

# GET THERE TOGETHER!



**GET THERE TOGETHER**

San Mateo County «» Half Moon Bay

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



FUNDED IN PART BY:



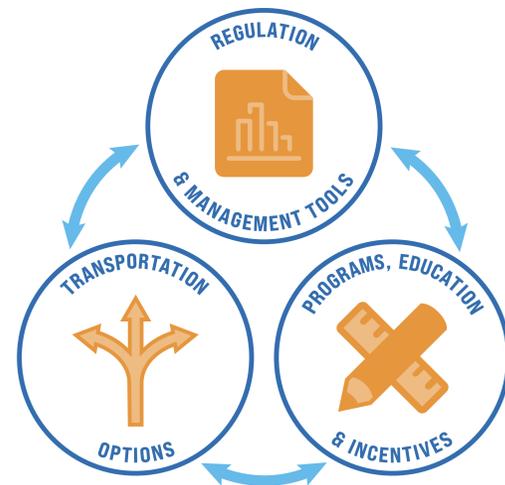
## WHAT IS THIS PROJECT?

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 Coastsiders **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.

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



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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.

PLACE STICKERS HERE!



6 Launch a “mobility wallet” program, which bundles discounts and passes for things like transit, bicycle rentals, and car share memberships.

PLACE STICKERS HERE!



2 Prioritize investments in sidewalks, bike lanes, and other facilities to create a more complete and connected biking and walking network.

PLACE STICKERS HERE!



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.

PLACE STICKERS HERE!



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.

PLACE STICKERS HERE!



8 Launch a district-wide school access program that provides more planning, coordination, and information for people making trips to and from school.

PLACE STICKERS HERE!



4 Explore opportunities for publicly-accessible shuttle services connecting key destinations within the Midcoast.

PLACE STICKERS HERE!



9 Launch a carpooling and vanpooling program that makes it easier for people to find a shared ride with other community members.

PLACE STICKERS HERE!



5 Launch a transportation education and marketing campaign to help more people learn about and use existing transportation options in the Midcoast.

PLACE STICKERS HERE!

ADD YOUR IDEAS!