Midpeninsula Regional
Open Space District

R-22-38
March 15, 2022

**AGENDA ITEM 2**

**AGENDA ITEM**

Preliminary Findings from the Purisima Creek Preserve Multimodal Access Project

**GENERAL MANAGER'S RECOMMENDATIONS**

1. Receive an overview of the data collection, public and stakeholder engagement, and suite of transportation demand management strategies that have been identified for the Purisima Creek Preserve Multimodal Access Project.

2. Review and confirm or amend the proposed scoring criteria and weighting factors that will be used to score and prioritize the transportation demand management strategies.

**SUMMARY**

The Purisima Creek Preserve Multimodal Access Study (Purisima Multimodal Project) seeks to evaluate existing site and visitation conditions, identify transportation demand management (TDM) strategies, and develop a plan for addressing parking and traffic issues and supporting greener modes of transit to access Purisima Creek Redwoods Open Space Preserve (Preserve or Purisima). Since being awarded the contract to support this effort, Parisi Transportation Consulting (Parisi) has conducted a background review; collected and analyzed existing visitation data and trends; documented roadway, pedestrian, parking area and topographic conditions; released a visitor survey and analyzed the responses; and informed by TDM strategies created for Rancho San Antonio Open Space Preserve (Rancho Multimodal Access Study) (April 28, 2021 R-21-55), developed TDM strategies and scoring criteria specifically for Purisima. District staff seeks Planning and Natural Resources Committee (PNR) input on these TDM strategies and scoring criteria to continue public engagement and gather feedback towards prioritizing the strategies and developing recommendations that will be presented for PNR review at a future meeting.

**BACKGROUND**

The Purisima Multimodal Project evolved in response to ongoing visitor parking challenges in accessing this popular Preserve by car, particularly during peak hours, holidays, and weekends, which can detract from the visitor experience and impact neighbors. The Preserve-wide study is assessing existing and future parking and trailhead facilities (Attachment 1), and the findings and recommendations will support and inform two separate but related Preserve projects: Purisima-to-the-Sea Trail and Parking Area Feasibility Study and Highway 35 Multi-Use Trail Crossing and Parking Feasibility Study.

Specifically, the purpose of the Purisima Multimodal Project is to:

- Evaluate existing parking resources and visitor access at the Preserve

- Clarify the parking and access challenges that exist
- Understand visitor behavior and visitation patterns
- Identify strategies that will address parking demand and traffic issues
- Explore greener modes of transit and new strategies to better manage visitation
- Develop an implementation plan for a variety of transportation demand management strategies appropriate to Purisima at a Preserve-wide level

## DISCUSSION

Parisi's scope of work includes background review, data collection and visitor surveys, public engagement, TDM strategy development, an implementation roadmap, and a final report. Since summer 2021, Parisi has completed the data collection and visitor survey analysis, early public engagement, and development of preliminary TDM strategies and scoring criteria.

### Data Collection and Visitor Surveys

The project team began a robust data collection process, including traffic/visitor counts by mode; parking lot utilization; average daily traffic counts; visitor origins; average length of visit; historical parking; and walking/biking routes. The project team leveraged anonymous crowd-sourced data, relying on several data tools such as fitness app trackers and vehicle license plate scanners, to determine existing visitation trends. The data used is publicly available and anonymous. The project team used data visualization platforms to develop visual aids (charts, graphs, etc.) to illustrate what users are currently experiencing, and is using this information to assist the District in formulating strategic recommendations that will improve the visitor experience at the Preserve.

Parisi developed and released a visitor survey that ran online from August 2021 through January 2022 to gather early public input on the Preserve access issues. Over 730 responses were received. In addition to the online survey, in-person surveys were also conducted on a weekday and one weekend day. Below is a list of topics included in the survey:

- Preferred Preserve entrance point
- Types of issues or obstacles in finding parking
- Transportation mode used and distance traveled to get to the Preserve
- Time spent at the Preserve
- Typical size of group when visiting
- Activities performed while visiting the Preserve
- Visitor suggestions to improve access conditions

A second round of online and in-person visitor surveys with new questions is being developed with the Purisima-to-the-Sea Trail and Parking Area project team and will be released later this month. The questions included in this second survey related specifically to the Purisima Multimodal Project will be based on Parisi's analysis of data collected, responses to the first survey, and on TDM strategies currently being considered for the two other Preserve projects.

### Public Engagement

In addition to the visitor surveys, public engagement has consisted of stakeholder engagement, one-on-one meetings, and pop-up events in the community, many held with staff from the Purisima-to-the-Sea Regional Trail and Parking Area and Highway 35 Multi-use Trail Crossing

and Parking Study Project teams. The table below lists the various meetings and events held to date, which have included members of the public, Purisima visitors, local agencies, advocacy groups and subject matter experts. Engagement activities, including additional stakeholder and public meetings, pop-up events, and visitor surveys will continue throughout in 2022. In addition, the Purisima project teams will continue to coordinate where feasible on joint engagement activities.

**Table 1: Public Engagement Meetings and Events Held to Date**

| Date | Meeting / Event |
|---|---|
| February 16, 2021 | City of Half Moon Bay staff |
| March 30, 2021 | Ritz Carlton Group Hikes & Shuttle volunteer |
| May 6, 2021 | SamTrans – *ReImagine SamTrans* |
| June 2021 – Present | Santa Cruz Mountains Stewardship Network Shuttle Exploration Team – Monthly Meetings |
| July 13, 2021* | Purisima-to-the-Sea Neighbor Meeting |
| October 20, 2021 | Peninsula Trails Team (Bay Area Ridge Trail, Santa Cruz Mountains Stewardship Network, National Park Service, San Francisco Public Utilities Commission, County of San Mateo) |
| November 4, 2021** | Make It Main Street (Half Moon Bay community event) |
| November 9, 2021* | Pescadero Municipal Advisory Council |
| November 20, 2021* | Tabling at Coastside Farmers Market (Half Moon Bay) |
| December 1, 2021* | Purisima-to-the-Sea Public Open House and Special Meeting |
| December 18, 2021* | Tabling at Coastside Farmers Market (Half Moon Bay) |
| January 18 and 25, 2022 | City of Half Moon Bay staff |
| February 23, 2022* | Midcoast Community Council |
| March 15, 2022* | Planning and Natural Resources Committee |

* Public meeting
** Public event

Attachment 2 summarizes the key themes and topics received through the visitor surveys and public engagement work. Visitors repeatedly confirmed that parking is challenging at the Preserve and particularly at the Purisima Creek Road parking area, which is a highly desirable trailhead. Strong interest was expressed for the future Purisima-to-the-Sea trail and parking area, and other topics of interest included real-time parking data, shuttle systems, equestrian parking, and increased bicycle access to and through the Preserve.

Parisi used feedback from these groups about access conditions coupled with data collection and survey responses to shape the TDM strategies. Future engagement and feedback following this PNR Committee meeting will further inform the TDM recommendations and prioritization.

**Transportation Demand Management Strategies**

Based on work completed to date for the Purisima Multimodal Project and the results of the 2021 Rancho Multimodal Access Study, Parisi has developed a suite of 25 TDM strategies specifically for Purisima that meet the project goals. Some are the same as those developed for Rancho Multimodal while others are new or have been modified to better meet Purisima's particular existing conditions and visitation characteristics.

The TDM strategies are grouped into seven categories and further described below. Examples of specific TDM measures for each category are also included in the description, with more detail information provided in Attachment 3:

- Bicycling
- Visitor Demand Management
- Education/Outreach
- Parking Capacity Enhancements
- Parking Management
- Transit
- Traveler Information/Wayfinding

*Bicycling* strategies aim to make it more convenient, more appealing, and safer for visitors to access the Preserve by bicycle. Strategies focus on new bicycle facilities and improved access both off-site and on-site. Examples of measures include creating off-site 'bike and ride' parking lots, promoting new bicycle facilities on adjacent roadways that lead to the Preserve such as bike lanes, offering dedicated bicycle parking at trailheads, and/or establishing new multi-use/bicycle trail connections within the Preserve. Pending Board consideration and approval of a District-wide e-bike policy, policy-focused strategies could explore an e-bike pilot program in the Preserve that may encourage visitors to ride their e-bikes to access the Preserve.

*Visitor Demand Management* looks at ways to reduce parking demand by influencing the choices visitors make about how, when, where, and which way they travel to the Preserve. This strategy considers measures that encourage non-peak use, shifts people from single-occupant to carpool vehicular travel to the Preserve, and/or limits the number of vehicles that can access the Preserve during peak hours. One potential policy-focused strategy would require visitors to reserve and/or pay for a parking space during peak visitation periods.

*Education/Outreach* strategies aim to provide visitors with information before they leave their homes to help them formulate travel plans that are more likely to result in a positive visitor experience. This strategy utilizes social media and other platforms to broadly share parking conditions information, allowing visitors to be aware of and to avoid the most congested access points and parking areas during peak times. These strategies also educate visitors about alternate modes of transportation to the Preserve.

*Parking Capacity Enhancements* increase on-site and/or off-site parking supply. These include adding new or expanded parking areas and/or paving and striping existing lots to maximize parking efficiency and capacity. Other measures use signage to redesignate parking spaces during peak demand, for example by temporarily converting portions of equestrian parking to a shuttle stop or standard vehicle parking during peak periods.

*Parking Management* strategies result in more efficient use of existing parking resources. One example is to create priority parking spaces in lots for carpools and vanpools to encourage visitors to drive and arrive in groups. Another strategy is to create a valet parking service allowing visitors to drop off their vehicles to a parking attendant that maximizes use of the existing parking area footprint. Increased enforcement of on-street and in Preserve parking areas may also discourage single-occupant vehicle driving during peak periods. Other measures include improvements at parking areas to provide real-time parking supply information by identifying the numbers of available and occupied parking spaces throughout the day.

*Transit* improvements focus on introducing new convenient, low-cost transit options to help manage parking demand. Measures include free or low-cost shuttles to serve the Preserve during seasonal or peak periods from a number of local and/or regional points of departure. These may include fixed route or variable on-demand shuttles to existing or future parking lots; on-demand or advanced reservation point-to-point shuttles from transit nodes to the Preserve; and fixed route or variable on-demand shuttle service along the Highway 1 and/or Highway 35 corridors. In addition, technological measures such as apps for on-demand bus service, ride hailing, and carpooling could encourage more carpooling and ridesharing and reduce the number of vehicles driving to and/or parking at the Preserve.

*Traveler Information/Wayfinding* measures provide people with travel information both before they leave their homes and once they arrive at their destination to encourage alternate modes of transportation and encourage use of less congested parking areas. The Preserve web page could inform trip planning by including directions to specific parking areas; parking supply information; updates on detours or road closures; and promotion of alternate transportation modes. One strategy is to communicate real-time parking availability. At the Preserve parking areas, static wayfinding and signage would direct visitors to other lots, while real-time information could inform visitors of other open spaces and direct them to parking areas with capacity and/or to visit during lower peak periods.

**Scoring Criteria**

The next step in the Study is to confirm the proposed scoring criteria and suggested weighting factor for each scoring criterion, which are listed below (refer to Attachment 4 for full descriptions and definitions). To acknowledge that some criteria may be more important to the District's mission and to meeting the project goals relative to others, each proposed scoring criterion is assigned a factor weight from 1 to 3, with 3 being of highest importance. District staff and Parisi seek PNR feedback and concurrence on the criteria and weighting factors before applying the weighted criteria to the TDM strategies. In addition to scoring the 25 unique TDM strategies, a 'no change' scenario will also be scored to determine if a strategy fares better or worse than implementing a 'no change' scenario.

| # | Proposed Scoring Criteria | Proposed Weights |
|---|---|---|
| 1 | Peak Hour Parking Demand Reduction | 3 |
| 2 | Promotion of Modal Shift | 3 |
| 3 | Traffic Safety Impact | 3 |
| 4 | Visitor Access Reliability | 2 |
| 5 | Implementation Term | 1 |
| 6 | Ease of Implementation | 1 |
| 7 | Capital Cost | 2 |
| 8 | Operations/ Maintenance Cost | 3 |
| 9 | Protection & Enhancement of Environmental Qualities | 3 |
| 10 | Promotion of Equitable Opportunities for All | 3 |
| 11 | Districtwide Community Input | 3 |
| 12 | Neighborhood Input | 3 |
| 13 | Stakeholder Input | 3 |

Following PNR feedback on the proposed scoring criteria and weights, each individual TDM measure will be scored on a scale of 1 to 5. The scores would then be multiplied by the weight and the total sum tallied. The scores would be normalized to a 1 to 5 scale to more easily compare the scored strategies against each other.

Prioritized recommendations based on the proposed scoring criteria, weights, and strategy scores will be presented at a future PNR meeting for Committee review.

## FISCAL IMPACT

The recommended action has no direct, immediate fiscal impact. The Fiscal Year 2021-22 (FY22) amended budget includes $90,000 for consultant services.

| **Purisima Preserve Multimodal Access Study 31904** | **Prior Year Actuals** | **FY22 Amended** | **FY23 Projected** | **FY24 Projected** | **Estimated Future Years** | **TOTAL** |
|---|---|---|---|---|---|---|
| **Total Budget:** | **$0** | **$90,000** | **$20,000** | **$0** | **$0** | **$110,000** |
| Spent-to-Date (as of 02/18/22): | $0 | ($59,205) | $0 | $0 | $0 | **($59,205)** |
| Encumbrances: | $0 | ($4,795) | $0 | $0 | $0 | **($4,795)** |
| **Budget Remaining (Proposed):** | **$0** | **$26,000** | **$20,000** | **$0** | **$0** | **$46,000** |

The recommended action is not funded by Measure AA. Implementation of future capital improvements that arise from the project may be eligible for Measure AA reimbursement.

## BOARD AND COMMITTEE REVIEW

The project is coming to the PNR for the first time as a standalone item at this meeting. Staff brought a project update to the full Board at the Purisima-to-the-Sea Trail and Parking Area project's December 1, 2021 public open house and special meeting. The project team shared data collection information in a breakout session as part of the open house and collected feedback from participants.

**December 1, 2021:** Purisima-to-the-Sea Regional Trail and Parking Area Feasibility Study – Opportunities and Constraints Analysis and Project Vision and Goals (R-21-157, meeting minutes).

## PUBLIC NOTICE

Public notice was provided as required by the Brown Act. In addition, public notices were sent to interested parties of the Preserve and hiking, biking, equestrian, accessibility, Regional Trails, and Coastal interested parties.

## CEQA COMPLIANCE

The Purisima Creek Redwoods Multimodal Access Study is equivalent to a feasibility or planning study for possible future actions, which the District has not yet approved, within the meaning of CEQA Section 15262. The Multimodal Study will inform future actions that will be subject to CEQA, and subsequent environmental review will be conducted at that time.

## NEXT STEPS

Pending PNR feedback, District staff and Parisi will continue public engagement efforts to solicit feedback on the TDM strategies and complete TDM scoring and prioritization. The project team will present recommended strategies to the PNR at a future meeting for Committee input.

Attachments

1. Study Area Map
2. Summary of Feedback
3. Proposed Transportation Demand Management Strategies
4. Strategy Scoring Criteria

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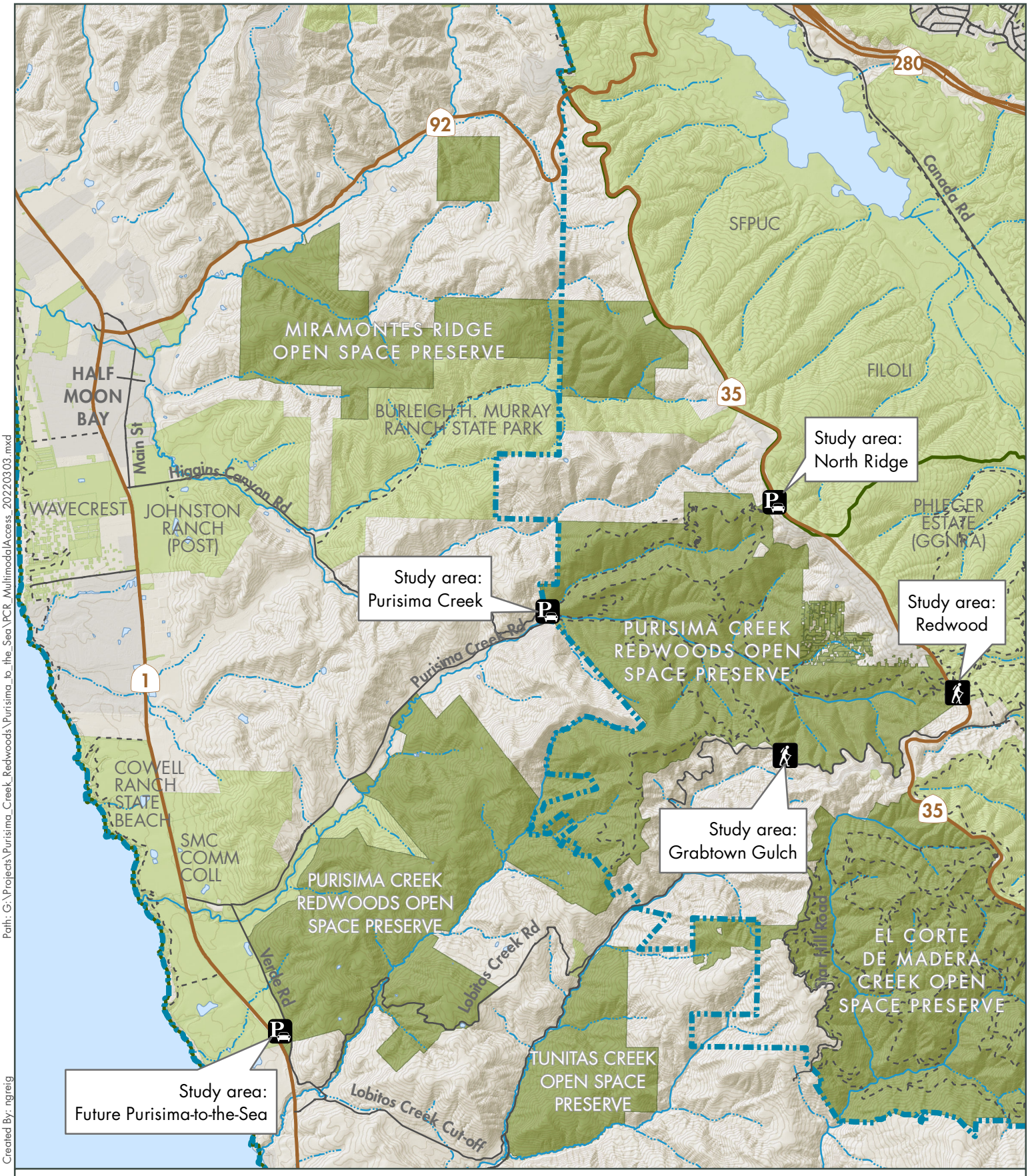
Attachment 1: Study Area Map

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Created By: ngreig

## Purisima Creek Redwoods Multimodal Access Study Area

- Midpen preserve
- Other protected land
- Existing public trail
- Study area

Midpeninsula Regional Open Space District *(Midpen)*

3/3/2022

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While the District strives to use the best available digital data, these data do not represent a legal survey and are merely a graphic illustration of geographic features.

**Attachment 2:**
Summary of Public Feedback Received to Date for the Purisima Multimodal Access Study
March 15, 2022

| Theme/Topic | General Feedback/Comments |
|---|---|
| **Shuttle Bus System** | • Over 30% of survey respondents indicated they would use a shuttle if one existed<br>• Interest in using a shuttle to support a longer one-way trail experience<br>• Requires significant resources and public/private partnerships<br>• Requires strong communications, education and marketing efforts<br>• A regional shuttle system should serve multiple high-demand locations, including transit hubs, in San Mateo County<br>• Shuttles for specific events or peak periods may work better than regular shuttles<br>• Prior San Mateo County shuttle programs to parks and coastal areas were unsuccessful in developing ridership<br>• Interest in a coastside shuttle that includes multiple beach, park and open space destinations |
| **Parking Reservation System** | • A potentially impactful measure in managing parking demand; it would be very complex to execute and administer and must be implemented in conjunction with a strong communications effort and a way to manage the system online |
| **Communications** | • Variable message signs can supplement internet-based communications<br>• Signage on roads typically requires partnerships and permitting with other agencies (e.g. Caltrans, County of San Mateo, etc.) |
| **Real-Time Data Collection (e.g., parking supply)** | • Very effective but can be staff-intensive if relying on manual rather than electronic counts |
| **Regional Partnerships** | • Other public agencies are also struggling with parking and traffic issues and high visitation. Solutions may require partnerships and ideas to disperse users to balance visitor demand.<br>• Consideration of a more regional effort in dispersing demand could be part of the solution for Purisima. |
| **Safety Concerns** | • Survey respondents mentioned safety concerns associated with walking along roads from roadside parking to access trailhead/trails. |
| **Visitor-serving Infrastructure** | • Midpen should consider opening trailheads at other locations to disperse demand |
| **Parking** | • Nearly 80% of survey respondents stated they had difficulty finding a parking space in one of the Preserve lots.<br>• Insufficient parking supply near the Purisima Creek Road parking area has resulted in roadside parking, congestion and safety impacts. Parking restrictions for roadside parking have recently gone into effect.<br>• Over half of survey respondents reported accessing the Preserve via the Purisima Creek Road parking area |

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|---|---|
| | • Many visitors prefer the Purisima Creek Road parking area and desire better access.<br>• There are various opinions about increasing parking to address demands:<br>  o Support for increased parking supply<br>  o Building trails and parking lots can impact wildlife habitat<br>  o Parking areas should not be located on land protected by a conservation easement<br>  o Concern about the negative impacts of increased parking supply for those living in the area<br>• Provide sufficient equestrian parking at the parking areas |
| **Paid Parking** | • City of Half Moon Bay increased the parking rates to match state beach fees. No issues reported from the change or with signage.<br>• Half Moon Bay implements paid parking - can pay using an app. |
| **Bicycling** | • About 16% of survey respondents expressed interest in improved bike access to the Preserve, and 8% would like more bike amenities such as bicycle racks and lockers.<br>• Explore a possible bicycle connection from Half Moon Bay to the Purisima Creek Road parking area<br>• Demand for electric vehicle charging infrastructure<br>• Provide opportunities for cyclists to travel from bayside to coastside safely and in nature<br>• Support for more recreational bicycling access to and within the Preserve |
| **Equestrian** | • Concern about limited equestrian access at the parking areas<br>• Existing equestrian spaces at the North Ridge parking area are typically used by standard vehicles and therefore rarely available for equestrians |
| **Traveler Info/ Wayfinding** | • Over 20% of survey respondents had difficulty finding parking areas or trailhead entrances<br>• Almost 25% of survey respondents said that more real-time parking availability information would improve their Preserve experience |

**Attachment 3:**
Proposed Transportation Demand Management Strategies – Purisima Multimodal Access Study
March 15, 2022

| Category | Strategy | Description | Location(s) |
|---|---|---|---|
| **Bicycling** | Enhanced bicycling facilities to/from Purisima | Work with neighboring jurisdictions to promote new bicycling facilities on adjacent roadways and improve safety for bicyclists on area roadways. | Offsite – County roads and highways |
| | New trail connections | Provide additional opportunities for bicyclists to enjoy the Preserve and travel through the Preserve on existing and future trails. | Trails |
| | Bicycle parking at trailheads | Provide bike parking and other equipment such as bike pumps and repair stands. Bike lockers may be considered for the future Purisima-to-the-Sea parking lot where a greater number of people arriving on bikes might be expected. | Future Purisima-to-the-Sea lot, North Ridge lot, Purisima Creek Road lot |
| | Off-site bike and ride parking lot | During peak times such as summer weekends, work with local bike organizations to establish a 'bike and ride' parking lot in Half Moon Bay and/or other convenient areas to encourage group rides to the Preserve. | Offsite – within local towns |
| | E-bike Policy | Pending a final outcome of Board deliberation and a decision on a District-wide e-bike policy, consider a pilot program allowing e-bike use on select trails within the Preserve. | Policy / Trails |
| **Visitor Demand Management** | Paid parking during peak periods | Require visitors to pay for parking at all parking areas during peak visitation periods | All parking areas |
| | Parking reservations during peak period | Require visitors to reserve free or paid parking in advance for all parking areas during peak visitation periods | All parking areas |

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|---|---|---|---|
| **Education/ Outreach** | Social media and/or other marketing education and outreach | Conduct outreach using social media and other platforms such as the Preserve webpage and face-to-face communications at pop-up events to assist visitors in formulating travel plans to the Preserve that avoid the most congested access points and parking areas. Educate and encourage people to visit other preserves. | Social media; webpage; pop-up events |
| **Parking Capacity Enhancements** | Provide additional parking supply | Add new or expanded paved or unpaved parking areas | North Ridge lot, future Purisima-to-the-Sea lot |
| | Reconfigure and/or delineate/stripe existing parking areas to maximize parking supply | Use pavement, lane markings and signage to reconfigure and formalize parking space sizes, locations, drive aisles, and access points to maximize vehicle capacity within the existing footprints of the parking areas. | All parking areas |
| | Delineate on-street parking spaces where they currently are not marked | Use paving, signage or striping to delineate individual parking stalls to maximize parking capacity | On-street parking |
| | Temporarily redesignate parking to meet peak parking demands. | Using signage, change parking space designations to be more responsive to peak parking demands (e.g., temporarily redesignate equestrian trailer spaces as vehicular or carpool spaces during peak periods). | Select parking areas |
| | Clearly identify the locations of permitted on-street/ shoulder parking | Install signage to more clearly designate where shoulder parking spaces are permitted on roadways adjacent to Purisima trailheads. | Highway 35, Tunitas Creek Road, Purisima Creek Road/ Higgins Canyon Road |

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| **Parking Management** | Valet parking service | Allow visitors to drop car off curbside/trailside to a parking attendant who can maximize the use of existing parking area footprints. | Future Purisima-to-the-Sea lot, North Ridge lot |
| | Priority parking | Designate priority parking spaces for carpools/ vanpools and/or electric vehicles. | Future Purisima-to-the-Sea lot, North Ridge lot |
| | Increase fines/ enforcement for parking violations, both for on-street parking and in preserve parking areas | Increase enforcement of 'no parking' zones and increase fines for visitors who park in violation of these prohibitions. | Highway 35 and Purisima Creek Road/ Higgins Canyon Road |
| | On-demand microtransit/ridehail/ carpool app | Implement mobile phone app that allows visitors to share Preserve mobility/ parking/transportation information in real-time | Future Purisima-to-the-Sea lot, North Ridge lot, Purisima Creek Road lot, Redwood lot |
| **Transit** | Purisima/Half Moon Bay shuttle | Offer free or low fare seasonal or peak hour fixed route or variable on-demand shuttle service from the City of Half Moon Bay. | Future Purisima-to-the-Sea lot and Purisima Creek Road lot |
| | Regional recreational shuttles (starting/ending at major regional hubs such as Caltrain and/or BART stations) | Offer free or low fare seasonal or peak hour on-demand/advanced reservation point-to-point shuttles from transit nodes to the Preserve. | Future Purisima-to-the-Sea lot, North Ridge lot and Purisima Creek Road lot |
| | Shuttles from satellite parking lots (e.g., County or State parks) | Offer free or low fare seasonal or peak hour fixed route or variable on-demand shuttle service along the Highway 1 corridor. Could be provided as part of the proposed San Mateo County “Connect the Coastside” service (TBD). | Purisima Creek Road lot, North Ridge lot |
| | Shuttle to/from future Purisima-to-the-Sea lot to other Preserve parking areas or trailheads | Close the Purisima Creek Road lot on weekends and use the future Purisima-to-the-Sea lot as an intercept lot to shuttle visitors to the Purisima Creek Road lot and trailhead. | Future Purisima-to-the-Sea lot, Purisima Creek Road lot, North Ridge lot, Redwood lot |

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|---|---|---|---|
| **Traveler Information/ Wayfinding** | Preserve website updates | Make available information to prospective visitors that can guide decisions on when and where to visit Midpen lands, such as: directions, time, and distance to parking areas; parking supply at each parking location; alternate modes of transit to preserves. | Website |
| | Real-time parking lot occupancy | Track real-time information, e.g., using parking sensors, to inform visitors of available spaces and direct them to parking areas with capacity | All parking areas |
| | Vehicle wayfinding signs | Signs at each parking lot directing visitors to other lots or preserves | All parking areas |
| | Updated kiosk sign maps/information | Replace existing kiosk maps with a map that clearly identifies other parking areas with the (estimated) number of parking spaces | Trailheads |

**Attachment 4:**
Scoring Criteria for Transportation Demand Management Strategies
Purisima Multimodal Access Study
March 15, 2022

| **Scoring Criterion** | **Description** | **Scoring Rubric** | **Weights**<br>1 = lowest importance<br>3 = highest importance |
|---|---|---|---|
| Peak Hour Parking Demand Reduction | The effectiveness of a strategy in reducing parking demand during peak times, determined as mid-morning and mid-afternoon, especially during the summer, weekends, and holidays. | 1 = Low reduction in peak hour parking demand reduction<br>3 = Moderate reduction<br>5 = Substantial reduction | 3 |
| Promotion of Modal Shift | The effectiveness of a strategy in providing visitors with viable transportation options other than single-occupant vehicles to travel to/from the preserve, including carpooling, transit, bicycling, walking/jogging, or other means. | 1 = Low promotion of modal shift<br>3 = Moderate promotion<br>5 = High promotion | 3 |
| Traffic Safety Impact * | The impact of a strategy on traffic safety conditions for visitors driving, walking, cycling, or using other modes to access the Preserve | 1 = High safety impact (less positive impact, reduces safety)<br>3 = Moderate safety impact<br>5 = Low safety impact (more positive impact, maintains or enhances safety) | 3 |
| Visitor Access Reliability * | The effectiveness of a strategy in improving the reliability and consistency of the visitor's Preserve experience, no matter how they choose to travel. | 1 = Low/negative effect on visitor access reliability<br>3 = Moderate positive effect<br>5 = High positive effect | 2 |
| Implementation Term | The length of time projected to implement a strategy considering all factors. | 1 = Long-term (5+ years)<br>3 = Mid-term (2-5 years)<br>5 = Short Term (0-2 years) | 1 |
| Ease of Implementation | The amount of effort necessary to implement a strategy considering three factors: 1) level of coordination required from partner agencies, 2) the need for significant Midpen staff resources, and 3) the level of strategy favorability/ support among relevant stakeholders. | 1 = High effort needed for implementation (external agency coordination, Midpen staff/funding, and stakeholder approval required)<br>3 = Moderate effort needed (2 of the 3 criteria required)<br>5 = Low effort needed (Midpen can | 1 |

| | | | |
|---|---|---|---|
| | | implement without external agency approval) | |
| Capital Cost | The amount of capital invested in implementing a strategy.<br><br>High: > $250,000<br>Medium: $50,000 - $250,000<br>Low: < $50,000 | 1 = High cost ($250,000+)<br>3 = Moderate cost ($50,000 - $250,000)<br>5 = Low cost (<$50,000) | 2 |
| Operations/ Maintenance Cost | The amount of annual funds invested in operating and maintaining a strategy after it has been implemented. Operations/maintenance costs may include increased Midpen staff time and allocation, vendor resources, and/or dedicated funding streams.<br><br>High: > $250,000<br>Medium: $50,000 - $250,000<br>Low: < $50,000 | 1 = High cost ($250,000+)<br>3 = Moderate cost ($50,000 - $250,000)<br>5 = Low cost (<$50,000) | 3 |
| Protection & Enhancement of Preserve Environmental Qualities | The effectiveness of a strategy in protecting and/or enhancing the natural resource values and Preserve environment. | 1 = Low positive or negative effectiveness<br>3 = Moderate positive effectiveness<br>5 = High positive effectiveness | 3 |
| Promotion of Equitable Opportunities for All | The effectiveness of a strategy in promoting values of diversity, equity and inclusion at Purisima, and resulting in the ability of all existing and potential users to access the preserve. | 1 = Low positive or negative effectiveness<br>3 = Moderate positive effectiveness<br>5 = High positive effectiveness | 3 |
| Districtwide Community Input | The level of support by the Districtwide community, with an emphasis on visitors/residents located beyond a reasonable walking or biking distance from the Preserve. | 1 = Low community support<br>3 = Moderate community support<br>5 = High community support | 3 |
| Neighborhood Input | The level of support by adjacent neighborhoods/residents to the Preserve. | 1 = Low neighborhood support<br>3 = Moderate neighborhood support<br>5 = High neighborhood support | 3 |
| Stakeholder Input | The level of support by key stakeholders with whom the District has engaged on this project through a series of stakeholder meetings. These stakeholders are public agencies or organizations with whom the District | 1 = Low stakeholder support<br>3 = Moderate stakeholder support<br>5 = High stakeholder support | 3 |

| | | | |
|---|---|---|---|
| | would need to collaborate and communicate with on many of the TDM strategies. | | |

* Criterion is unique to the Purisima Multimodal Study and not based on any Rancho San Antonio Multimodal Access Study criteria