



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

WHAT IS GET THERE TOGETHER?

San Mateo County and the City of Half Moon Bay are partnering on a new plan called **Get There Together**. Get There Together will create an action plan of strategies to improve and make better use of the transportation options we already have on the Coastside 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 can help make the Coastside more connected and accessible for everyone. This action plan will also increase transportation equity and affordable access by focusing on the Coastside's vulnerable residents, workers, and visitors.

HOW WILL THIS PROJECT HELP YOU?

Getting around and to the Coastside without a car can be difficult and expensive. Get There Together can reduce the number of drive-alone trips and support making the Coastside a more **affordable and connected** place for you and your family to live, work, go to school, and visit.

WHAT DOES THIS PROJECT COVER?

Get There Together will identify **policies, programs, and incentives** to make it easier and more attractive to make different transportation choices, like walking, biking, taking transit, or carpooling on the Coastside. The plan will build on previous work that was done as part of Connect the Coastside,¹ Half Moon Bay Bicycle and Pedestrian Master Plan,² and other local transportation planning efforts. Rather than focusing on changes to our streets, Get There Together will look at supportive strategies that improve and enhance our existing transportation options on the Coastside.

WHERE CAN I LEARN MORE?

Learn more about the project, stay up to date about our progress, and share your thoughts with us along the way by **visiting us online at [GET-THERE-TOGETHER.COM](https://www.get-there-together.com)**. You can sign up for email and text alerts to learn about upcoming opportunities to participate and share your experiences trying to get where you need to on the Coastside.



[GET-THERE-TOGETHER.COM](https://www.get-there-together.com)



FUNDED IN PART BY:



¹ Connect the Coastside: <https://www.smcgov.org/planning/connect-coastside>

² City of Half Moon Bay Bicycle and Pedestrian Master Plan: <https://www.half-moon-bay.ca.us/640/Bicycle-Pedestrian-Master-Plan>

We need your input!

14 PROPOSED STRATEGIES

Based on what we learned from the community and from our study of current transportation conditions, we have developed initial TDM strategy concepts. Today, we are seeking your input, reactions, and feedback on these ideas.

INSTRUCTIONS:

- 1. Read through the 14 strategy concepts**, which are summarized on the poster board and in more detail below.
- 2. Ask our team** about any strategies that you want to learn more about, and share your thoughts, feedback, and reactions with them.
- 3. Place a sticker on the poster board** next to the strategies you would like to see in the Midcoast.
- 4. Use a sticky note** to add any other strategies that you think are important to consider.



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.

- Continue to gather input from community members about how SamTrans service can better meet their needs.
- Invest in better bus stop amenities that make using transit safer and more comfortable, such as shelters, seating, signs, and lighting.
- Work with SamTrans to adjust the hours of RidePlus, SamTrans' new on-demand service in the Midcoast.
- Collaborate with SamTrans to expand the RidePlus service area so that it connects to more destinations.



2

PRIORITIZE INVESTMENTS IN SIDEWALKS, BIKE LANES, AND OTHER FACILITIES TO CREATE A MORE COMPLETE AND CONNECTED BIKING AND WALKING NETWORK.

- As funding for roadway improvements becomes available, improving and expanding the bicycle and pedestrian network should be a top priority on the Coastside.
- Improvements could include:
 - » Bike lanes
 - » Shared paths for biking, walking, and rolling
 - » New sidewalks where there are gaps and improved sidewalks where they are too narrow, uneven, or in need of repair
 - » Crosswalks and flashing safety beacons
 - » Secure bike parking



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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.

- Amenities that make it easier to “park once” could include:
 - » Day-use lockers where visitors can store beach gear and other belongings
 - » Gear rentals so that visitors can more easily travel to and from the Coastside by bus or carpool without the need to bring everything they need with them
 - » Signs and other on-street tools that help people understand how to get from public parking lots to nearby destinations



4 EXPLORE OPPORTUNITIES FOR PUBLICLY-ACCESSIBLE SHUTTLE SERVICES CONNECTING KEY DESTINATIONS ON THE COASTSIDE.

- Collaborate with community members and partner organizations to identify destinations that could be connected with shuttle service. Potential destinations could include:
 - » Visitor destinations, such as beaches, parks, hotels, and the Harbor
 - » Public parking lots and SamTrans transit stops
 - » Community destinations, such as schools, the library, and community centers
- Develop a local “brand” for the shuttle that appeals to community members and visitors alike.
- Identify potential partners and revenue sources to support ongoing shuttle operations.



5 LAUNCH A TRANSPORTATION EDUCATION AND MARKETING CAMPAIGN TO HELP MORE PEOPLE LEARN ABOUT AND USE EXISTING TRANSPORTATION OPTIONS ON THE COASTSIDE.

- Not everyone knows about current TDM programs or how to use existing transportation options.
- A unified branding and marketing campaign would teach more people about these options and address second language barriers.
- Education and training could help people learn how to ride a bus, call an on-demand transit ride, find a carpool, and use a bicycle.



6 LAUNCH A “MOBILITY WALLET” PROGRAM, WHICH BUNDLES DISCOUNTS AND PASSES FOR THINGS LIKE TRANSIT, BICYCLE RENTALS, AND CAR SHARE MEMBERSHIPS.

- A mobility wallet can make it more convenient and affordable to use different transportation options.
- Identify passes and discounts that are appealing to people who live and work on the Coastside. Options could include:
 - » SamTrans transit passes
 - » Bicycle rental discounts or passes
 - » Free or discounted access to app-based carpool matching services
 - » Credits or discounts for purchasing a bicycle or scooter
 - » Credits or discounts for taxi, Lyft, and Uber rides
 - » Membership to car share services
- Develop an equitable pricing structure. A “base” price would provide the mobility wallet benefits at a steep discount, and an “affordable” option would provide the wallet to qualifying residents free of charge.



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.

- Half Moon Bay recently offered a limited number of grants and credits for purchasing an electric bicycle. This strategy would expand and extend those programs to more participants.
- Implement a free e-bike education and training program to help more people learn about safe e-bike use.
- Implement a bike share or scootershare service on the Coastside.



8

LAUNCH A DISTRICT-WIDE SCHOOL ACCESS PROGRAM THAT PROVIDES MORE PLANNING, COORDINATION, AND INFORMATION FOR PEOPLE MAKING TRIPS TO AND FROM SCHOOL.

- Clarify who could help create carpool programs and serve as a point of contact for parents, school administrators, and partners.
- Expand transportation options available to students and caregivers. Options could include a district-wide bicycle lending library (borrowing program) or carpool program.



9

LAUNCH A CARPOOLING AND VANPOOLING PROGRAM THAT MAKES IT EASIER FOR PEOPLE TO FIND A SHARED RIDE WITH OTHER COMMUNITY MEMBERS.

- Create a web-based platform for finding shared rides. Include non-English language options and branding that aligns with the community.
- Partner with community-based organizations and local employers to promote the program with local workers and residents.
- Offer financial incentives and rewards for participants, such as driver reimbursements or awards for frequent users.



10

IMPLEMENT A COMPREHENSIVE PARKING MANAGEMENT STRATEGY IN HALF MOON BAY AND THE MIDCOAST.

- Identify potential locations for a publicly-accessible parking lot to support a parking once strategy when using other modes to get around to various destinations on the Coastside.
- Create a unified brand for public parking, such as signage, wayfinding, and information.
- Identify shared parking opportunities to “unlock” privately used spaces for public use.



11

CONSIDER IMPLEMENTING AN EQUITABLE DEMAND-BASED PRICED PARKING PROGRAM.

- Collaborate with regional and State agencies, such as the California Coastal Commission, to explore opportunities to pilot paid parking in certain areas.
- Use parking revenue to fund TDM programs and investments, prioritized equitably and based on community input/priorities.
- Explore subsidized parking permit programs for low-income residents, workers, and visitors.

LEARN MORE ABOUT THE PROJECT AND SHARE YOUR THOUGHTS AT:



[GET-THERE-TOGETHER.COM](https://www.get-there-together.com)





EXPAND CITY & COUNTY CAPACITY TO OVERSEE AND EXPAND TDM EFFORTS.

- Designate an existing staff person to be the Coastside TDM program coordinator/manager at City of Half Moon Bay and/or San Mateo County and consider hiring a separate dedicated TDM program manager. A TDM program manager researches and applies for grants and other funding opportunities; manages TDM implementation; coordinates with stakeholders and partners; oversees monitoring and performance evaluation; and ensures compliance with local and regional requirements.
- Consider establishing a Coastside TDM working group which focuses on finding and implementing coordinated TDM strategies and increasing community engagement.
- Collaborate with existing community organizations to increase TDM education, outreach, and awareness.
- Work with Commute.org to augment and tailor existing programs and services to the Coastside.



EXPLORE A TRANSPORTATION MANAGEMENT ASSOCIATION FOR THE COASTSIDE.

- A transportation management association (TMA) is a non-profit paid membership organization made up of employers, developers, and property managers working together to address transportation, air quality, and commuter issues in a defined geographic area (like the urban Coastside). TMA services can help reduce the number of drive-alone commuters, reduce vehicle emissions and improve access to transportation options.
- Explore potential structures and options, including establishing a Coastside-focused sub-group or sub-TMA within Commute.org; providing funding to enable a local community organization, business improvement district, or other organization to fulfill TMA duties.



ADOPT A LOCAL TDM ORDINANCE FOR THE COASTSIDE.

- Building on the existing C/CAG TDM policy, right-size the TDM requirements to meet local development levels.
- Include objective standards to ensure applicability to all types of development.
- Include a flexible menu of TDM options that are appropriate under the Coastal Act.
- Adopt a local commute trip reduction target and set commute trip reduction thresholds for business size (# of employees) and menu of options that better fit the local context.



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