

San Mateo Rail Corridor Transportation Demand Management & TMA

**Growth Without Gridlock Forum
August 17, 2013**


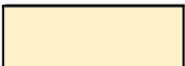



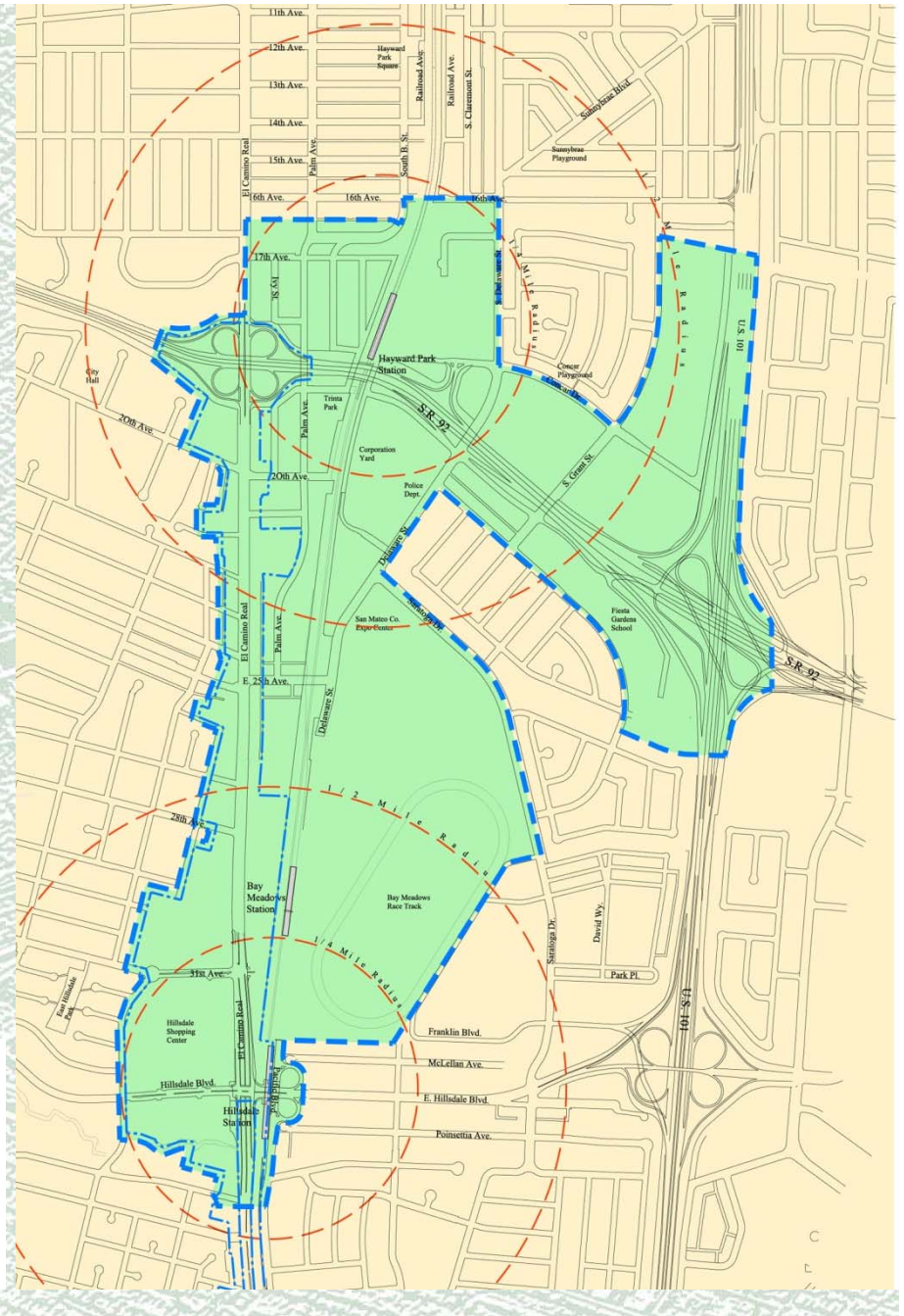
San Mateo's Rail Corridor Plan

- San Mateo is a built-out community, but recognized the need to accommodate future growth.
- Late 90's economic boom and resulting redevelopment activity in the "Rail Corridor Area" created an opportunity for the City.
- A study was authorized to examine opportunities for accommodating growth in a smart, sustainable manner.

Corridor Plan Study Area

- **Projects Leading to Rail Corridor Plan:**
 - Hayward Park Station
 - Hillsdale Station
 - Various private development projects

-  Land Use Transportation Concept Plan Primary Study Area
-  Land Use Transportation Concept Plan Secondary Study Area
-  El Camino Real Masterplan Study Area



Rail Corridor Plan Content

The Rail Corridor Plan defines:

- Land uses, heights and intensities within two Transit-Oriented Development (TOD) zones.
- A road network with new streets and new street connections that increase connectivity.
- A set of guidelines for both public and private development within the Corridor.
- Set of Transportation Demand Management (TDM) measures.

TDM Requirements

- An overall trip reduction goal of 25% is established.
- Each project will submit individual trip reduction goals and a TDM plan to demonstrate how they will achieve their goals.
- A Transportation Management Association (TMA) will be established to oversee and manage the TDM program.
- The TMA would have authority to impose measures to insure project goals are met.

Potential TDM Measures

- On-Site Car Sharing Program
- Transit Pass Subsidy
- Shared Parking
- Privately Funded Shuttles
- Preferential HOV/Carpool Parking
- Market-Rate Residential Parking Charges
- Residential Permit Parking
- Bicycle Parking and Commuter Facilities

TMA Oversight

- Self-Funded, Non-Profit Organization
- Functions under By-Laws adopted by TMA
- Contracted with the Alliance to provide trip reduction services, provide program administration and management
- City provides oversight of monitoring and measuring performance towards meeting individual project 25% trip reduction goal
- City prepares annual compliance reporting to San Mateo City Council

Role of the TMA

- Role of the TMA
 - Make Trip Reduction Programs available
 - Coordinate with property owners to achieve project-specific trip thresholds
 - Fund the Annual Monitoring Program

Role of the City

- Setting trip reduction thresholds through conditions of approval
- Annual monitoring
- Evaluation of compliance
- Notification of non-compliance
- Review and approval of original or revised trip reduction plans
- Requiring more aggressive trip reduction measures where appropriate

Program Implementation for New Development

- TDM Programs required for development within Corridor Area
- TDM Program shared with TMA
- Trip reduction goals set in Conditions of Approval for development

Addressing Non-Compliance

- Deficiency letter sent
- 90 days to submit:
 - Revised TDM Program
 - Identification of any secondary impacts
 - Mitigation of secondary impacts
 - Implementation schedule
- Shared with TMA Director and Neighborhood Groups
- Public Works Commission
- City Council - second year non-compliance
- Implementation of Revised TDM Program

Founding TMA Board Members

- Corridor Area Developers:
 - WMS – Bay Meadows Phase II
 - Concar Enterprises
 - EBL&S – Station Park Green
 - Hines
 - Mid-Peninsula Housing
- Peninsula Traffic Congestion Relief Alliance
- City of San Mateo

An aerial photograph of a city, likely San Mateo, showing a dense urban grid, a large stadium with a red roof, and surrounding infrastructure. The image is semi-transparent, allowing the text to be overlaid.

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Q/A

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