often comes from diverse sources, including formula funding, grants, and program participation fees. The final Get There Together TDM Plan will include specific funding options related to the recommended strategies, but the list below introduces a selection of possible funding streams that could work for TDM implementation on the Coastside.

- **USDOT [Advanced Transportation Technology and Innovation \(ATTAIN\) Program](#):** This grant program with the goal of reducing traffic congestion, and is specifically designed to fund technology pilots. Examples of eligible activities include advanced parking reservation or variable pricing systems and advanced mobility access and on-demand transportation service technologies, such as dynamic ridesharing. An example of a previously awarded project is [goMARTI](#), an autonomous on-demand shuttle used to increase transportation options in rural Minnesota.
- **FHWA [Congestion Mitigation and Air Quality Improvement \(CMAQ\) Program](#):** CMAQ funding is allocated to state and local governments to support transportation projects that reduce emissions in accordance with the requirements of the Clean Air Act. In 2021, the federal government expanded eligible activities to include shared micromobility and bikeshare. Unlocking more CMAQ funding for TDM programs on the Coastside would require close collaboration with San Mateo County, C/CAG, MTC, and Caltrans.
- **California Air Resources Board (CARB) [Low Carbon Transportation Investments and the Air Quality Improvement Program](#):** CARB issues competitive grant solicitations for a variety of programs that fund clean transportation options across the state. Past examples include: Planning and Capacity Building, Clean Mobility in Schools, and the Sustainable Transportation Equity Project; Electric Bicycle Incentives Project; and Agricultural Worker Vanpools Pilot Project.
- **USDOT [Innovative Coordinated Access and Mobility Grants](#):** This new pilot program aims to fund innovative capital projects will improve transportation services for older adults, people with disabilities, and people of low-income. There is \$4.7 million in funding available in the FY 2024 cycle. Applications for this funding would require a partnership with SamTrans or Caltrans.
- **FHA [Carbon Reduction Program](#):** Under the Carbon Reduction Program, the federal government allocates funds to state departments of transportation to fund projects that reduce transportation emissions caused by on-road highway sources. [Caltrans](#) passes 65% of funds through to MPOs and reserved 35% for statewide projects. In the Bay Area, funding is distributed by [MTC](#), which it distributes through the One Bay Area Grant (OBAG) program.
- **MTC [One Bay Area Grant \(OBAG\) Program](#):** MTC's OBAG program is designed to aggregate and distribute federal transportation funding to Bay Area jurisdictions for projects that improve safety, contribute to economic development, and further regional climate and air quality goals. OBAG includes a regional program administered by MTC, and a County & Local program administered in San Mateo County by C/CAG.
- **AARP [Community Challenge Grants](#):** This program, managed and funded by nonprofit AARP, provides small grants, averaging around \$12,000, for quick-action projects that help improve public places, transportation, housing, digital connections, and diversity, equity and inclusion for communities, with a special emphasis on the

needs of adults aged 50 and older. Successful transportation projects are those that increase connectivity, walkability, bikeability and access to public and private transit.

- **Caltrans [Active Transportation Program \(ATP\)](#):** The ATP program provides funding for planning and construction of projects that promote walk and bike travel, pedestrian and bicycle safety improvements, and Safe Routes to School. The program also funds non-infrastructure projects, like safety education programs. Projects to improve active transportation supportive infrastructure or educational and awareness campaigns on the Coastsides could be funded through this program, which runs on a biannual cycle.
- **C/CAG [Lifeline Transportation Program \(LTP\)](#):** The LTP program is administered by C/CAG using State Transit Assistance (STA) funding through MTC. The purpose of the program is to fund transportation projects that improve mobility options for people with low incomes. Projects should have been identified through or derived from community engagement, and projects listed in the San Mateo Community Based Transport Plans will be prioritized for funding. Eligible projects include transit and active transportation capital projects, such as the procurements and installation of new infrastructure, and transit operations projects, which can include transit vouchers and educational programming. A 20% local match is required.
- **C/CAG [VMT Mitigation Bank](#):** In the wake of recent state-wide transportation policy reform enacted through SB-743, C/CAG has developed a framework that allows VMT-generating uses to fund off-site VMT mitigation efforts. The VMT Mitigation Bank may provide a platform for channeling funds from VMT-generating residential and commercial development projects throughout San Mateo County to help fund VMT-mitigating TDM programs in the Coastsides.
- **SMCTA [Alternative Congestion Relief and Transportation Demand Management Program \(ACR/TDM\)](#):** SMCTA utilizes one percent of Measure A sales tax dollars and four percent of Measure W Countywide Highway Congestion funds for ACR/TDM programs. These programs reduce reliance on single occupancy vehicles and improve transportation alternatives. Eligible projects include transit network efficiency, congestion and demand relief, and sustainable transportation mode (cyclist and pedestrian) initiatives. Funds are capped at \$100,000 for planning and policy and \$200,000 for ITS projects. 10% local match is required, though the match requirement is lowered to 5% for communities in MTC Equity Priority Communities and/or Re-Imagine SamTrans and/or SamTrans Equity Priority Areas to foster equitable transportation solutions.
- **SMCTA [Pedestrian and Bicycles Program](#):** The Pedestrian and Bicycle Program funds specific projects to encourage and improve bicycling and walking conditions. Funding originates from Measure A and W sales tax dollars. This funding can be used for non-infrastructure programs or infrastructure project development and construction of pedestrian and bicycle resources within San Mateo County. Approximately \$179 million in available funding will be produced throughout the remaining life years for Measures A and W.
- **SMCTA [Transit Program](#):** SMCTA administers Measure A funds for Caltrain operations and capital projects. Measure A provides shuttle funding for critical gaps in the transit network and funding for ferry service in South San Francisco and Redwood City. SMCTA also administers Measure W funds for regionally significant transit projects.

APPENDIX B: EXISTING PLANS, POLICIES, AND STUDIES

Existing plans, studies, policies, and regulations related to transportation, safety and health concerns on the Coastsides were reviewed and emphasize the importance of implementing a TDM plan. Summaries of these references can be found in Table 2 and are listed below for further review.

San Mateo County:

- [Connect the Coastsides: San Mateo County Midcoast Comprehensive Transportation Management Plan](#)
- [San Mateo County Community Climate Action Plan](#)
- [San Mateo County Local Coastal Program](#)
- [San Mateo County Transportation Authority Alternative Congestion Relief](#)
- [San Mateo County Transportation Plan for Low-Income Populations](#)
- [San Mateo County Transportation System Management Ordinance](#)
- [Unincorporated San Mateo County Active Transportation Plan](#)

City of Half Moon Bay:

- City of Half Moon Bay Bicycle and Pedestrian Master Plan
- City of Half Moon Bay General Plan – Circulation Element
- Draft Half Moon Bay Climate Action and Adaptation Plan
- Half Moon Bay Local Coastal Program
- Half Moon Bay Measure D

City/County Association of Governments (C/CAG):

- C/CAG TDM Policy
- C/CAG Shared Micromobility Feasibility Study and Implementation Plan
- [2021 San Mateo County Comprehensive Bicycle and Pedestrian Plan](#)

SamTrans:

- [Reimagine SamTrans and SamTrans Service Changes](#)
- [SamTrans Peninsula Shuttle Study](#)

Commute.org:

- [Commute.org 2022 Coastsides Commuter Transportation Survey](#)

State of California:

- [California Environmental Quality Act](#)

Bay Area Air Quality Management District:

- [Bay Area Air Quality Management District \(BAAQMD\) Commute Trip Reduction \(CTR\) Program](#)

U.S. National Park Service:

- [San Mateo County Coastsides Access Study](#)