



## PLANNING & NATURAL RESOURCES COMMITTEE

R-22-87  
August 2, 2022

### AGENDA ITEM 2

#### AGENDA ITEM

Proposed Transportation Demand Management Strategies and Preliminary Recommendations from the Purisima Creek Preserve Multimodal Access Project

#### GENERAL MANAGER'S RECOMMENDATIONS

1. Receive an overview of the latest data collection analysis, public and stakeholder engagement findings, and transportation demand management strategies for the Purisima Creek Preserve Multimodal Access Project.
2. Review and confirm or amend the preliminary scoring, prioritization and recommendations for the transportation demand management strategies for inclusion into a draft report.
3. Direct staff to return to the Planning and Natural Resources Committee with the draft report for final review.

#### SUMMARY

The Purisima Creek Preserve Multimodal Access Study (Purisima Multimodal) 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). At the Planning and Natural Resources Committee's (PNR's or Committee's) March 15, 2022 meeting, Parisi Transportation Consulting (Parisi) presented preliminary data and survey findings, proposed TDM strategies, and scoring criteria (R-22-38). The PNR provided input on the proposed scoring criteria and weighting factors (Attachment 2) that would be used to prioritize the TDM strategies. Since March, Midpeninsula Regional Open Space District (District) staff and Parisi have conducted extensive engagement activities to collect feedback on the TDM strategies to further inform the development, scoring and prioritization of the TDM strategies. The project team returns to the PNR with additional data and survey findings and seeks PNR input on the prioritized TDM strategies and recommendations.

#### BACKGROUND

The purpose of Purisima Multimodal is to address ongoing parking challenges for visitors accessing the Preserve by car, particularly during peak hours, holidays, and weekends, which can detract from the visitor experience and impact neighbors. Over the last year, the project has assessed existing conditions of the Preserve's parking lots and trailheads (Attachment 1), gathered input from the public and stakeholders, and produced a series of TDM strategies that

will support and inform two Preserve projects: Purisima-to-the-Sea Trail and Parking Area Feasibility Study (Purisima-to-the-Sea) and Highway 35 Multi-Use Trail Crossing and Parking Feasibility Study (Highway 35 Feasibility Study).

Specifically, the goals of the Purisima Multimodal Project are the following:

- 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**

### **PNR Discussion and Feedback from the March 15, 2022 Meeting**

The PNR discussed the existing parking challenges at Purisima and a shuttle possibly being the only way to overcome the limited opportunity and space to expand parking at the lower Purisima Creek Road parking lot. The Committee members also raised as considerations (1) the Preserve's carrying capacity should the number of visitors increase with the implementation of TDM strategies and (2) the projected size of the new Verde Road lot being studied as part of the Purisima-to-the-Sea Trail and Parking Area project.

The Committee then discussed the TDM strategies (Attachment 3) and whether to remove the TDM strategy related to paid parking during peak periods. This TDM strategy was ultimately retained so that the Board of Directors (Board) could consider the full range of TDM possibilities together.

The PNR then considered the scoring criteria and changed Ease of Implementation (#6) to Ease of Approval Process to specifically mean the approval process rather than what is physically required to implement the TDM.

The PNR deliberated on the proposed weights and made several changes. They increased the weights for Implementation Term (#5) and Ease of Approval Process (#6) to acknowledge time and resources as important considerations and reduced the weights for Capital Cost (#7) and Operations/Maintenance Cost (#8) to indicate the importance of solving the parking and traffic issues at the Preserve. For the three input-related criteria, Districtwide, Neighborhood, and Stakeholder (#11, 12, and 13), the PNR discussed emphasizing Neighborhood (#12) by reducing Districtwide Community Input (#11) and Stakeholder Input (#13). The Committee agreed to reduce Stakeholder Input (#13). A motion to keep to Districtwide Community Input at a value of 3 was not supported by a majority of the PNR, and the value of 2 was ultimately assigned to it.

Table 1: Scoring Criteria and Weights  
(PNR modifications on March 15, 2022 shown in strikeout and underline edits)

#	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	<del>4</del> <u>2</u>
6	Ease of <del>Implementation</del> <u>Approval Process</u>	<del>4</del> <u>2</u>
7	Capital Cost	<del>2</del> <u>1</u>
8	Operations/ Maintenance Cost	<del>3</del> <u>2</u>
9	Protection & Enhancement of Environmental Qualities	3
10	Promotion of Equitable Opportunities for All	3
11	Districtwide Community Input	<del>3</del> <u>2</u>
12	Neighborhood Input	3
13	Stakeholder Input	<del>3</del> <u>2</u>

### Data Collection, Visitor Survey, and Public Engagement

Following data collection that occurred in summer 2021, the project team conducted a second round of parking data collection on one weekday and one weekend in the spring of 2022, 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. Key findings about Preserve visitation based on both data collection results were (1) many visitors come from outside the District’s jurisdictional boundaries, some even as far away as San Joaquin and Stanislaus Counties, about 100 miles away, (2) visitor origins varied by trailhead with lesser known ones drawing more local visitors, (3) all parking areas filled to capacity on weekends with the lower Purisima Creek Road parking lot also reaching capacity during weekdays, and (4) visitors often stay about one to two hours.

Following an August 2021 to January 2022 online survey, the Purisima Multimodal project teamed up with the Purisima-to-the-Sea project to develop and release a joint visitor survey that ran online from April 2022 to May 2022. The goal for the Purisima Multimodal team was to solicit feedback specifically on the proposed TDMs and the visitors’ likelihood of using them, e.g. bicycling to the Preserve, taking a shuttle, using a reservation system, paying for parking, utilizing a carpool priority lot, etc. To assess public interest in proposed TDMs for the new Purisima-to-the-Sea parking lot, the survey included questions about desired trail experience, parking lot size preference, configuration, amenities, willingness to use TDMs, etc. Over 400 responses were received. The survey was also promoted during the on-site data collection efforts.

In addition to the data collection and visitor surveys, the project team conducted a subsequent round of extensive public engagement to further solicit feedback on the proposed TDMs. The Purisima-to-the-Sea project team joined on many of these stakeholder engagement, one-on-one meetings, and pop-up events in the community. A summary (Attachment 4) lists the 36 engagement meetings and events completed for the project.

Attachment 5 summarizes the key themes and topics emerging from feedback received through the visitor surveys and public and stakeholder engagement. Similar to previous data from the first data collection phase and visitor survey, the feedback confirms that parking is challenging at all Preserve trailheads, entrances and surrounding roads, particularly at the Purisima Creek Road parking lot, which remains the most desirable trailhead for visitors. The additional feedback also revealed the following:

- Support for a potential weekend shuttle program that would be integrated with the new Purisima-to-the-Sea parking lot at Verde Road, with high frequency, short duration trips to other trailheads
- Support for real-time parking data, weekend carpool priority lots or reservations systems, and improved bicycle infrastructure
- Support for paid parking if nominal fee or offered as a pass
- Interest in trail loops but also for one-way trail routes with a return shuttle on either end
- Interest in improved communications, including strategies to provide more information on the Preserve's webpage and/or real-time data on parking availability prior to arriving at the Preserve
- Desire for better defined parking spaces or reconfigured parking lots
- Importance of implementing TDM strategies with access equity in mind

Feedback also garnered concerns such as:

- Safety that was a recurring theme among residents, neighbors and visitors regarding roadway access during an emergency given increased visitation and speeding vehicles on roadway
- Potential environmental and resource impacts with increasing parking lot sizes
- Equity issues for those with limited access to cars or advanced technology
- Traffic, trespassing, fire safety
- Overflow parking along roadways create unsafe conditions
- Bicycle routes would need to feel substantially safer to attract visitors to that mode
- Concerns about enforcement related to prioritized parking like carpool lots
- Transit agencies are experiencing a lack of bus drivers, which may also affect a shuttle program

The data and feedback not only helped shape the TDM strategies and recommendations but also identified those to be considered and incorporated into the layout and design of the Purisima-to-the-Sea Trail parking lot and the reconfiguration of the North Ridge trailhead parking lot (North Ridge lot) that is part of the Highway 35 Feasibility Study.

### **Transportation Demand Management Strategies for Purisima-to-the-Sea Trail and Parking Area and Highway 35 Multi-use Trail Crossing and Parking Study Projects**

One of the tasks for the Multimodal Access Study project team was to identify TDMs appropriate to incorporate into the concept designs for the Purisima-to-the-Sea and Highway 35 Trail Crossing and Parking Study projects. Certain TDMs like wayfinding signage or real-time parking capacity systems have less significant physical manifestation than other TDMs that have a potentially large effect on how spaces and amenities are laid out to respond or accommodate them.

A key TDM strategy for the Purisima-to-the-Sea project is the shuttle, which requires a parking lot sized to accommodate areas for shuttle pick-up/drop-off, circulation for shuttles, and designated parking spaces for cars that visitors leave behind in order to use the shuttle to access trailheads around the preserve. In addition to the TDM-related spaces, the parking lot also needs to accommodate general parking for equestrian trailers and visitors who wish to use the new Verde Road trailhead. Staff have found other land management agencies' experiences of successful local shuttle programs substantiate the need for larger parking lot size and design, e.g. Muir Woods National Monument (U.S. National Park Service).

In addition, other TDMs such as a carpool or reserved parking also require separate areas in the new or reconfigured parking lots to be set aside from shuttle or general parking for ease of management and monitoring. Alternatively, a reservation system could also be applied to an entire parking lot instead of separate areas within a general parking area. The tradeoff for implementing these particular multimodal access TDMs is a larger parking lot than typical parking lots that the District builds or the reduction of general parking in an existing lot like the North Ridge lot. Infrastructure for electric vehicle charging, bicycles and shuttles is also a consideration when clustering amenities and trailheads to maximize visitor safety and convenience.

Purisima-to-the-Sea conceptual parking lot designs that will be presented to the PNR at a future date will identify TDMs that have been incorporated into them. In general, inclusion or removal of TDMs will have a significant effect on the layout and design of the new parking lot at Verde Road and the existing North Ridge lot. Technical studies for the Highway 35 Feasibility Study are underway, and the project team is considering which TDM strategies can be accommodated at the site to inform their conceptual planning efforts.

### **Transportation Demand Management Strategies**

As presented to the PNR in March, the TDM strategies are grouped into the seven categories listed below (Attachment 3). One difference is that the project team removed the e-bike policy TDM strategy from the Bicycling category following the Board's decision on June 29, 2022 (R-22-78). This change is shown in strikeout edits.

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

The goal of the recent engagement effort was to gather public and stakeholder feedback to complete the scoring and prioritization of the TDM strategies. The consultant team analyzed the strategies using public and stakeholder feedback, data collection results, and the team's experience with similar projects. They then evaluated the strategies against the scoring criteria using each criterion's associated scoring rubric and weight (Attachment 2). Each strategy can score from 1 to 5 to indicate how effective it is in achieving each scoring criterion's goal with the understanding that some TDMs might rely on other TDMs or circumstances to be effective. Each score was multiplied by the weight and the total sum tallied to acknowledge that some criteria

may be more important to the District's mission and to meeting the project goals relative to others. The scores were normalized to a scale of 1 to 5 to compare the scored strategies more easily against each other.

The individual measures in order of score are shown in Table 1 below. Attachment 6 is a more detailed scoring spreadsheet displaying scores by the individual criteria.

Table 1: Scored Transportation Demand Management Strategies

#	TDM Category	Transportation Demand Management Strategy	Score
1	Bicycling	Off-site bike and ride parking lot	4.0
2	Bicycling	Bicycle parking at trailheads*	3.9
3	Bicycling	Enhanced bicycling facilities to/from Purisima	3.5
4	<del>Bicycling</del>	<del>Policy changes to allow e-bikes</del> <i>Removed per Board decision 6/29/22</i>	<del>3.3</del>
5	Bicycling	New trail connections	3.2
6	Visitor Demand Management	Parking reservations during peak periods	4.1
7	Visitor Demand Management	Paid parking during peak periods*	3.8
8	Education/ Outreach	Social media and/or other marketing education and outreach	3.9
9	Parking Capacity Enhancements	Reconfigure existing parking areas to maximize parking supply. Measure may include delineation of parking stalls where they are currently not marked.	3.3
10	Parking Capacity Enhancements	Temporarily redesignate parking to meet peak parking demands	2.9
11	Parking Capacity Enhancements	Clearly identify/delineate the locations of permitted on-street/ shoulder parking	2.8
12	Parking Capacity Enhancements	Provide additional parking supply*	2.7
13	Parking Capacity Enhancements	Delineate on-street parking spaces where they currently are not marked	2.7
14	Parking Management	Increased fines/ enforcement for parking violations, both for on-street parking and in Preserve parking areas	3.5
15	Parking Management	Priority parking*	3.4
16	Parking Management	On-demand micro transit/ ride hail/ carpool app	3.0
17	Parking Management	Valet parking service*	2.4
18	Transit	Purisima/Half Moon Bay/Pescadero shuttle*	3.7
19	Transit	Shuttles from satellite parking lots (e.g. County or State parks) *	3.7
20	Transit	Shuttle to/from future Verde lot to other Preserve parking areas or trailheads	3.7

21	Transit	Regional recreational shuttles (starting/ending at major regional hubs such as Caltrain and/or BART stations) *	3.5
22	Traveler Information/Wayfinding	Preserve website updates	3.8
23	Traveler Information/Wayfinding	Vehicle wayfinding signs*	3.6
24	Traveler Information/Wayfinding	Updated kiosk sign maps/information	3.6
25	Traveler Information/Wayfinding	Updates to navigation apps	3.2
26	Traveler Information/Wayfinding	Real-time parking lot occupancy*	3.2

\* TDM that relates to and may influence parking lot designs

As was found during the Rancho San Antonio Multimodal Access Study completed in 2021, a single TDM strategy would not be effective on its own to address mode shifts, parking congestion and visitor demand, and some TDM strategies are more effective when combined with others. In addition, combinations of TDMs from different categories offer a range of access opportunities, target diverse groups of visitors, and increase the chance of a mode shift. Finally, Purisima's unique geographic and visitation characteristics influence which TDMs may ultimately be effective.

Thus, the current proposed set of recommendations for the PNR's consideration includes the following combination of high priority TDMs anticipated to be implemented in close conjunction with one another for greatest efficacy (Table 2). Following this list are secondary TDMs that lower priority, already in progress, or contingent on success of High Priority TDM (Table 3). The final list (Table 4) includes TDMs not currently being recommended because they are not considered effective in advancing the Multimodal Access Study's goals, would be unpopular or unused based on public feedback, depend on external factors not currently within the District's control and that need extensive resources to implement, are not currently feasible, or are highly dependent on other TDMs' demonstrated success.

**Table 2: High Priority TDMs (9 total)**

TDM Category	Transportation Demand Management Strategy	Score
Visitor Demand Management	Parking reservations during peak periods <i>Include reserved parking areas in Purisima-to-the-Sea and Highway 35 Feasibility Study projects. May be implemented in conjunction with priority parking TDM strategy.</i>	4.1
Bicycling	Bicycle parking at trailheads* <i>Include bicycle parking in the Purisima-to-the-Sea and Highway 35 Feasibility Study parking lots. Add bicycle parking to other trailheads.</i>	3.9
Education/Outreach	Social media outreach <i>Pending implementation of TDMs. Will complement TDM strategies by promoting and educating the public as the strategies are implemented.</i>	3.9

Transit	Shuttle to/from future Verde lot to other Preserve parking areas or trailheads <i>Consider accommodating parking for shuttle service at Purisima-to-the-Sea Verde Road parking lot. Implement a phased weekend shuttle program (initially from Purisima-to-the-Sea parking lot to lower Purisima Creek Road lot in conjunction with closing the lower Purisima Creek Road lot on weekends or consider weekend permit parking instead of general public parking. Pending the shuttle program's success and financial viability, possibly extend shuttle service to (1) other Purisima trailheads (2) coastal beach lots and (3) ultimately regional Half Moon Bay/ Pescadero routes pending).</i>	3.7
Transit	Shuttles from satellite parking lots (e.g. within Preserve, County or State parks)* <i>Same as above TDM.</i>	3.7
Parking Management	Priority parking* <i>Include priority parking (carpool, reserved parking) in Purisima-to-the-Sea and Highway 35 Feasibility Study projects.</i>	3.4
Parking Capacity Enhancements	Reconfigure existing parking areas to maximize parking supply. Measure may include delineation of parking stalls where they are currently not marked. <i>Complete Highway 35 Feasibility Study and assess opportunities to expand capacity and accommodate high priority TDM strategies as appropriate to each site.</i>	3.3
Traveler Information/ Wayfinding	Real-time parking lot occupancy* <i>Include real-time parking lot occupancy capability in the Purisima-to-the-Sea and Highway 35 Feasibility Study parking lots.</i>	3.2
Parking Capacity Enhancements	Provide additional parking supply* <i>Complete implementation of the Purisima-to-the-Sea project to expand parking capacity and implement associated TDM strategies. Although a new parking lot does not achieve the goal of encouraging a mode shift, parking is generally a required element to support a new trailhead and trail, e.g. Purisima-to-the-Sea Trail.</i>	2.7

\* TDM that relates to and may influence parking lot designs

**Table 3: Secondary TDMs (10 total)** (lower priority, already in progress, or contingent on success of High Priority TDM)

TDM Category	Transportation Demand Management Strategy	Score
Traveler Information/ Wayfinding	Preserve website updates <i>Already being done. Will be continued.</i>	3.8
Visitor Demand Management	Paid parking during peak periods* <i>Could be effective in encouraging mode shift but would require change in Board policy. Raises concerns related to access equity. Would also be logistically challenging due to lack of cell service for credit card payments on site, financial oversight of cash management and reconciliation, ranger enforcement, ongoing maintenance. Would be linked to and dependent on success of reserved parking TDM.</i>	3.8
Transit	Purisima/Half Moon Bay/Pescadero shuttle* <i>Pending success of satellite shuttle program TDM.</i>	3.7



Transit	Regional recreational shuttles (starting/ending at major regional hubs such as Caltrain and/or BART stations)* <i>Pending success of satellite shuttle program TDM.</i>	3.5
Parking Management	Increased fines/ enforcement for parking violations, both for on-street parking and in preserve parking areas <i>Enforcement is ongoing and is dependent on available staff resources.</i>	3.5
Traveler Information/ Wayfinding	Vehicle wayfinding signs* <i>Can be done in conjunction. Pilot completed. Revisions to approach needed.</i>	3.6
Traveler Information/ Wayfinding	Updated kiosk sign maps/information <i>Already being done. Updates will continue as needed.</i>	3.6
Traveler Information/ Wayfinding	Updates to navigation apps <i>Requests to update Google Maps navigation functionality has had limited success over the years. District website instructions revised to offer improved instructions on how to access Preserve. Staff can monitor for opportunities if need arises.</i>	3.2
Parking Capacity Enhancements	Temporarily redesignate parking to meet peak parking demands* <i>Pending implementation of Purisima-to-the-Sea and Highway 35 Feasibility Study parking lots and associated TDMs.</i>	2.9
Parking Capacity Enhancements	Clearly identify/delineate the locations of permitted on-street/ shoulder parking <i>Work with San Mateo County to clearly sign permitted on-street/shoulder parking.</i>	2.8

\* TDM that relates to and may influence parking lot designs

**Table 4: TDMs Not Currently Recommended (7 total)** (not feasible, low support/efficacy, or highly dependent on external factors)

TDM Category	Transportation Demand Management Strategy	Score
Bicycling	Off-site bike and ride parking lot <i>Opportunity-driven. Based on partners. Staff will continue to seek opportunities to implement this TDM with municipal and county representatives.</i>	4.0
Bicycling	Enhanced bicycling facilities to/from Purisima <i>Limited width on roads. Opportunity-driven. Dependent on partners. Staff will continue to seek opportunities to implement this TDM with municipal and county representatives.</i>	3.5
<del>Bicycling</del>	<del>Policy changes to allow e-bikes</del> <i>Removed per Board decision 6/29/22</i>	<del>3.3</del>
Bicycling	New trail connections <i>Not effective at shifting modes for average visitor given remoteness preserve.</i>	3.2
Parking Management	On-demand micro transit/ ride hail/ carpool app <i>Currently not feasible due to cell coverage limitations.</i>	3.0
Parking Capacity Enhancements	Delineate on-street parking spaces where they currently are not marked <i>On-street parking spaces are on unpaved shoulders of the surrounding roads, which make this infeasible.</i>	2.7
Parking Management	Valet parking service* <i>Little public support for this TDM, which would also require staff or vendor resources and cost to implement and operate.</i>	2.4

\* TDM that relates to and may influence parking lot designs

## FISCAL IMPACT

The recommended action has no direct, immediate fiscal impact. The adopted Fiscal Year 2022-23 (FY23) budget includes \$35,000 for consultant services.

<b>Purisima Preserve Multimodal Access Study #31904</b>	<b>Prior Year Actuals</b>	<b>FY23 Adopted</b>	<b>FY24 Projected</b>	<b>FY25 Projected</b>	<b>Estimated Future Years</b>	<b>TOTAL</b>
District Funded (Fund 10):	\$103,544	\$35,000	\$0	\$0	\$0	<b>\$138,544</b>
<b>Total Budget:</b>	<b>\$103,544</b>	<b>\$35,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$138,544</b>
Spent-to-Date (as of 07/18/22):	(\$103,544)	\$0	\$0	\$0	\$0	<b>(\$103,544)</b>
Encumbrances:	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>
<b>Budget Remaining (Proposed):</b>	<b>\$0</b>	<b>\$35,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$35,000</b>

The Purisima Preserve Multimodal Access Study project 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

Staff presented the project at the two public meetings noted below to solicit feedback.

- **December 1, 2021:** Purisima-to-the-Sea Regional Trail and Parking Area Feasibility Study – Opportunities and Constraints Analysis and Project Vision and Goals ([R-21-147, meeting minutes](#)).
- **March 15, 2022:** PNR reviewed and provided feedback on the proposed scoring criteria and weighting factors used to score and prioritize the TDM strategies. ([R-22-38, meeting minutes](#) included as Attachment 7).

## 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 Board 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 draft a report to aggregate the findings and recommendations and present the draft report to the PNR at a future meeting for Committee input.

**Attachments**

1. Study Area Map
2. Strategy Scoring Criteria and Rubric
3. Transportation Demand Management (TDM) Strategies
4. Summary of Engagement Activities
5. Summary of Public Feedback
6. Matrix of Scored TDM Strategies
7. Draft March 15, 2022 PNR meeting minutes

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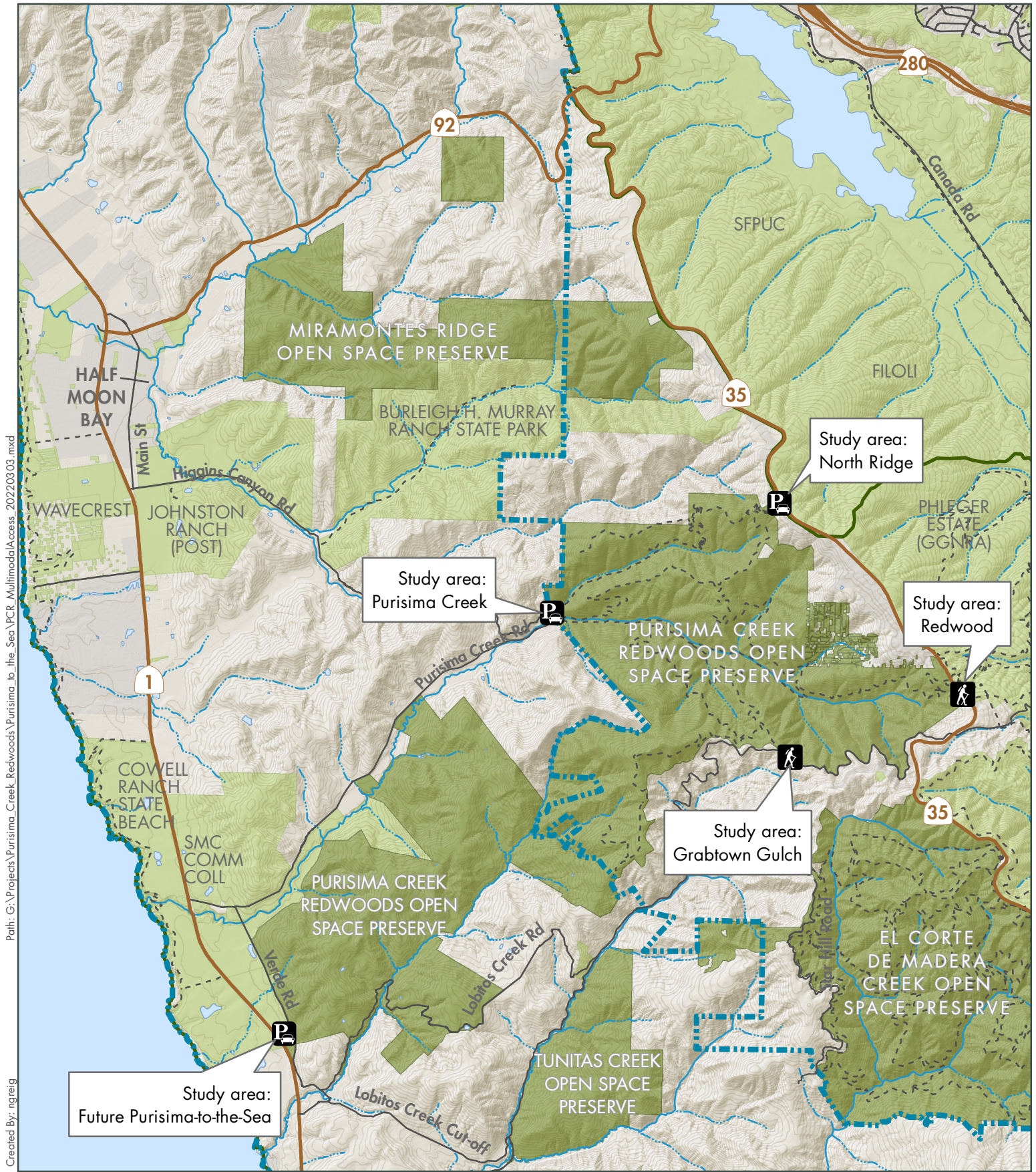
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## Purisima Creek Redwoods Multimodal Access Study Area

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

Midpeninsula Regional  
Open Space District  
(Midpen)

3/3/2022



Miles 
0
0.5
1





**Attachment 2:****Purísima Multimodal Access Study – Scoring Criteria for Transportation Demand Management Strategies**

August 2, 2022

**Table 1: Summary of Scoring Criteria and Weights as modified by PNR on March 15, 2022**  
(shown in *strikeout edits*)

#	Scoring Criteria	Weights 1 = lowest importance 3 = highest importance
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	<del>4</del> <u>2</u>
6	Ease of <del>Implementation</del> <u>Approval Process</u>	<del>4</del> <u>2</u>
7	Capital Cost	<del>2</del> <u>1</u>
8	Operations/ Maintenance Cost	<del>3</del> <u>2</u>
9	Protection & Enhancement of Environmental Qualities	3
10	Promotion of Equitable Opportunities for All	3
11	Districtwide Community Input	<del>3</del> <u>2</u>
12	Neighborhood Input	3
13	Stakeholder Input	<del>3</del> <u>2</u>

**Table 2: Scoring Criteria Descriptions and Scoring Rubric**

Scoring Criterion	Description	Scoring Rubric
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 3 = Moderate reduction 5 = Substantial reduction
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 3 = Moderate promotion 5 = High promotion
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) 3 = Moderate safety impact 5 = Low safety impact (more positive impact,

		maintains or enhances safety)
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 3 = Moderate positive effect 5 = High positive effect
Implementation Term	The length of time projected to implement a strategy considering all factors.	1 = Long-term (5+ years) 3 = Mid-term (2-5 years) 5 = Short Term (0-2 years)
Ease of Approval Process	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) 3 = Moderate effort needed (2 of the 3 criteria required) 5 = Low effort needed (Midpen can implement without external agency approval)
Capital Cost	The amount of capital invested in implementing a strategy.  High: > \$250,000 Medium: \$50,000 - \$250,000 Low: < \$50,000	1 = High cost (\$250,000+) 3 = Moderate cost (\$50,000 - \$250,000) 5 = Low cost (<\$50,000)
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.  High: > \$250,000 Medium: \$50,000 - \$250,000 Low: < \$50,000	1 = High cost (\$250,000+) 3 = Moderate cost (\$50,000 - \$250,000) 5 = Low cost (<\$50,000)
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 3 = Moderate positive effectiveness 5 = High positive effectiveness

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 3 = Moderate positive effectiveness 5 = High positive effectiveness
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 3 = Moderate community support 5 = High community support
Neighborhood Input	The level of support by adjacent neighborhoods/residents to the Preserve.	1 = Low neighborhood support 3 = Moderate neighborhood support 5 = High neighborhood support
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 would need to collaborate and communicate with on many of the TDM strategies.	1 = Low stakeholder support 3 = Moderate stakeholder support 5 = High stakeholder support

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

**Attachment 3:**

Purisima Multimodal Access Study – Transportation Demand Management Strategies  
*(changes since March 15, 2022 PNR in strikeout or underline)*

August 2, 2022

Category	Strategy	Description	Applicable Locations
<b>Bicycling</b>	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. <u>Mid-trail bike racks could potentially be considered if appropriate.</u>	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, <u>Pescadero</u> and/or other convenient areas to encourage group rides to the Preserve.	Offsite – within local towns
	<del>E-bike policy (removed per Board direction received on e-bike policy on June 29, 2022)</del>	<del>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.</del>	Policy / Trails
<b>Visitor Demand Management</b>	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 periods	Require visitors to reserve free or paid parking in advance for all parking areas during peak visitation periods	All parking areas



<b>Education/ Outreach</b>	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
<b>Parking Capacity Enhancements</b>	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/delineate 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

<b>Parking Management</b>	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/ride hail/ 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
<b>Transit</b>	Purisima/Half Moon Bay/ <u>Pescadero</u> 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 <u>and/or Pescadero. Requires coordination with partner agency.</u>	Future Purisima-to-the-Sea lot and Purisima Creek Road lot; <u>offsite parking lots (Half Moon Bay, etc.)</u>
	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. <u>Requires coordination with partner agency.</u>	Future Purisima-to-the-Sea lot, North Ridge lot and Purisima Creek Road lot; <u>offsite parking lots (Caltrain, BART)</u>
	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. <u>Requires coordination with partner agency.</u>	Purisima Creek Road lot, North Ridge lot, offsite parking lots (County or State)

	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
<b>Traveler Information/ Wayfinding</b>	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:****Purisima Multimodal Access Study – Summary of Total Engagement Activities**

August 2, 2022

#	Date	Meeting / Event
1	February 16, 2021	City of Half Moon Bay staff
2	March 30, 2021	Ritz Carlton Group Hikes & Shuttle volunteer
3	May 6, 2021	SamTrans – <i>ReImagined SamTrans</i>
4-13	June 2021 – June 2022	Santa Cruz Mountains Stewardship Network Shuttle Exploration Team – recurring meetings (6/29/21, 8/3/21, 10/6/21, 11/3/21, 12/1/21, 1/4/22, 1/20/22, 2/2/22, 2/16/22, 3/2/22, 4/6/22, 5/4/22, 6/1/22)
14	July 13, 2021*	Purisima-to-the-Sea Neighbor Meeting
15	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)
16	November 3, 2021*	Sustainable Pescadero
17	November 4, 2021**	<a href="#">Make It Main Street</a> (Half Moon Bay community event)
18	November 9, 2021*	Pescadero Municipal Advisory Council
19	November 20, 2021*	Tabling at <a href="#">Coastside Farmers Market</a> (Half Moon Bay)
20	December 1, 2021*	Purisima-to-the-Sea Public Open House and Special Meeting
21	December 18, 2021*	Tabling at <a href="#">Coastside Farmers Market</a> (Half Moon Bay)
22	January 18 & 25, 2022	City of Half Moon Bay staff
23	February 23, 2022*	Midcoast Community Council
24	March 15, 2022*	Planning and Natural Resources Committee
25	March 15, 2022*	Kings Mountain Association Speaker Series
26	April 20, 2022	Peninsula Trails Team
27	May 14, 2022**	College of San Mateo Farmer's Market
28	May 15, 2022**	Group hike with Spanish-speaking hiking group (included representatives from Puente and ALAS (Ayudando Latinos A Soñar))
29	May 4, 2022*	Sustainable Pescadero
30	June 8, 2022*	Midcoast Community Council
31	June 14, 2022*	Pescadero Municipal Advisory Council
32	June 29, 2022**	Purisima projects open house (in-person)
33	July 11, 2022	San Mateo County Planning & Sustainability staff
34	July 12, 2022**	Purisima projects open houses (virtual)
35	July 20, 2022	San Mateo County Parks staff
36	August 2, 2022*	Planning and Natural Resources Committee

\*Public meeting

\*\*Public event

**Attachment 5:****Purisima Multimodal Access Study – Summary of Public Feedback since March 15, 2022**

August 2, 2022

<b>Theme/Topic</b>	<b>General Feedback/Comments<sup>1</sup></b>
<b>Bicycling</b>	<ul style="list-style-type: none"><li>• Interest in regional trails and more loops to allow people to stay on their bicycles and leave their cars at home</li><li>• Interest in biking to trailhead from new parking lot</li><li>• Interest by some in permitting bicycles along some Purisima trails, but concern expressed by others about conflicts on the trails between hikers and cyclists</li></ul>
<b>Communications/ Travel Information/ Wayfinding</b>	<ul style="list-style-type: none"><li>• Providing more information would be especially helpful for people coming from farther away. There was interest in more information on the Preserve's website, including information on parking alternatives and real-time parking data</li><li>• Interest in traveler information, physical and digital maps, and wayfinding signs in both English and Spanish</li><li>• Signs at the preserve directing visitors to other lots or preserves were favored</li><li>• Signs should identify the trails that would be appropriate for people of different abilities (e.g., easy hikes, medium, strenuous).</li><li>• QR codes at parking trails to allow visitors to download preserve maps onto their phone</li><li>• Interest in signing parking near Grabtown Gulch so that people park off the road</li></ul>
<b>Equestrian</b>	<ul style="list-style-type: none"><li>• Desire by some for more equestrian parking as well as amenities such as hitching posts and mounting blocks</li></ul>
<b>Equity</b>	<ul style="list-style-type: none"><li>• Diversity, equity, and inclusion emerged as a concern when considering a number of TDM strategies. For example, options that require payments or technology use could present a barrier for disadvantaged populations. In addition, shuttles from satellite lots or the new Verde Road lot could also present barriers for people who don't own personal vehicles and cannot drive to the parking lot to catch the shuttle. In this case, regional shuttles picking people up from more urban centers such as Half Moon Bay or Pescadero could address this access equity issue.</li><li>• Technology-based strategies are fine for sharing information, e.g. webpage on the Preserve, but requiring technology for access, e.g. reservations systems, might have a negative effect on equitable access to the Preserve</li></ul>
<b>Parking</b>	<ul style="list-style-type: none"><li>• Interest in parking capacity enhancements such as striping that would avoid overbuilding or destroying wildlife habitat</li><li>• Interest in bus parking for school or nonprofit groups</li><li>• Carpooling and priority parking are strategies of interest, but enforcement could be an issue</li><li>• Commentors note that more enforcement is needed for no-parking zones. However, some visitors have decried the removal of parking along Purisima Creek Road while residents support this.</li><li>• There is support for expanded parking but a desire for any new or expanded lots to include multimodal elements as well</li><li>• Commenters note that the coast areas lack storm water drainage and that proposed parking surfaced should incorporate impervious surfaces into their design</li></ul>
<b>Paid Parking</b>	<ul style="list-style-type: none"><li>• 55% of survey respondents reported that they would pay a nominal fee to park in a lot</li><li>• Payment schemes should include free or reduced rates to ensure equitable access</li></ul>

<b>Parking Reservation System</b>	<ul style="list-style-type: none"> <li>• Over half of survey respondents would use an online reservation system to park in a lot or would consider using one.</li> <li>• A parking reservation system must be implemented in a way that does not exclude people without internet access or who are not tech savvy</li> <li>• Lack of cell phone service would require that drivers reserve spots from home or from their phone in urban areas</li> </ul>
<b>Regional Partnerships</b>	<ul style="list-style-type: none"> <li>• Consideration of partnering opportunities with Connect the Coastside and coordination with Half Moon Bay TDM planning</li> <li>• Consider a more regional effort in dispersing demand as part of the solution for Purisima.</li> </ul>
<b>Safety Concerns</b>	<ul style="list-style-type: none"> <li>• Residents and visitors have safety concerns about vehicles parking on road shoulders, particularly at the Purisima Creek trailhead</li> <li>• There are fire safety concerns stemming from increased visitation. Projects should consider firefighting and water access</li> <li>• Cyclists are concerned about vehicle traffic and speeding vehicles</li> <li>• Concerns about pedestrians safely crossing Highway 35 at the North Ridge parking lot currently under study for expansion opportunities</li> </ul>
<b>Shuttle Bus System</b>	<ul style="list-style-type: none"> <li>• One half of survey respondents reported that they would use a shuttle if it their preferred parking area was full; one-quarter of respondents said that they may be interested</li> <li>• Commenters expressed varying interest in shuttle service based on wait time – 30 minutes or less is preferred</li> <li>• Preference for short trip times</li> <li>• Interest in shuttle to promote equity by increasing preserve access for senior citizens and people who don't own vehicles</li> <li>• Interest in a shuttle that would support one-way hiking and/or biking in the Preserve</li> <li>• Received comments from some groups about the challenges of running a shuttle system. Based on past regional shuttles, community support for shuttle service does not always translate to ridership. Marketing is important for a successful shuttle: people must be given incentives to use a shuttle or disincentives to drive to ensure ridership, e.g. limiting vehicular access</li> <li>• Consider including businesses into a potential shuttle solution.</li> <li>• Lack of cell phone coverage at the Purisima lots/trailheads adds complexity if the shuttles are on-demand</li> <li>• Persistent lack of bus drivers that is plaguing transit agencies may also affect shuttle program feasibility</li> </ul>
<b>Visitor-serving Infrastructure</b>	<ul style="list-style-type: none"> <li>• Visitors noted that restrooms and garbage bins would be desired both at shuttle drop-off points and mid-trail</li> <li>• Lack of reliable cell reception makes it difficult for visitors to make alternate plans if they arrive at a full lot</li> </ul>

<sup>1</sup>Feedback noted above is based on visitor survey and input received during engagement activities.

**Attachment 6:**  
Purísima Multimodal Access Study – Scored Transportation Demand Management Strategies  
August 2, 2022

Category	Strategy	Total Weighted Score	Adjusted Score	Scoring Criteria												
				Peak Hour Parking Demand Reduction (Weight = 3)	Promotion of Modal Shift (Weight = 3)	Traffic Safety Impact (Weight = 3)	Visitor Access Reliability (Weight = 2)	Implementation Term (Weight = 2)	Ease of Approval Process (Weight = 2)	Capital Cost (Weight = 1)	Operations/ Maintenance Cost (Weight = 2)	Protection & Enhancement of Preserve Environmental Qualities (Weight = 3)	Promotion of Equitable Opportunities for All (Weight = 3)	Districtwide Community Input (Weight = 2)	Neighborhood Input (Weight = 3)	Stakeholder Input (Weight = 2)
Bicycling	Off-site bike and ride parking lot	125	4.0	3	4	3	4	5	3	5	5	5	2	5	5	5
	Bicycle parking at trailheads	120	3.9	2	3	2	4	5	5	4	4	5	3	5	5	5
	Enhanced bicycling facilities to/from Purísima	107	3.5	2	3	1	4	1	1	5	5	5	4	5	5	5
	E-bike policy	103	3.3	2	3	2	4	5	3	5	5	3	2	4	4	4
	New trail connections	100	3.2	1	2	3	2	3	3	5	4	3	3	5	5	5
Visitor Demand Management	Parking reservations during peak period	126	4.1	5	4	4	5	3	3	4	4	5	3	5	3	5
	Paid parking during peak periods	117	3.8	5	3	4	5	3	1	4	3	5	1	5	5	5
Education/ Outreach	Social media and/or other marketing education and outreach	120	3.9	4	3	4	3	5	5	5	5	3	3	4	4	4
Parking Capacity Enhancements	Reconfigure and/or delineate/stripe existing parking areas to maximize parking supply	101	3.3	3	1	5	3	5	4	3	5	2	1	4	4	4
	Temporarily redesignate parking to meet peak parking demands	90	2.9	3	2	5	3	3	3	5	5	1	1	3	3	3
	Clearly identify/delineate the locations of permitted on-street/ shoulder parking	88	2.8	3	1	3	3	4	3	4	5	1	1	3	5	3
	Provide additional parking supply	84	2.7	4	2	2	4	1	3	1	3	1	2	4	4	4
	Delineate on-street parking spaces where they currently are not marked	83	2.7	3	1	3	3	4	3	3	5	1	1	5	1	5

**Attachment 6:**  
Purisima Multimodal Access Study – Scored Transportation Demand Management Strategies  
August 2, 2022

Category	Strategy	Total Weighted Score	Adjusted Score	Scoring Criteria												
				Peak Hour Parking Demand Reduction (Weight = 3)	Promotion of Modal Shift (Weight = 3)	Traffic Safety Impact (Weight = 3)	Visitor Access Reliability (Weight = 2)	Implementation Term (Weight = 2)	Ease of Approval Process (Weight = 2)	Capital Cost (Weight = 1)	Operations/Maintenance Cost (Weight = 2)	Protection & Enhancement of Preserve Environmental Qualities (Weight = 3)	Promotion of Equitable Opportunities for All (Weight = 3)	Districtwide Community Input (Weight = 2)	Neighborhood Input (Weight = 3)	Stakeholder Input (Weight = 2)
Parking Management	Increased fines/enforcement for parking violations, both for on-street parking and in Preserve parking areas	109	3.5	2	2	5	2	5	4	5	4	2	2	5	5	5
	Priority parking	106	3.4	3	3	5	2	5	4	5	5	3	2	3	3	3
	On-demand microransit/ ridehail/ carpool app	92	3.0	2	4	5	3	3	3	4	4	3	2	2	2	2
	Valet parking service	75	2.4	3	1	5	4	3	3	3	3	2	2	1	1	1
Transit	Purisima/Half Moon Bay /Pescadero shuttle	116	3.7	4	5	4	4	1	1	1	1	4	5	5	5	5
	Shuttles from satellite parking lots (e.g. Preserve lot, County or State parks)	116	3.7	4	5	4	4	1	1	1	1	4	5	5	5	5
	Shuttle to/from future Purisima-to-the-Sea lot to other Preserve parking areas or trailheads	116	3.7	4	5	4	4	1	1	1	1	4	5	5	5	5
	Regional recreational shuttles (starting/ ending at major regional hubs such as Caltrain and/or BART stations)	109	3.5	4	5	4	4	1	1	1	1	4	5	4	4	4
Traveler Information/ Wayfinding	Preserve website updates	118	3.8	2	2	5	3	5	5	5	5	3	2	5	5	5
	Vehicle wayfinding signs*	113	3.6	2	1	5	2	5	5	5	5	3	2	5	5	5
	Updated kiosk sign maps/information	113	3.6	2	1	5	2	5	5	5	5	3	2	5	5	5
	Updates to navigation apps	98	3.2	1	1	5	3	5	5	5	5	3	2	3	3	3
	Real-time parking lot occupancy	99	3.2	4	1	5	5	3	4	2	4	3	1	4	3	3





Midpeninsula Regional  
Open Space District

## **MIDPENINSULA REGIONAL OPEN SPACE DISTRICT**

### **PLANNING AND NATURAL RESOURCES COMMITTEE**

*The Committee conducted this meeting in accordance with California Government Code section 54953(e) and Midpeninsula Regional Open Space District Resolution 21-33. All Committee members and staff participated via teleconference.*

**Tuesday, March 15, 2022**

### **DRAFT MINUTES**

#### **CALL TO ORDER**

Director Riffle called the meeting of the Planning and Natural Resources Committee to order at 2:01 p.m.

#### **ROLL CALL**

Members present: Yoriko Kishimoto, Curt Riffle, and Pete Siemens

Members absent: None

Staff present: General Manager Ana Ruiz, General Counsel Hilary Stevenson, Assistant General Manager Susanna Chan, Assistant General Brian Malone, District Clerk/Assistant to the General Manager Jennifer Woodworth, Planning Manager Jane Mark, Senior Planner Tina Hugg, Senior Planner Gretchen Laustsen, Planner II Tyler Smith

Director Riffle announced this meeting is being held in accordance with California Government Code section 54953(e) and Midpeninsula Regional Open Space District Resolution 21-33 allowing Committee members to participate remotely. The District has done its best to conduct a meeting where everyone has an opportunity to listen to the meeting and to provide comment. The public has the opportunity to comment on the agenda, and the opportunity to listen to this meeting through the internet or via telephone. This information can be found on the meeting agenda, which was physically posted at the District's Administrative Office, and on the District website. Director Riffle described the process and protocols for the meeting.

#### **ADOPTION OF AGENDA**

**Motion:** Director Siemens moved, and Director Kishimoto seconded the motion to adopt the agenda.

**ROLL CALL VOTE: 3-0-0**

## **ORAL COMMUNICATIONS**

District Clerk Jennifer Woodworth reported no comments were submitted.

## **COMMITTEE BUSINESS**

### **1. Approve the March 8, 2022 Planning and Natural Resources Committee Meeting Minutes.**

**Motion:** Director Siemens moved, and Director Kishimoto seconded the motion to approve the March 8, 2022 Planning and Natural Resources Committee meeting minutes.

Public comment opened at 2:05 p.m.

No public comments were submitted for this item.

Public comment closed at 2:05 p.m.

### **ROLL CALL VOTE: 3-0-0**

### **2. Preliminary Findings from the Purisima Creek Preserve Multimodal Access Project (R-22-38)**

General Manager Ana Ruiz provided opening comments describing the Purisima Creek Redwoods Open Space Preserve, including visitation levels, parking challenges, and impact on the community near the preserve.

Senior Planner Tina Hugg provided the staff presentation describing the project timeline and project's objectives and goals, including identifying ways to improve multimodal access, evaluate existing parking resources and access, improve internal visitor circulation, etc.

Joakim Osthmus, with Parisi Transportation Consulting, described the process for the data collection for the multimodal study, which included public engagement and virtual and in-person surveys. A second round of surveys will be completed in May to help determine the success of initial transportation demand management strategies implemented by the District. Mr. Osthmus highlighted the results of the study, such as high demand for parking in the morning, frequent turnover of vehicles, and preferred preserve entrance points for hikers and cyclists. Survey results indicate visitors want more parking for vehicles, real-time parking availability information, improved bike access and/or free or low-cost shuttle access to the preserve.

Director Siemens commented on the District's past success with using shuttles for past District events and stated additional parking areas will need to be identified to support a shuttle system.

Ms. Hugg stated staff has been researching shuttle programs at other locations to understand how to successfully operate a shuttle program, such as wait times, parking areas, distance to travel, etc.

Director Riffle commented on the limited space available for parking and stated visitor shuttles may be the only option for access the preserve in the future, similar to Muir Woods.

Ms. Hugg commented on current parking limitations at the Purisima Creek/Higgins Canyon parking lot due to nearby riparian areas and potential expansion of the parking area along Highway 35.

Director Siemens inquired how large of a lot would be needed to accommodate all visitors.

Ms. Hugg stated during the COVID-19 pandemic approximately 150-200 cars parked along Purisima Creek Road; however, the increased impact on the natural resources of the preserve has not been studied.

Director Siemens stated the carrying capacity of the preserve should be determined, and this can inform the amount of parking needed and whether a shuttle can limit the number of visitors.

Patrick Golier reviewed the transportation demand management (TDM) strategies being considered for the project. The TDM strategies are designed to work together to improve visitor access conditions. TDM strategies seek to improve access through a variety of options, such as new bicycle facilities, visitor demand management (reservation system, paid parking, etc.), visitor education and outreach, parking capacity enhancements, transit options, etc. Mr. Golier described the criteria descriptions and scoring rubric for evaluating the proposed TDM strategies.

Ms. Hugg highlighted the next steps for the project including continued education and outreach and reporting back to the committee later in the year.

Public comment opened at 3:29 p.m.

Sarah Filice expressed concern regarding the negative impact of preserve visitors illegally parking along the road stating they block the road for fire response. Additionally, visitors waiting for a parking spot block the road creating a safety hazard for others.

Ms. Woodworth read the submitted comments into the record.

Mike Vandeman stated additional vehicle infrastructure should not be built because these destroy wildlife habitat.

Rebecca Holland asked the District to build at least three more equestrian parking spaces to allow riders to be able to visit and enjoy the preserve.

Public comment closed at 3:35 p.m.

Director Kishimoto suggested removing the option to charge for parking, stating it is the District's policy not to charge for parking.

Director Riffle suggested leaving this option in to provide to the Board the full range of TDM strategies to consider.

Director Riffle spoke in support of bringing forward projects that can be implemented quickly.

**Motion:** Director Siemens moved, and Director Riffle seconded the motion to confirm the amended scoring criteria and weighting factors that will be used to score and prioritize the transportation demand management strategies. The amended scoring criteria and weighting factors are listed below:

#	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	<del>1</del> 2
6	Ease of <del>Implementation</del> Approval Process	<del>1</del> 2
7	Capital Cost	<del>2</del> 1
8	Operations/ Maintenance Cost	<del>3</del> 2
9	Protection & Enhancement of Environmental Qualities	3
10	Promotion of Equitable Opportunities for All	3
11	Districtwide Community Input	<del>3</del> 2
12	Neighborhood Input	3
13	Stakeholder Input	<del>3</del> 2

**Substitute Motion:** Director Kishimoto moved criterion 11 “Districtwide Community Input” remain weighted at as 3.

Motion dies for lack of a second.

**ROLL CALL VOTE ON THE MAIN MOTION: 3-0-0**

### **ADJOURNMENT**

Director Riffle adjourned the meeting of the Planning and Natural Resources Committee at 4:12 p.m.

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Jennifer Woodworth, MMC  
District Clerk