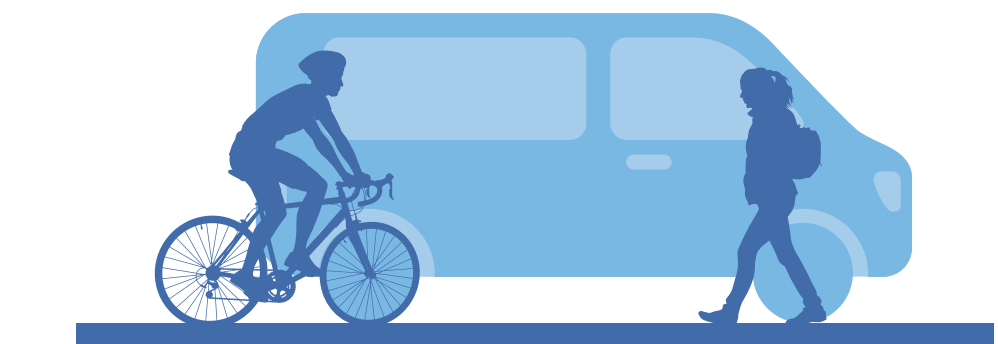


GET THERE TOGETHER!



GET THERE TOGETHER

San Mateo County «» Half Moon Bay

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



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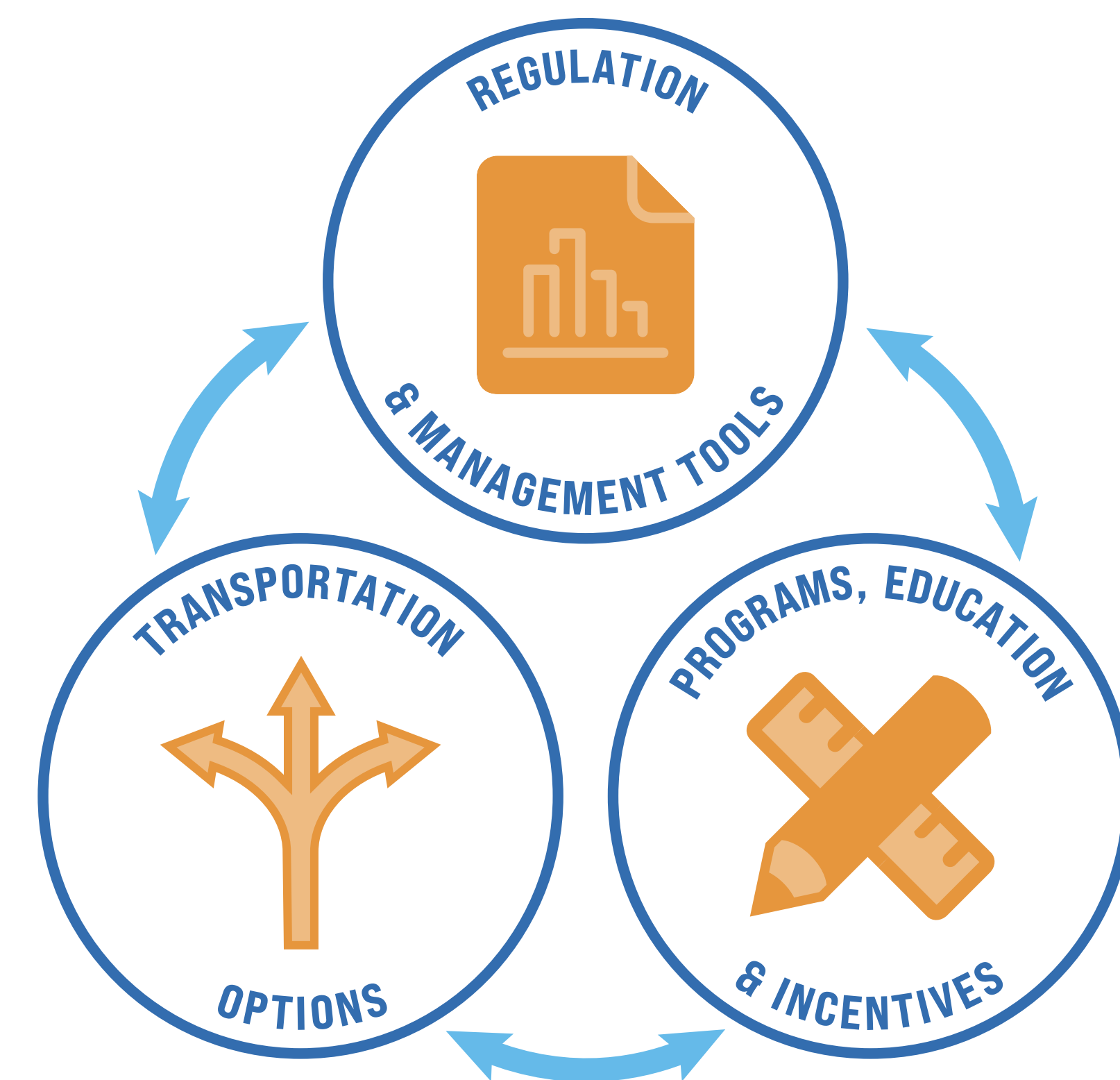
WHAT IS THIS PROJECT?

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.

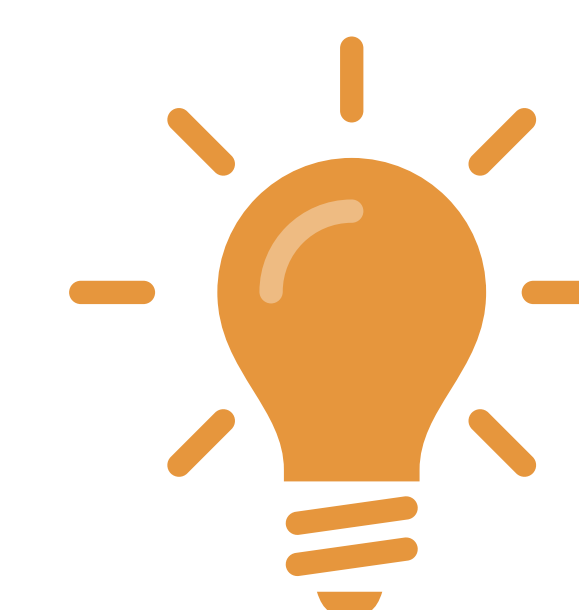
2



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.

GET THERE TOGETHER STRATEGIES TO SUPPORT BETTER TRANSPORTATION OPTIONS ON THE COASTSIDE

What would help you get around the Coastside without driving alone? Pick the 3 most important ones.



GET THERE TOGETHER

San Mateo County ↔ Half Moon Bay

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T.1

Improve public transit facilities on the Coastside, including bus stops and wayfinding signs. Explore opportunities to expand transit to more areas or extend service for longer hours.

PLACE STICKERS HERE!



P.2

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

PLACE STICKERS HERE!



T.2

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 reparking.

PLACE STICKERS HERE!



P.3

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

PLACE STICKERS HERE!



T.3

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

PLACE STICKERS HERE!



P.4

Expand programs that increase access to bikes and e-bikes through rebates, lending options, and education programs to improve safety and alternative transportation choices.

PLACE STICKERS HERE!



T.4

Explore opportunities for publicly accessible shuttle services connecting key destinations within the Coastside.

PLACE STICKERS HERE!



P.5

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

PLACE STICKERS HERE!



P.1

Implement a Coastside parking management strategy to use existing parking more effectively and efficiently, “right-sizing” parking.

PLACE STICKERS HERE!



P.6

Expand community carpooling and car sharing programs to make it easier for people to find a shared ride with other community members.

PLACE STICKERS HERE!