



**REGULAR MEETING MINUTES**

**Date:** 10/12/2021  
**Time:** 5:00 p.m.  
**Location:** Zoom

**Closed Session**

**A. Call To Order**

Mayor Combs called the meeting to order at 5:06 p.m.

**B. Roll Call**

Present: Combs, Mueller, Nash, Taylor (exited the meeting at 6:50 p.m.), Wolosin  
Absent: None  
Staff: City Manager Starla Jerome-Robinson, Assistant City Attorney Greg Rubens, City Clerk Judi A. Herren

**C. Agenda Review**

The City Council removed items D1. and D3.

**D. Closed Session**

D1. Closed session conference with labor negotiators pursuant to Government Code §54957.6 regarding labor negotiations with unrepresented management; City Attorney and; City Manager

Attendees: City Manager Starla Jerome-Robinson, Assistant City Manager Nick Pegueros, City Attorney Nira F. Doherty, Legal Counsel Charles Sakai, Interim Human Resources Manager Kristen Strubbe

D2. CONFERENCE WITH LEGAL COUNSEL - EXISTING LITIGATION (Government Code § 54956.9)

Michael Zeleny v. Rob Bonta, et al (Case No. 17-cv-07357-RS)

Claimant: Michael Zeleny

Agency Claimed Against: City of Menlo Park

D3. Closed session conference pursuant to Government Code §54957(b)(1) regarding public employee performance evaluation of the City Attorney

**E. Adjournment**

Mayor Combs adjourned to the closed session at 5:08 p.m.

**Regular Session**

**F. Call To Order**

Mayor Combs called the meeting to order at 5:24 p.m.

## **G. Roll Call**

Present: Combs, Mueller, Nash, Taylor (exited the meeting at 6:50 p.m.), Wolosin  
Absent: None  
Staff: City Manager Starla Jerome-Robinson, Assistant City Attorney Greg Rubens, City Clerk Judi A. Herren

## **H. Report from Closed Session**

No reportable actions.

## **I. Presentations and Proclamations**

### **I1. Proclamation: Recognizing Hispanic Heritage Month (Attachment)**

Mayor Combs read the proclamation (Attachment).

### **I2. Proclamation: Domestic Violence Awareness Month (Attachment)**

Web form public comment on item I2 (Attachment).

Mayor Combs read the proclamation (Attachment).

Legal Advocacy Coordinator Shabana Ansari accepted the proclamation.

### **I3. Presentation: Update on the Menlo Park Community Campus Project (Presentation)**

Acting Library and Community Services Supervisor Rondell Howard made the presentation (Attachment).

- Pam Jones spoke in support of the updates provided in the presentation.

## **J. Study Session**

### **J1. Provide direction on purchasing options for renewable microgrid, electric vehicle charging, and solar thermal pool heating for the Menlo Park Community Campus project (Staff Report #21-203-CC) (Presentation)**

Web form public comment on item J1 (Attachment).

Sustainability Manager Rebecca Lucky made the presentation (Attachment).

The City Council discussed benefits of City funding a direct purchase versus a power purchase agreement contract with a preferred vendor for a renewable microgrid, electric vehicle (EV) charging, and solar thermal pool heating. The City Council received clarification on purchase funding options, and directed staff to negotiate and pursue a direct purchase contract for the clean energy package (microgrid, EV charging, and solar thermal pool heating) at the MPCC project for up to \$5.2 million from the unassigned balance of the general fund, and to apply for Peninsula Clean Energy rebates for the EV charging stations.

**K. Public Comment**

None.

Web form public comment on item K (Attachment).

**L. Consent Calendar**

- L1. Accept the City Council meeting minutes for September 8, 14, and 20, 2021 (Attachment)
- L2. Authorize the Mayor to sign the City's response to the San Mateo County's Civil grand jury report: "Building Greater Trust Between the Community & Law Enforcement via the Racial and Identity Profiling Act" (Staff Report #21-191-CC)
- L3. Adopt Resolution No. 6672 supporting the City's shuttle program for application for the sustainable transportation planning grant fiscal year 2022-23 (Staff Report #21-189-CC)
- L4. Award a construction contract to Casey Construction, Inc. for the 2021 water main replacement project for Haven Avenue (Staff Report #21-190-CC)
- L5. Waive the second reading and adopt Ordinance No. 1078 repealing and replacing Menlo Park Municipal Code Section 16.86.025 (Staff Report #21-192-CC)
- L6. Adopt Resolution No. 6673 authorizing the city manager to accept a grant for fiscal years 2021-2023 of up to \$350,000 from County of San Mateo to implement the Big Lift at the Belle Haven Child Development Center and to execute a contract to enhance services to complete the scope of work (Staff Report #21-193-CC)
- L7. Adopt Resolution No. 6675 authorizing the city manager to enter into a memorandum of understanding with the South Bayside Waste Management Authority to implement Senate Bill 1383 Short-Lived Climate Pollutants regulations (Staff Report #21-200-CC)
- L8. Adopt Resolution No. 6676 to authorize the city manager to enter in a memorandum of understanding with the County of San Mateo for the establishment of an Edible Food Recovery Program (Staff Report #21-201-CC)
- L9. Receive and file the annual inflation protection adjustment of \$0.50 per hour for an approved local minimum wage effective January 1, 2022 of \$15.75 per hour (Staff Report #21-199-CC)
- L10. Receive and file climate action plan progress report, reporting methodology and goal clarity going forward, and Environmental Quality Commission recommendations (Staff Report #21-198-CC) (Presentation)

Web form public comment on item L10. (Attachment).

Vice Mayor Nash reported from the Climate Action Plan Subcommittee the request to include measuring furnaces, water heaters, and electric vehicles.

**ACTION:** Motion and second (Nash/ Combs), to approve the consent calendar, passed unanimously.

The City Council reordered the agenda.

## **N. City Council Initiated Items**

- N1. Engage an outside consultant to conduct an Independent 360 degree evaluation of the city attorney and an independent analysis of legal billings for the current and past three fiscal years (Staff Report #21-197-CC)

Assistant City Attorney Greg Rubens was recused from the item and exited the meeting.

Mayor Combs introduced the item.

The City Council received clarification on a process or procedure on future evaluations and who would be charged select the consultant.

**ACTION:** Motion and second (Combs/ Mueller), direct the city manager to assemble resources to prepare a staff report to further consider hiring a consultant to conduct an Independent 360-degree evaluation of the city attorney and hire a consultant for an independent comparative analysis of legal billings for the current and past three fiscal years, failed 2-3 (Nash, Taylor, Wolosin dissenting).

Assistant City Attorney Greg Rubens rejoined the meeting.

## **M. Regular Business**

- M1. Adopt Resolution No. 6671 to continue conducting the City's Council and advisory body meetings remotely due to health and safety concerns for the public (Staff Report #21-194-CC)

City Clerk Judi Herren introduced the item.

The City Council discussed in-person meetings.

**ACTION:** Motion and second (Nash/ Combs), to adopt Resolution No. 6671 to continue conducting the City's Council and advisory body meetings remotely due to health and safety concerns for the public, passed unanimously.

- M2. Request for a subdivision ordinance variance to reduce the front setback requirement for a single-family residential property at 491 Middle Court (Staff Report #21-202-CC) (Presentation)

Assistant Planner Chris Turner, Thomas James Homes, and Applicant Anna Felver made the presentation (Attachment).

- Property owner Sidart Deb spoke in support of the variance.

The City Council received clarification on other variances on Middle Court and neighborhood outreach.

**ACTION:** Motion and second (Mueller/ Wolosin), to adopt Resolution No. 6677 to approve the request for a variance to modify the subdivision ordinance front setback to allow the construction of a new two-story, single-family residence in the R-1-S (Single Family Suburban Residential) zoning district, at 491 Middle Court, passed 4-0 (Taylor absent).

- M3. Adopt the Transportation Management Association feasibility study final report (Staff Report #21-184-CC) (Presentation) – **continued from September 21, 2021**

Transportation Demand Management Coordinator Nick Yee made the presentation (Attachment).

- Adina Levin spoke in support of the staff recommendations.

The City Council received clarification on joining the Manzanita Works coalition this year and the benefits of joining the consortium.

**ACTION:** Motion and second (Wolosin/ Nash), adopt staff recommendations and direct staff to prepare an assessment of joining Manzanita Works, including the cost and benefits to the City, passed 4-0 (Taylor absent).

- M4. Approve an update to the Complete Streets Commission 2021-22 work plan and adopt Resolution No. 6674 to support Seamless Transit Principles (Staff Report #21-196-CC) (Presentation)

Senior Transportation Engineer Kevin Chen and Complete Streets Commission Chair Adina Levin made the presentation (Attachment).

The City Council received clarification on Seamless Transit principle commitments.

**ACTION:** Motion and second (Wolosin/ Nash), to approve an update to the Complete Streets Commission 2021-22 work plan and adopt Resolution No. 6674 to support Seamless Transit Principles as recommended by the Complete Streets Commission, passed 4-0 (Taylor absent).

**O. Informational Items**

- O1. City Council agenda topics: October – November 2021 (Staff Report #21-195-CC)

**P. City Manager's Report**

None.

**Q. City Councilmember Reports**

City Councilmember Mueller spoke in memory of Grace Steinmetz.

Vice Mayor Nash reported on the Peninsula Clean Energy meeting.

**R. Adjournment**

Mayor Combs adjourned the meeting at 9:01 p.m.

Judi A. Herren, City Clerk

These minutes were approved at the City Council meeting of November 9, 2021.

## NOVEL CORONAVIRUS, COVID-19, EMERGENCY ADVISORY NOTICE

Consistent with Government Code section 54953(e), and in light of the declared state of emergency, the meeting will not be physically open to the public and all members will be teleconferencing into the meeting via a virtual platform. To maximize public safety while still maintaining transparency and public access, members of the public can listen to the meeting and participate using the following methods.

- How to participate in the meeting
  - Submit a written comment online up to 1-hour before the meeting start time:  
[menlopark.org/publiccommentOctober12](https://menlopark.org/publiccommentOctober12)\*
  - Access the meeting real-time online at:  
[Zoom.us/join](https://zoom.us/join) – Meeting ID 998 8073 4930
  - Access the meeting real-time via telephone at:  
(669) 900-6833  
Meeting ID 998 8073 4930  
Press \*9 to raise hand to speak

\*Written public comments are accepted up to 1-hour before the meeting start time. Written messages are provided to the City Council at the appropriate time in their meeting.

- Watch meeting:
  - Cable television subscriber in Menlo Park, East Palo Alto, Atherton, and Palo Alto:  
Channel 26
  - Online:  
[menlopark.org/streaming](https://menlopark.org/streaming)

Note: City Council closed sessions are not broadcast online or on television and public participation is limited to the beginning of closed session.

Subject to Change: Given the current public health emergency and the rapidly evolving federal, state, county and local orders, the format of this meeting may be altered or the meeting may be canceled. You may check on the status of the meeting by visiting the City's website [www.menlopark.org](http://www.menlopark.org). The instructions for logging on to the webinar and/or the access code is subject to change. If you have difficulty accessing the webinar, please check the latest online edition of the posted agenda for updated information ([menlopark.org/agenda](https://menlopark.org/agenda)).

According to City Council policy, all meetings of the City Council are to end by midnight unless there is a super majority vote taken by 11:00 p.m. to extend the meeting and identify the items to be considered after 11:00 p.m.

## Agenda item 12 Shabana Ansari, resident

Good Evening Honorable Mayor, council members and the members of the public:

My name is Shabana Ansari, I am a resident of Menlo Park. Today, I stand here as an advocate for victims and survivors of domestic violence to commemorate Domestic Violence Awareness month and thank you for adopting the proclamation to commemorate October as domestic violence awareness month.

I represent Maitri, an organization devoted to serving victims and survivors of domestic violence and want to take few moments to talk about an epidemic that is pervasive in our homes, cities, state, country and all over the world. Domestic Violence is an ill that exists in all communities irrespective of culture, religion, sexual orientation, financial status and immigration realities.

We have been living through 2020 in a pandemic, raging fire and climate change induced extreme weather in California. Whereas these extraneous circumstances have turned many lives upside down, we remember the most vulnerable –victims and survivors of domestic violence. Increased requests for intervention and legal remedies over the past few months have shed light on the ongoing need for resources. Last year in a single day 76, 586 individuals reached out to seek help with domestic violence related help and in California the number is as high as 6000 people a day. There has never been a more poignant time for prevention focused activities. State based responses, community based organizations and members of the community in general- we all have our parts to play.

The need for comprehensive plan to address domestic violence in our communities is urgent and we thank the City of Menlo Park for providing much needed assistance in many areas as well as request to stepping up the effort.

I request the City Council to consider the following:

1. Enact and Support policies that address inter sectional approach to addressing domestic violence; homelessness, pay equity, poverty reduction to name a few;
  2. Support funding for Domestic violence service providers at the Federal, State, County and city levels.
  3. Rethink Law Enforcement responses to crisis situations with special focus on stopping brutality against people of color
  4. Evaluate and improve Language Access at city facilities
  5. Offer training on Cultural responsiveness to various local government employees and agencies  
Involve non- governmental organizations as thought partners while planning city activities
  7. Uplift the voices of the minority groups whenever possible as they lack representation in committees and other policy making spaces.
- To the community members: I urge you to recognize domestic violence as a pressing issue, exemplify healthy relationship for the children at home, elect leaders and policies that contribute towards building a just and equitable future for all of us.

I thank you for your time.



# MENLO PARK COMMUNITY CAMPUS PROJECT UPDATE

Rondell Howard, Acting Recreation Supervisor







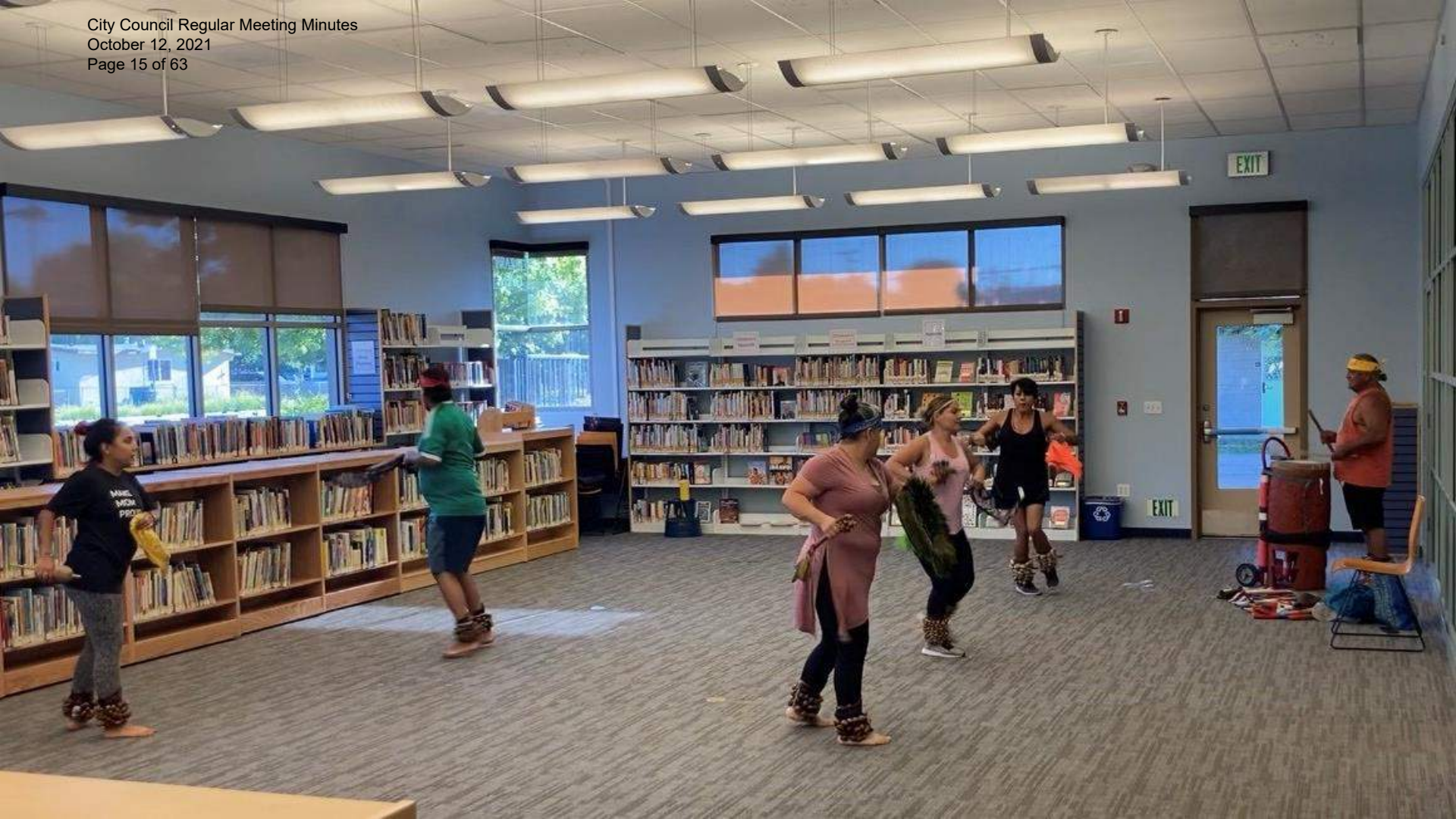


















## PROJECT WEBSITE

- [menlopark.org/communitycampus](https://menlopark.org/communitycampus)

## SAVE THE DATE - GROUNDBREAKING

- Saturday, November 6, 2021



**THANK YOU**

Agenda item J1

Linh Dan Do, resident

Dear Mayor Combs and City Council Members,

I am writing to express my excitement and support for the city's actions to "green the city," with the sustainable features that will be incorporated at the Belle Haven Community Center. I look forward to this being one of many critical steps the city takes towards reducing emissions and implementing the CAP.

Thank you,  
Linh Dan Do



# CLEAN ENERGY PROCUREMENT

Rebecca Lucky, Sustainability Manager

ANNEBERGA FAMILY  
GYMNASIUM



## RECOMMENDATION

- Consider a direct purchase for the clean energy infrastructure package for the Menlo Park Community Campus (MPCC) project:
  - Solar plus battery storage microgrid
  - Solar thermal pool heating
  - 27 electric vehicle (EV) charging spaces
  
- Purchasing options include direct purchase or a 20-year power purchase agreement (PPA)



## PROCUREMENT HIGHLIGHTS

- A procurement process has been underway since early this year, and a preferred vendor has been selected after extensive review by staff, Optony Inc., Facebook team, and the MPCC electrical design team
- Negotiations, design elements, and pricing are still being finalized
- Tonight's direction will support staff in finalizing a contract for city council to consider awarding in November
- A PPA was originally scoped for this project, but after further review it would be advantageous for the city to consider a direct purchase



## ADVANTAGES OF DIRECT BUY

- Energy savings after return on the investment is \$6.87 between year 15 and 30.
  - PPA savings would occur after 20 years with \$4.18 million in energy savings
- Avoid any construction delays to recalculate financing if design changes are needed
- Reduces impact on staff time to negotiate, review, and approve a PPA to maintain focus on other city council priorities



## DIRECT PURCHASE AND PPA FINANCING COSTS

- Solar plus battery storage microgrid
  - Direct buy up to \$3.5 million
  - Leased under PPA for 20 years at implied interest rate of 4-5%
  
- Solar thermal pool heating
  - Direct buy up to \$850,000 (reduced pricing from \$1.1 million)
  - Leased under PPA for 20 years at implied interest rate of 6-7% under previous purchase price
  
- 27 electric vehicle (EV) charging spaces
  - Up to \$290,000 (deep discounted rate offered by Peninsula Clean Energy)
    - After PCE rebates, total is \$180,000
  - Leased under the PPA for 20 years at implied interest rate of 12-13%
    - Includes replacement of stations at 10 years
  
- Note that there are typically options to buy at year 7 and 14 under a PPA





## STAFF RECOMMENDATION

- Directly purchase all elements (between \$4.6 and \$4.8 million) using the General Fund
  - City maintains a sufficient unassigned fund balance of \$6.5 million



**THANK YOU**

Agenda item K  
Anonymous, resident

As a born and raised resident of Menlo Park, I find it disappointing that the City has not updated the adult wing of the main public library. There are no places to work or study and if there are they are isolated tables, they have no outlets or lighting. If I want to use a library to work from, I have to drive to Portola Valley or Palo Alto to use their updated/21st century libraries. I personally feel like the Menlo Park main branch library should be at the 21st century level, as we are in the heart of Silicon Valley and an affluent/educated city.

Agenda item L10  
Linh Dan Do, resident

Dear Mayor Combs and City Council Members,

Thank you so much for including discussion of the CAP tonight.

However, the staff report indicates that Menlo Park is not on track to achieve its 2030 carbon neutral goal. I urge the City Council to increase staff and to accelerate and focus efforts to implement the Climate Action Plan, in order to achieve Menlo Park's zero carbon goal by 2030.

Thank you so much!

Linh Dan Do



# 491 MIDDLE COURT SUBDIVISION ORDINANCE VARIANCE

City Council Regular Business Item M2 – October 12, 2021

# SUBDIVISION ORDINANCE FRONT SETBACK REQUIREMENT AND VARIANCE REQUEST

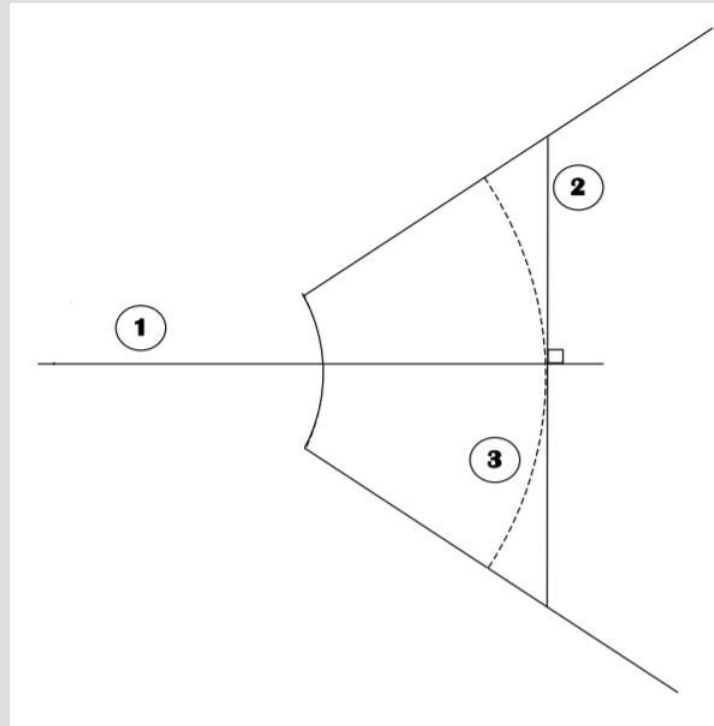


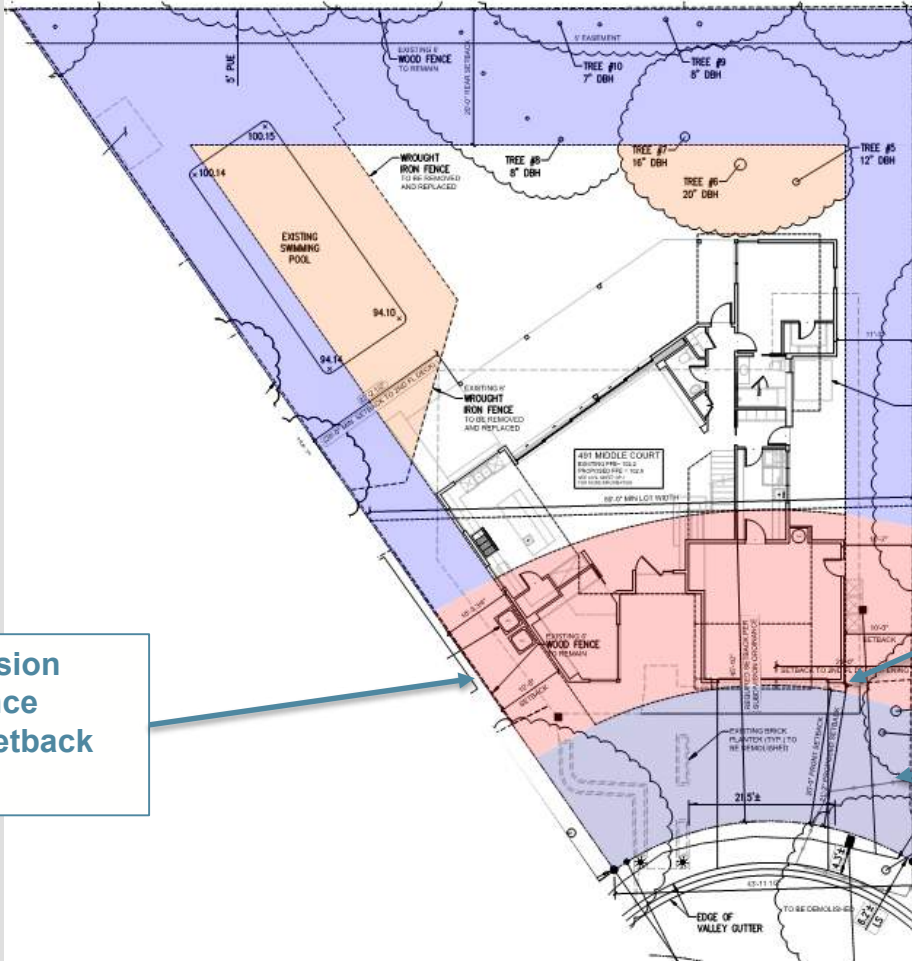
491 Middle Court

- Standard R-1-S property.
- No use permit required for new two-story home.

Title 15 - Subdivision Ordinance

- Applies to existing lots with a curved frontage
  - Front setback established at the point where the lot meets the minimum lot width for the applicable zoning district.
- Variance request to reduce front setback from 45'-10" to 21'-2"





**Subdivision Ordinance Front Setback (~46ft.)**

**Proposed front setback (21'-2")**

**Zoning Ordinance Front Setback (20ft.)**

# SUBDIVISION ORDINANCE VARIANCE FINDINGS



## 15.32 Variances - 15.32.020 Criteria for Granting

- The City Council may grant variances from the foregoing requirements, when all of the following conditions are found to apply:
  1. That any variance granted shall **not constitute** a grant of a **special privilege**;
  2. **Special circumstances** apply to the subject property, which deprive the property of privileges enjoyed by other properties in the vicinity;
  3. That the variance **carries out the spirit and intent of the subdivision ordinance**.





## RECOMMENDED ACTION

Approve the request for a variance to modify the Subdivision Ordinance front setback per the recommended actions in Exhibit A of Resolution No. 6677.



**THANK YOU**

# Menlo Park TMA Feasibility Study

City Council Update, September 21, 2021



# Agenda

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1. Project Background
  - Existing Conditions
  - Options Analysis
2. Recommendations
3. Implementation Plan
4. Next Steps

## Project Background

### Phase 1: Existing Conditions

*September 2019-January 2020*

- Stakeholder Outreach
  - One-on-one interviews
  - Small business drop-ins
  - Online employee survey
  - On-site tabling
- Travel Data Analysis (Streetlight Data)
  - Four areas or “zones” within the City of Menlo Park.
  - Each zone faces unique challenges

### Phase 2: Options Analysis

*January-July 2020*

- Review of potential TMA models based on cost and opportunity:
  - VMT reduction
  - Mode shift
  - Stakeholder reach
  - Employee reach

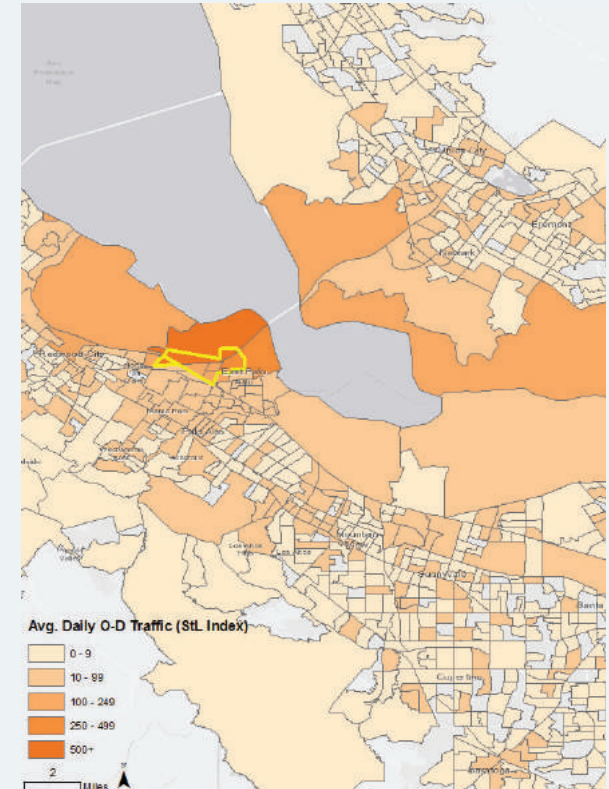
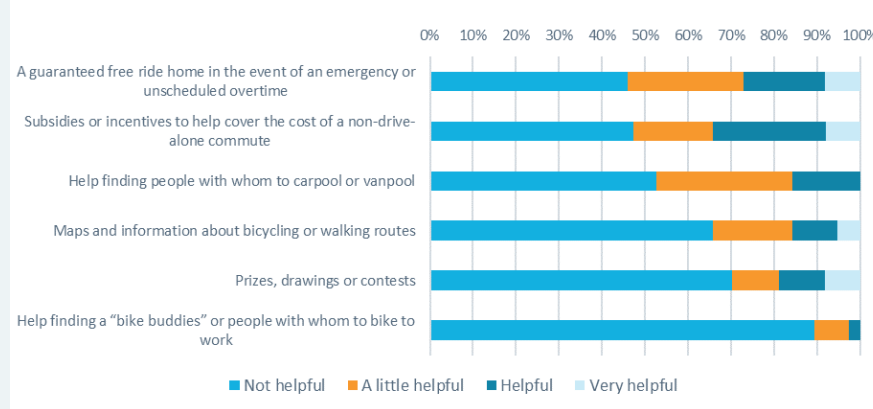
### Phase 3: Implementation Plan

*July 2020-Present*

- Determine preferred model and recommendations
- Identify potential funding sources
- Outline City involvement/engagement

## Project Background: Existing Conditions

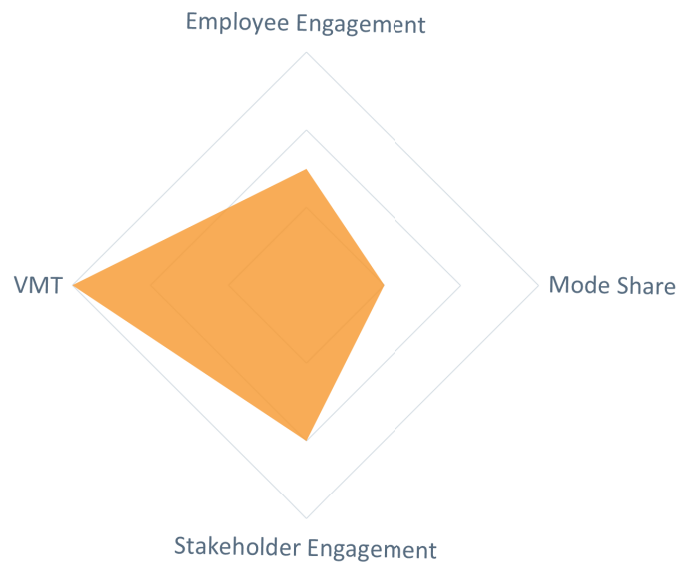
- Edge of county location challenges transit access
- Inconsistencies in TDM requirements at site-level create duplication of services
- Most-demanded services already available; need relates to education/information



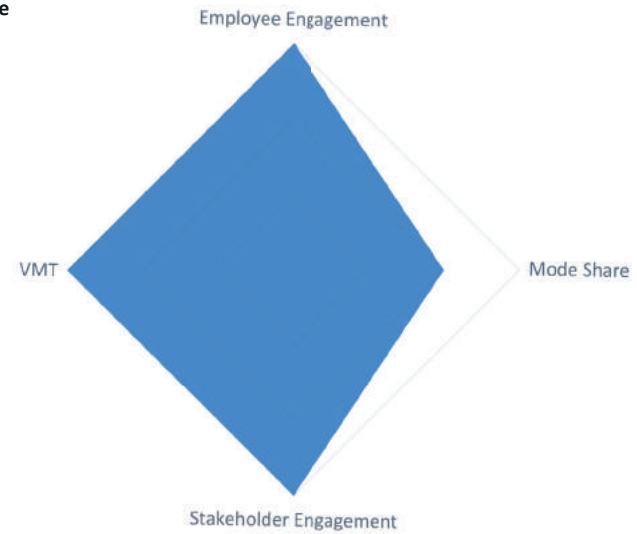
## Project Background: Options Analysis

### Models selected by City Council (July 2020)

Subregional



Citywide



## Project Background: Options Analysis

### Changing TDM Landscape

- COVID-19 Pandemic has caused employers to be more cost-conscious
- *Manzanita Works and the Manzanita Transit Ravenswood Consortium* is officially up and running; our team has a better understanding of their offer and business model

### Concerns with original TMA Models

#### Subregional:

- City can't join on behalf of all employers
- Investment in membership may be more difficult for employers than it was before COVID-19 Pandemic

#### Citywide:

- A separate citywide TMA, if asking for membership dues, is likely to duplicate services already offered by Manzanita Works and Commute.org.
- Investment in membership may be more difficult for employers than it was before COVID-19 Pandemic



## Existing Regional/Subregional TDM Organizations

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- Non-profit organization supporting workers in the Bay Area, with Manzanita Transit focusing on regional transportation issues
- Membership-based employer-led consortiums across the region allow for sub-regional specific collaboration
- Long-haul shuttle pilot between south and east-bay locations and East Palo Alto for essential workers
- Transportation program consultation, outreach, education
- Partnerships and advocacy through consortium connections
- Connects members and others with existing resources
- Collaborates with Caltrain on GoPass distribution
- Exploring programming such as Guaranteed Ride Home and vanpool support

## Existing Regional/Subregional TDM Organizations

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- San Mateo County's Transportation Management Agency
- Provides TDM services for free to all who live or work in county:
  - Guaranteed Ride Home
  - Carpool and vanpool ridematching
  - Carpool and vanpool subsidies
  - Free Transit Ticket program
  - Rewards and Incentives
  - Education materials
- All Commute.org services offered for free, but City can join Commute.org Board to support subregional partnerships (most jurisdictions in the County are represented)

# Recommendations

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## Collaboration with local committees and organizations

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Original recommendations presented to Complete Streets Commission April 2021

- Appreciation for value brought to the City by current TDM organizations
- Openness to the idea of investing in TDM for the City
- Concern with committing to financial investment immediately given uncertainty
- Interest in learning more given COVID-19 sizable impact on travel

Subsequent revision of recommendations included collaboration between City, consultant team, Manzanita Works and Commute.org

- Meeting with both organizations
- Discussion surrounding collaboration between them
- Opportunities for both organizations to review updated recommendations

## Recommendations: Objectives

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1. Endorse and support regional and sub-regional TDM efforts

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2. Position the City as an example of a robust employer program

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3. Ensure TDM support is available to all businesses

## Recommendations

### Objective 1: Endorse and support regional and subregional TDM efforts

#### Action 1: Join Commute.org Board of Directors:

- City Council representative and alternate to participate on Board and in Advisory Committees

<b>Cost</b>	No direct cost to City, estimated 8 hours time per month
<b>Benefit</b>	<ul style="list-style-type: none"><li>• Increased buy-in from community, ability to encourage support for city-specific needs</li><li>• Increased collaboration with other jurisdictions already participating</li></ul>

#### Action 2: Encourage employers and developers to participate in Manzanita Works' Ravenswood Transit Consortium

- Endorsement of Manzanita Works as a valuable asset to employers and property managers
- Consider outlining recommendation to join TMAs in Conditions of Approval, Development Agreements, etc.

<b>Cost</b>	No direct cost to City
<b>Benefit</b>	<ul style="list-style-type: none"><li>• Collaboration between City and sub-regional stakeholders better supports needs of commuters</li><li>• Improved standardization among site-based programming offered across the City</li></ul>

## Recommendations

### Objective 2: Serve as an example of an employer with a robust and collaborative TDM program

#### Action 3: Promote Commute.org's full suite of services to City employees

- Promote free Commute.org services (i.e. vanpool subsidies, bicycle/pedestrian support) to City of Menlo Park employees
- Consult with Commute.org to identify opportunities for further engagement

<b>Cost</b>	No direct cost to City; potential staff time involved in outreach and event attendance
<b>Benefit</b>	Employees more likely to take advantage of pre-existing programs

#### Action 4: City Joins Manzanita Works' Ravenswood Transit Consortium as an employer

- City pays to join as an employer member to supplement current employee benefits
- Employees have access to services offered by Manzanita Transit (i.e. essential workers shuttle services)

<b>Cost</b>	\$40,000 Annually
<b>Benefit</b>	<ul style="list-style-type: none"><li>• One-on-one support for City employees</li><li>• Ability for City to have 'seat at the table' within consortium</li></ul>

## Recommendations

### Objective 3: Ensure TDM support is available for all businesses

#### Action 5: Invest in existing sub-regional resources to provide targeted Citywide Support

- Short term – meet with Manzanita Works and Commute.org representatives at least quarterly
- Longer term – invest in paid partnerships Manzanita Works and Commute.org to provide dedicated support to Menlo Park businesses

<b>Cost</b>	\$30,000 - \$120,000 annually
<b>Benefit</b>	<ul style="list-style-type: none"><li>• Improved access to TDM services for employers who need it</li><li>• Increased regional and subregional collaboration</li></ul>



# Implementation Plan

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# Implementation Plan

## Implementation Process: Short Term

### 1. Implement Short Term Actions

*(2021-2022)*

Implement low/no cost strategies including:

- Join the Commute.org Board
- Connect employers/projects to the Ravenswood Transit Consortium
- Actively promote free TDM services and programs among City staff.
- Consider low-commitment engagement with Manzanita Works

### 2. Understand Post-COVID Needs/Priorities

*(2022-2023)*

Undertake further assessment to understand how needs have shifted in past 18 months. Options may include:

- Market research survey of Menlo Park employees and/or residents, or survey specifically geared at City staff
- Employ trip tracking technology (i.e. Miles) and incentivize use to receive trip-level data
- Conduct updated and continuous Streetlight Data analysis

### 3. Identify Funding Sources

*(2023)*

Prior to undertaking TDM efforts with associated cost, the City must identify sources for funding. Suggestions include:

- Utilizing forthcoming shuttle assessment to identify cost efficiencies that could be repurposed
- Apply for grant opportunities (i.e. Caltrans Planning Grant)
- Consider study of current parking pricing and policy to identify revenue streams for TDM
- Other funding opportunities

# Implementation Plan

## Implementation Process: Medium-Long Term

### 4. Revise City TDM Guidelines

*(2023-2024)*

Adjust City guidelines for new projects/developments (current guidelines from 2015):

- Align with forthcoming C/CAG guidelines
- Consider benefits or requirements for joining TMAs or similar organizations
- Consider adopting tiered system if consistent with C/CAG

### 5. Consider Long-Term Actions

*(2023-2024)*

Based on regular check-ins with regional/subregional organizations, identify path forward for long-term investment in City-specific TDM services

- Join Ravenswood Transit Consortium as an employer
- Work directly with Manzanita Works and Commute.org to solicit dedicated support for Menlo Park

## Next Steps

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## Recommendations

We request that you adopt the final TMA Feasibility Study today.

### Immediate Actions

1. Implement Short Term Actions
  - Join Commute.org Board
  - Support and provide connections between Manzanita Works and new projects/employers
  - Expand upon free services promoted to City Staff
2. Undertake research to better understand post-COVID needs
3. Identify funding sources for future activities

### Long Term Actions

1. Revise City TDM guidelines
2. Undertake Long-Term Actions as appropriate:
  - Join the Ravenswood Transit Consortium as an employer
  - Work with existing TDM organizations to invest in dedicated support in Menlo Park

# Thank you!

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Nick Yee  
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# Complete Streets Commission Workplan

1. Advance the goals of the city's newly adopted Climate Action plan by making alternatives to driving safer and more attractive, namely by:
  - Providing input on major development projects by looking at them through the lens of transportation accessibility, especially bicycle/pedestrian/public transportation accessibility and update the transportation impact analysis guidelines to include multimodal study metrics
  
2. Advise City Council on the implementation of the TMP:
  - Evaluate the current process and procedure of the neighborhood traffic management program (TMP Project #165)

## Complete Streets Commission Workplan (2)

5. Continue to support the implementation of the Safe Routes to School strategy and advocate for community engagement, program continuity and engineering implementation:

- Evaluate the current state of the safe routes to school program



# Creating a Seamless Transit System

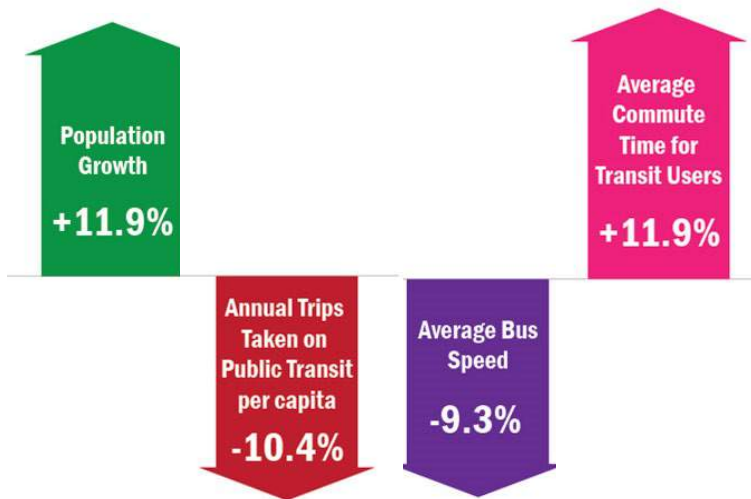
October 12, 2021  
Menlo Park Complete Streets  
Commission  
Multimodal Subcommittee  
Adina Levin





# Transit should be the backbone of the Bay Area, but is not keeping up

Between 2001 and 2016 in the Bay Area:



## Many people want to use transit -- but don't because it's too difficult

“It takes too long to get around on transit.”

“It's not frequent enough”

“It's too confusing”

“It doesn't take me where I need to go”

“It's not reliable”



## In a Seamless customer focused regional network:

- A connected rapid transit network is strategically planned at regional level to work as a system
- Transit agencies work together to operate different parts of the integrated network
- Service quality, fares, student discounts, schedules, and wayfinding is standardized to be a reliable and as simple as possible for users
- More funding for more service

# The Seamless Transit Principles

The Seamless Transit Principles have been developed by a coalition of public groups to guide local, regional, and state decision makers to pursue a seamlessly integrated, world class transit system that works for people.



**Run  
all Bay Area  
transit as one  
easy-to-use  
system**



**Put  
riders first**



**Make  
public transit  
equitable and  
accessible  
to all**



**Align  
transit prices  
to be simple,  
fair, and  
affordable**



**Connect  
effortlessly  
with other  
sustainable  
transportation**



**Plan  
communities  
and  
transportation  
together**



**Prioritize  
reforms to  
create a  
seamless  
network**

# Supporters of Seamless Transit Principles

## 17 Cities/Counties/Cities' Associations



- San Francisco County Transportation Authority
- Alameda County
- Cities of Redwood City, East Palo Alto, San Mateo, Millbrae, Pacifica, Half Moon Bay, Fremont, Jan Jose
- Cities Association of Santa Clara County

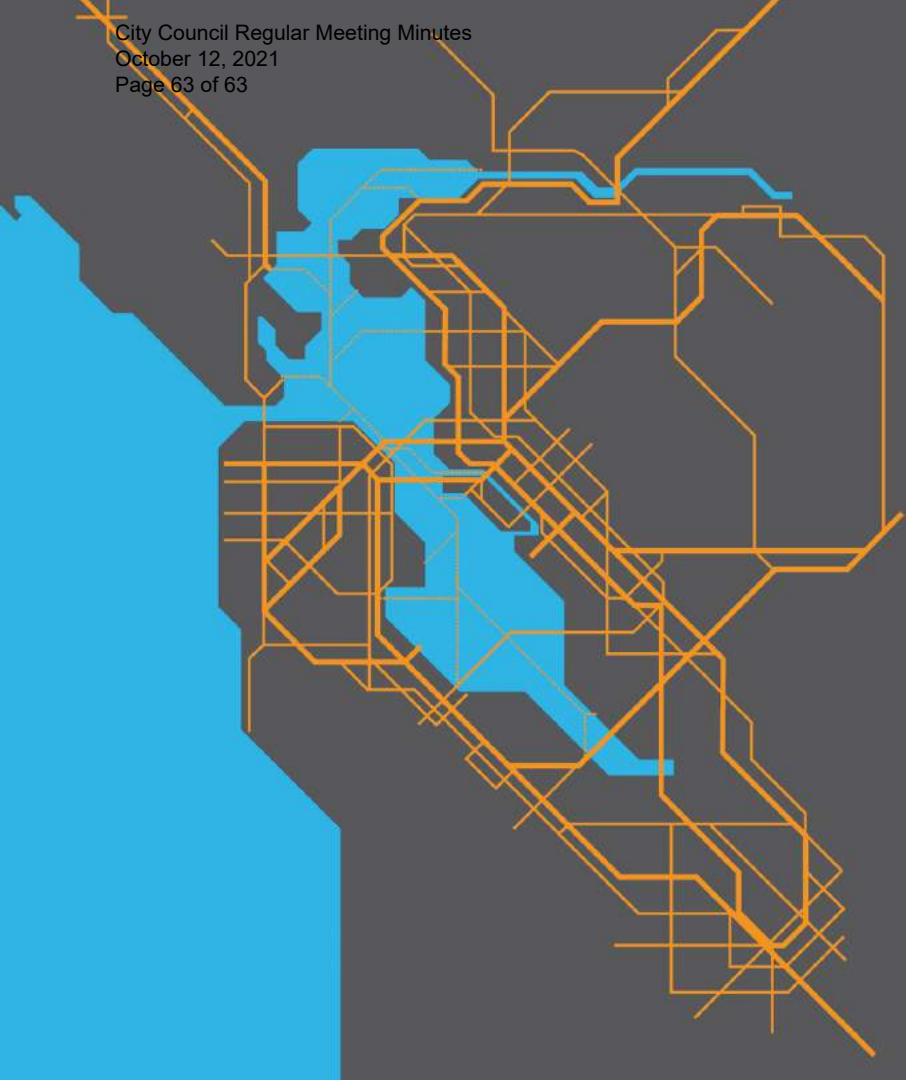
## 2 Transit Agencies



- 2000 members of public signed petition
- [www.seamlesstransitprinciples.org](http://www.seamlesstransitprinciples.org)

## 52 Non-Profit Groups & Businesses





**Seamless Bay Area's** mission is to transform the Bay Area's fragmented public transit into a ~~world~~ seamless, unified, equitable, and widely used system by building a diverse movement for change and promoting policy reforms.