

Grand Boulevard Initiative



ABAG Regional Planning Committee

August 4, 2010

SAMCEDA



San Mateo County
TRANSIT DISTRICT

C/CAG
City/County Association of Governments
of San Mateo County

Joint Venture
SILICON VALLEY NETWORK

The Grand Boulevard Initiative

- A collaboration of stakeholders united to achieve a shared vision for El Camino Real.
- This aging State Highway offers a regional opportunity to coordinate transit-oriented development with existing rail infrastructure and a major bus corridor to meet housing needs and spur economic development.



The El Camino Real Corridor



- State Rte 82
- 43 miles, Daly City to Diridon Station in San Jose
- Only major north-south arterial
- Paralleled by BART and Caltrain lines
- Most productive VTA and SamTrans bus service



Existing Conditions

- Auto oriented with poor pedestrian and bicycle experience
- Majority of key intersections experience “long traffic delays” in peak hours
- 40 intersections exceed the Caltrans average accident rate
- Low density land use throughout the corridor
- 435,000 residents living within ¼ mile of the road
- Low use of commute alternatives to the SOV



Genesis of the Grand Blvd Initiative

A synthesis of local efforts:

- VTA's Community Design & Transportation Program (2002)
- Main Street Silicon Valley (2004)
- C/CAG TOD Incentive Program (2004)
- SamTrans Peninsula Corridor Plan (2004)
- Dozens of city and other agency plans



The “Coalition of the Willing”

- Grand Boulevard Task Force
 - First convened in March 2006
 - 19 Cities, two Counties, CMAs, Transit Agencies, Regional MPO, Caltrans, and representation of labor, development and environmental
 - Task Force and Working Committee structure
- **Challenge:** How can we collaborate to plan for TOD along a bi-county and multi-city State highway?



Grand Boulevard Initiative Vision

A map of El Camino Real, California, showing its route through various communities. The map is overlaid with a horizontal bar that has a green-to-orange gradient. The title 'Grand Boulevard Initiative Vision' is positioned at the top left of the map area.

“El Camino Real will achieve its full potential as a place for residents to work, live, shop and play, creating links between communities that promote walking, biking, and transit and an improved quality of life.”

Evolution of a Multimodal Corridor

- GBI Visioning and Guiding Principles (2007)
- C/CAG El Camino Real Planning Program
- City Planning - Over 150 Local Policy Documents Pertain to Corridor – Zoning, General Plan, Specific and Precise Plans (2008)
- SamTrans Strategic Plan (2008)
- VTA BRT (Strategic Plan 2009)
- GBI Multimodal Corridor Plan (2008/10)
- GBI Economic & Housing Opportunities Assessment (2009/10)



Corridor Challenges and Policy Areas

- Implementing a shared corridor vision
- Corridor management
- Intensification and diversification
- Role of transit and relationship to economic development
- Urban design
- Funding



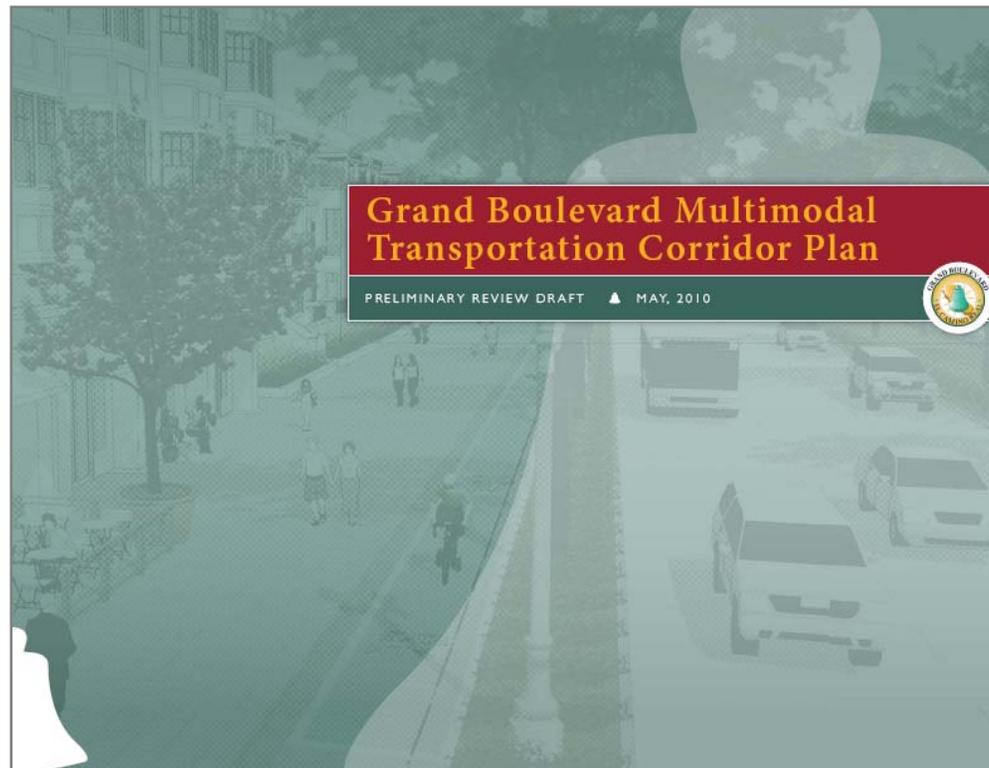
Momentum is Building

- 14 of 19 cities and 7 other agencies have adopted the Grand Boulevard “Guiding Principles”
- 16 of 19 Communities Have Adopted Focused Policy and/or Improvement Plans for the Corridor
- 2008 Progress Report showed over 100 projects underway on Corridor.



Multimodal Transportation Corridor Plan

- \$300,000 Caltrans Statewide Planning Grant
- Partnership
 - SamTrans
 - C/CAG
 - VTA
- Draft Released
June 2010



Corridor Plan Scope



- Streetscape design prototypes
- Multimodal Access Strategy
- Transit and land use scenarios
- Future operations and maintenance of the roadway

Corridor Scenario Testing

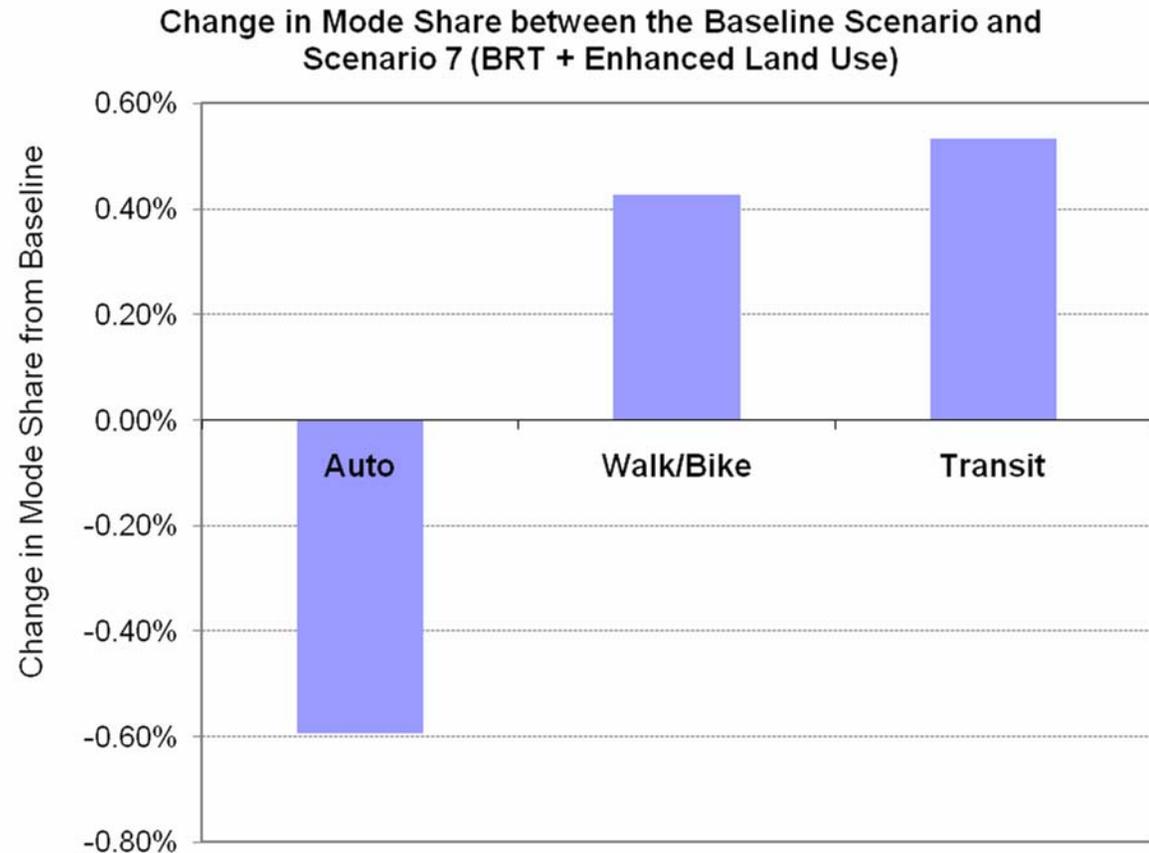
Wanted to see:

- What happens to **transportation (transit and traffic)** if growth is concentrated in the corridor?
- What happens to **land use** changes before and after transit changes (improved frequency / BRT)?
- Is there is a **market for Bus Rapid Transit (BRT)** along the whole corridor?
- Are there **benefits to implementing BRT and diversified / intensified land use together?**
- If there are **other benefits besides** increased transit ridership?



Non-auto mode shares increase.

Mode share changes at the countywide level are relatively small (<1%), but for specific markets are larger (3-5%).

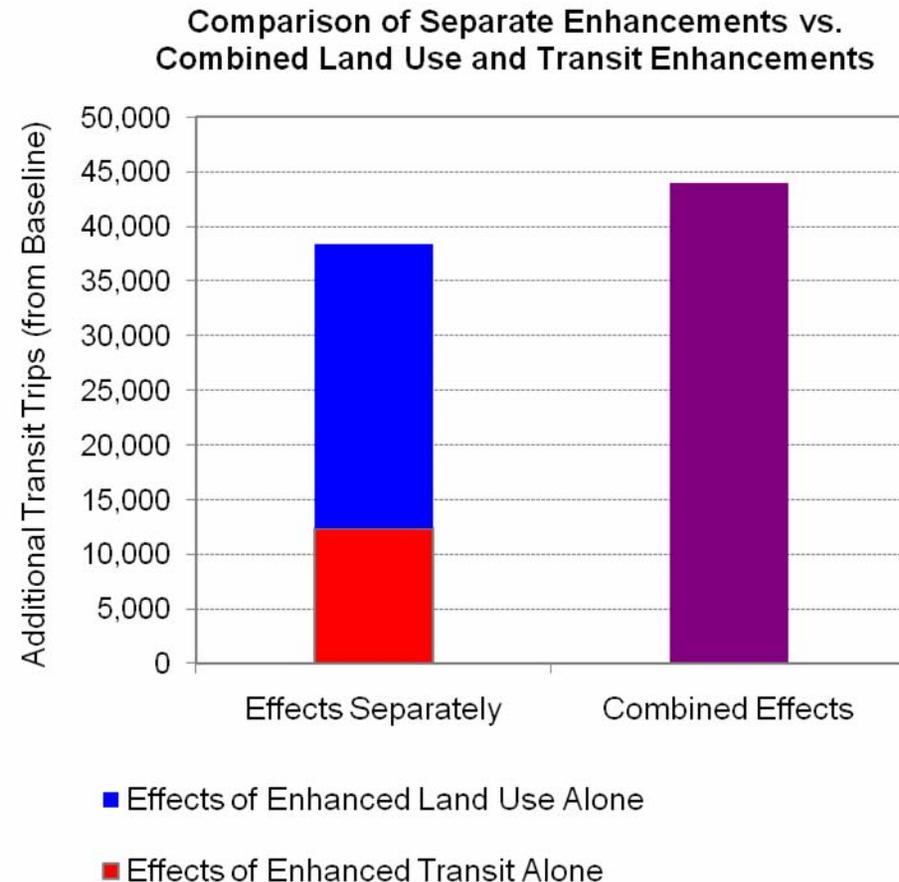


Figures are countywide for both San Mateo and Santa Clara counties.



There are synergies to changing land use and transit together.

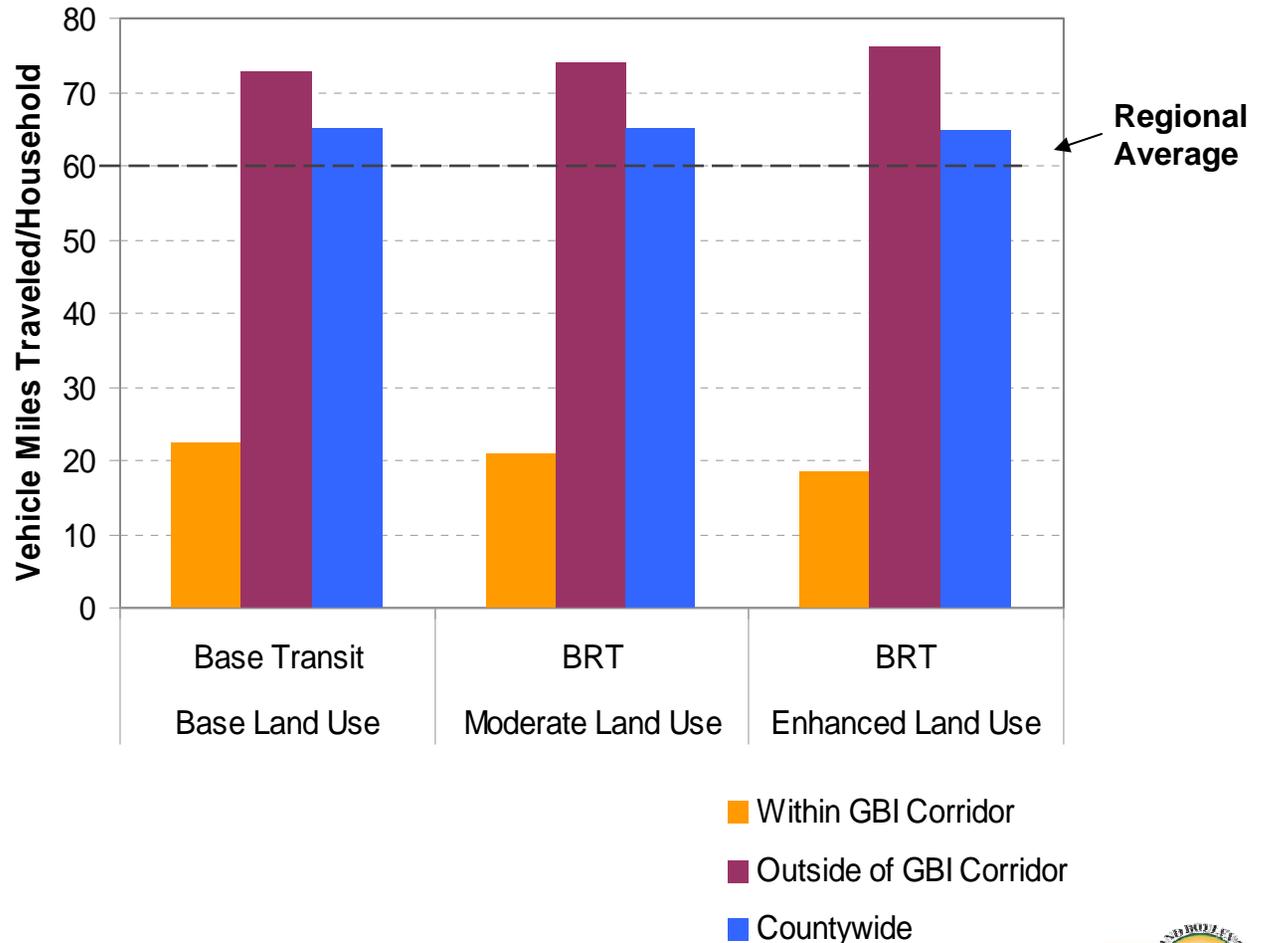
- The benefits of doing both together are greater than doing them separately.
- In other words, **the whole is greater than the sum of the parts.**



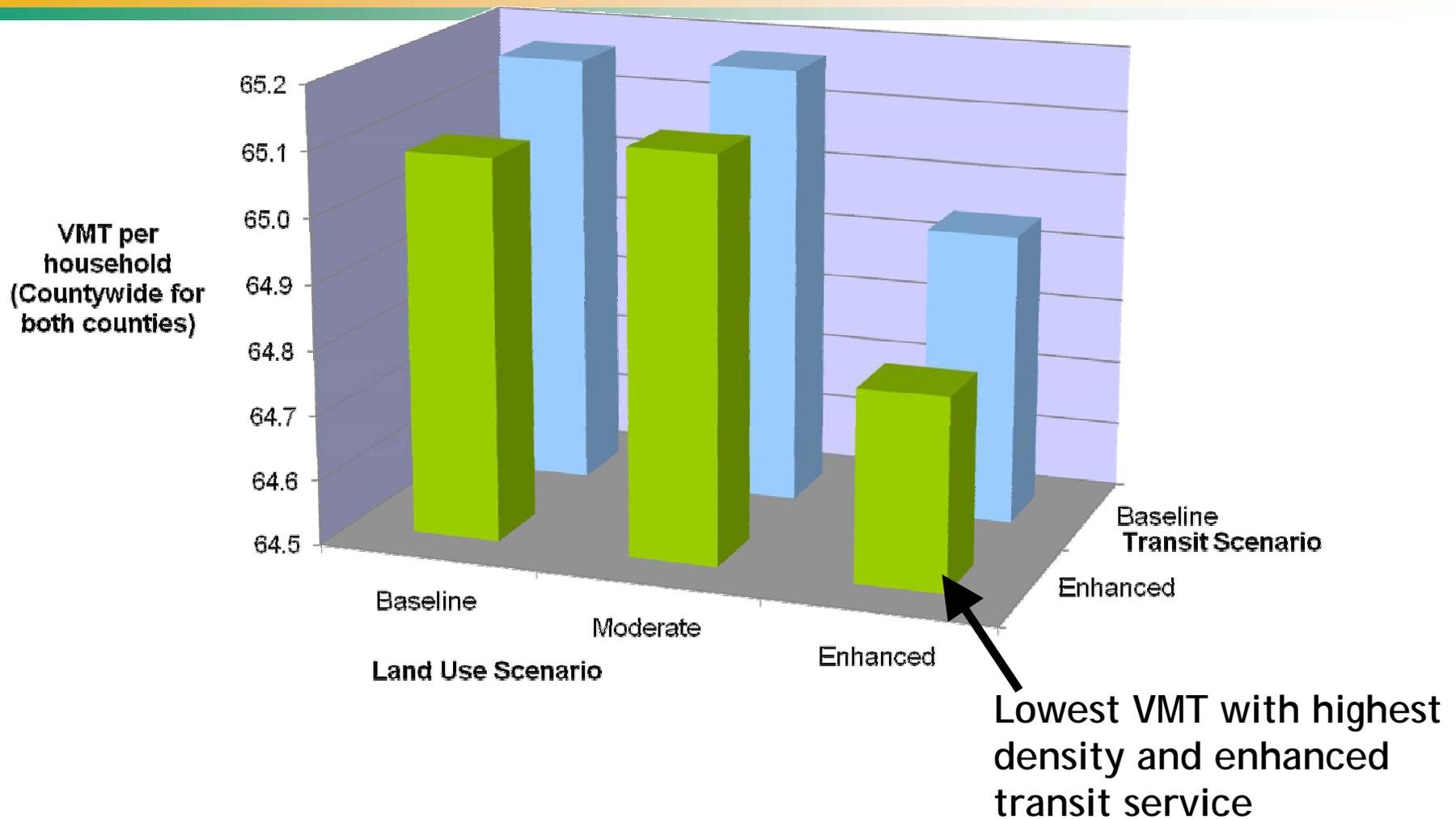
Vehicle-Miles-Traveled (VMT) per household decreases in the corridor.

- Effects are different by area
- In GBI corridor: down
 - Outside GBI corridor: up
 - Countywide for both counties: down slightly

2035 VMT/Household in the El Camino Corridor



Both land use and transit play a role in VMT reductions.



Corridor Findings

- BRT shows great potential along the GBI corridor – but would require significant \$\$ investment and supporting land uses.
- We need to be more aggressive in planning for growth and attracting growth (all activities) to the corridor; with the highest land use intensification we see the greatest benefits.
- BRT and land use intensification can play a significant role in:
 - Enabling Development / traffic mitigation
 - VMT and Greenhouse Gas reduction goals
 - Livability



GBI Website

www.grandboulevard.net



Welcome! The Grand Boulevard Initiative is a regional collaboration dedicated to the revitalization of the El Camino Real corridor, as it runs through San Mateo and Santa Clara Counties in the California Bay Area.

If you're new to the Grand Boulevard, please visit the **"About Us"** section of our website.



Home

What's New

What's happening in my community?

About Us

Vision for Hillsdale Station Area Plan Takes Form

The City of San Mateo's Hillsdale Station Area Plan held its second Community Workshop on June 30 at the San Mateo Senior Center. About 43 community members, elected and appointed officials, stakeholders, and community based organization members attended the



UPCOMING EVENTS

GBI Task Force Meeting

September 15, 2010 - 10am
SamTrans, San Carlos
[Agenda](#) | [Map](#) | [Directions](#)



Street Design Toolbox



Grand Boulevard Multimodal Transportation Corridor Plan

Street Design Toolbox

The Street Design Guidelines and Prototypes promote the basic elements of the Grand Boulevard vision. They focus on encouraging multimodal access and a boulevard street environment, and are specifically intended to encourage locally-initiated street improvement projects. [Click here](#) to return to the main Grand Boulevard Initiative home page.



Street Design Guidelines

Consistent with Caltrans, SamTrans, VTA, and C/CAG standards, the Street Design Guidelines promote the basic elements of the Grand Boulevard vision. They encourage multimodal access and a boulevard street environment, and are intended to spur locally-initiated street improvement projects.

To begin, select a topic from the menu below:

Design Guidelines



Design Prototypes

These prototypes illustrate possibilities for combining the Design Guidelines to create multimodal streets that fulfill local community and Grand Boulevard Initiative objectives. The prototypes portray existing conditions, conceptual designs that meet Caltrans standards, and configurations requiring design exceptions.

Select a street prototype:

Prototypes



Caltrans Matrix Reference

The Design Guideline Matrix lists relevant Caltrans standards, local community issues related to these design standards, and the requirements for a Caltrans design exception.

Select a matrix element:

Matrix Elements



Economic and Housing Opportunities Assessment (ECHO)

- Funded by C/CAG, San Mateo County Transit District, Silicon Valley Community Foundation and Metropolitan Transportation Commission
- Examine El Camino Real's capacity for change and the total opportunity for accommodating future growth
- Audience includes cities, land owners and developers
- Draft Report September 2010



Next Steps

- Making the case to realize economic and housing opportunities in nodes that support transit service
- Working with Caltrans to implement strategies for pedestrian and transit supportive streetscape design
- Securing private and public sector investment and funding
- Building the support of the general public

