



# CITY OF HALF MOON BAY

## Transportation Strategies Implementation Plan



**Approved: November 19, 2019**



## INTRODUCTION

During the priority setting workshop in March 2019, the City Council identified Traffic Demand Management (TDM) as one of their top five priorities for FY 2019-20. To better reflect the intent to implement elements of TDM and congestion reduction, the priority was renamed Traffic Action and Adaptation Program (TAAP). In response to the City Council's prioritization, staff created the Transportation Strategies Implementation Plan (TSIP). The TSIP is intended to be a living document that prioritizes and directs transportation strategy efforts, taking into consideration available resources and funding opportunities.

The TSIP is divided into three main categories – Policies, Programs, and Projects. Each category identifies overall goals as well as strategic moves and key actions for the upcoming fiscal year and beyond. The goals are intended to provide a high-level direction for the initiatives under each category and are not intended to change year to year. The strategic moves identify long-term efforts that will require ongoing resources and can change over time. Finally, the key actions provide specific steps staff intends to take in the upcoming fiscal years to make progress towards completion of the identified strategic moves and the overall goals.



# POLICIES

## Overall Goals:

- Establish the City as a Coastside leader in addressing traffic and traffic safety issues.
- Standardize TAAP elements in public and private developments.
- Represent and address the community's travel needs and patterns at across the region.

## Strategic Moves:

- Develop policies that encourage TAAP elements in private development.
- Establish vehicle miles traveled (VMT) thresholds for our community.
- Identify and engage with local partners and stakeholders on TAAP initiatives.
- Organize regional efforts to address traffic issues on the Coastside.

## FY 2019-20 Key Actions:

- Contract with a transportation professional to assist City staff with establishing and implementing the requirements of SB 743 and VMT.
- Conduct community surveys to better understand local travel behaviors.
- Identify major employers of the community to analyze options of ridesharing.
- Analyze local and regional weekday transportation patterns.

## Future Actions:

- Review SB 743 and VMT policies for effectiveness and re-establish metrics.
- Continue to identify new partners with mutual interests in the City's TAAP efforts.
- Conduct independent traffic analysis on regional trips originating or passing through the City.
- Update of the Subdivision Ordinance to reflect TAAP initiatives.
- Adopt TAAP policies for private development.



# PROGRAMS

## Overall Goals:

- Encourage drivers to utilize multi-modal, rideshare and public transit options.
- Catalyze behavioral change that establishes multi-modal, rideshare and transit options as the primary method of transportation.

## Strategic Moves:

- Identify and collaborate with partners and stakeholders to establish and support TAAP programs.
- Work with Cabrillo Unified School District (CUSD) to improve peak hour traffic congestion within Half Moon Bay and throughout the coastside.
- Analyze the pros and cons of bike share programs for residents and visitors of the community.

## FY 2019-20 Key Actions:

- Work with CUSD to identify alternative transportation methods for students and staff such as limitations on parking passes, modifications of school hours, and others.
- Work with the Ritz Carlton and Half Moon Bay Golf Links to identify alternative transportation and mode choices for employees.
- Promote and increase local participation in Commute.org's transportation programs and incentives.

## Future Actions:

- Work with the Chamber of Commerce to research local business rideshare partnership opportunities.
- Partner with large employers of the community on TAAP programs.
- Expand public-private partnerships such as Commute.org and other potential partners.
- Analyze the potential for ridesharing for weekday commuting.



# PROJECTS

## Overall Goals:

- Develop the City's infrastructure to support multi-modal, rideshare and public transit options.
- Identify and implement TAAP improvements annually as part of the Capital Improvement Program (CIP).

## Strategic Moves:

- Identify and apply for grant funding to analyze, design and construct transportation projects as identified in the City's adopted Capital Improvement Program (CIP).
- Identify and analyze the potential of new TAAP projects, such as park and ride sites.

## FY 2019-20 Key Actions:

- Continue to progress on the transportation projects identified in the City's adopted CIP:
  - Highway 1 – South Safety and Operational Improvements (CIP Project No. 0523)
  - Highway 1 – North Safety and Operational Improvements (CIP Project No. 0538)
  - Poplar Street Traffic Calming, Safety and Greening Project (CIP Project No. 0593)
  - Pacific Coast Bicycle Pedestrian Connectivity Project (CIP Project No. 0619)
- Identify and submit grant funding application to improve the intersection of Highway 1 and Kelly Avenue (Active Transportation Program (ATP) cycle anticipated in Spring 2020).

## Future Actions:

- Conduct cost-benefit analysis on potential park and rides sites.
- Explore traffic signal optimization including real-time synchronization.
- Explore long-term battery back-up systems for signalized intersections (in response to PSPS events).