



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?

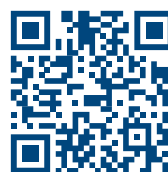
Get There Together will identify **policies, programs, and incentives** to make it easier and more attractive to make different transportation choices, like walking, biking, taking transit, or carpooling on the Coastside. The plan will build on previous work that was done as part of Connect the Coastside,<sup>1</sup> Half Moon Bay Bicycle and Pedestrian Master Plan,<sup>2</sup> 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:



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

<sup>2</sup> 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!

## NINE 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 nine 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 in the Midcoast.
- 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 WITHIN THE MIDCOAST.**

- 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 IN THE MIDCOAST.**

- 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 in the Midcoast. 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 scooter share service in the Midcoast.



**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.

LEARN MORE ABOUT THE PROJECT AND SHARE YOUR THOUGHTS AT:



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