



REGULAR MEETING MINUTES

Date: 4/14/2021

Time: 7:00 p.m.

Special Meeting Location: [Zoom.us/join](https://zoom.us/join) – ID# 959 6579 2741

Regular Meeting ([Zoom.us/join](https://zoom.us/join) – ID# 959 6579 2741)

A. Call to Order

Chair Levin called the meeting to order at 7:04 p.m.

B. Roll Call

Present: Behroozi, Cebrian, Cromie, Kirsch, Lee, Levin, Meyer

Absent: Espinosa

Staff: Engineering Technician Patrick Palmer, Senior Transportation Engineer Kevin Chen,
Transportation Demand Management Coordinator Nick Yee

Other: Steer Principal Consultant Julia Wean

C. Reports and Announcements

Staff Chen reported on City Council actions related to transportation since the March 10, 2021, Commission meeting.

Commissioner Kirsch requested clarification on the climate action plan (CAP) and vehicle miles traveled (VMT) reduction goal.

Commissioner Behroozi reported on an online article that identified Van Buren Road and Ringwood Avenue as a top dangerous intersection for bicyclists.

D. Public Comment

None.

E. Regular Business

- E1. Approve the Complete Streets Commission regular meeting minutes of March 10, 2021 (Attachment)

Commissioner Kirsch requested clarity on the final roadway configuration in staff's recommendation for Regular Business item E3. and the Commission requested the project be brought back to the Commission for a revote.

- E2. Provide feedback and recommendation to City Council on the Transportation Management Association feasibility study's implementation plan ([Staff Report #21-002-CSC](#))

Staff Yee and Steer Principal Consultant Julia Wean made the presentation (Attachment).

- Mila Zelkha provided a progress update and efforts related to Manzanita Works.

ACTION: Motion and second (Levin/ Kirsch), to recommend to City Council to: 1) implement Strategies 1.1, 1.2, and 3.2., and 2) pursue action on Strategies 3.1 and 2A/2B while continuing to monitor the Manzanita Works for additional program details. The Commission also advised staff to: 1) develop strategies to proactively study post pandemic commuting and assess needs, and 2) encourage the City to upgrade its own commute benefit program, passed 6-1-1 (Meyer dissented, Espinosa absent).

F. Informational Items

F1. Update on major project status

Staff Chen provided an update on the Middle Avenue pedestrian and bike rail crossing project.

G. Committee/Subcommittee Reports

G1. Update from Climate Action Plan Subcommittee

Chair Levin reported on City Council direction on CAP and VMT reduction goal.

G2. Update from Downtown Access and Parking Subcommittee

Commissioner Behroozi reported on recent safety concerns for student bikers biking through downtown street closures.

G3. Update from Multimodal Metrics Subcommittee

Chair Levin reported on a meeting about Streetlight Data and transportation impact analysis guidelines update.

G4. Update from Multimodal Subcommittee

None.

G5. Update from Safe Routes to School Program Subcommittee

Commissioner Lee reported on upcoming walking and biking audit surveys from San Mateo County and the City of Menlo Park.

G6. Update from Transportation Master Plan Implementation Subcommittee

Chair Levin reported on City Council meeting results.

G7. Update from Zero Emission Subcommittee

None.

H. Adjournment

Chair Levin adjourned the meeting at 10:05 p.m.

Kevin Chen, Senior Transportation Engineer

NOVEL CORONAVIRUS, COVID-19, EMERGENCY ADVISORY NOTICE On March 19, 2020, the Governor ordered a statewide stay-at-home order calling on all individuals living in the State of California to stay at home or at their place of residence to slow the spread of the COVID-19 virus. Additionally, the Governor has temporarily suspended certain requirements of the Brown Act. For the duration of the shelter in place order, the following public meeting protocols will apply.

Teleconference meeting: All members of the Complete Streets Commission, city staff, applicants, and members of the public will be participating by teleconference. To promote social distancing while allowing essential governmental functions to continue, the Governor has temporarily waived portions of the open meetings act and rules pertaining to teleconference meetings. This meeting is conducted in compliance with the Governor Executive Order N-25-20 issued March 12, 2020, and supplemental Executive Order N-29-20 issued March 17, 2020.

- How to participate in the meeting
 - Access the special meeting real-time online at:
[Zoom.us/join](https://zoom.us/join) – Regular Meeting ID# 959 6579 2741
 - Access the regular meeting real-time via telephone (listen only mode) at:
(669) 900-6833 Regular Meeting ID # 959 6579 2741

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. The instructions for logging on to the Zoom webinar and/or the access code is subject to change. If you have difficulty accessing the Zoom webinar, please check the latest online edition of the posted agenda for updated information (menlopark.org/agenda).

Menlo Park TMA Feasibility Study

Complete Streets Commission Update, April 14, 2021



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Agenda

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

Project Background

Phase 1: Existing Conditions

- 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

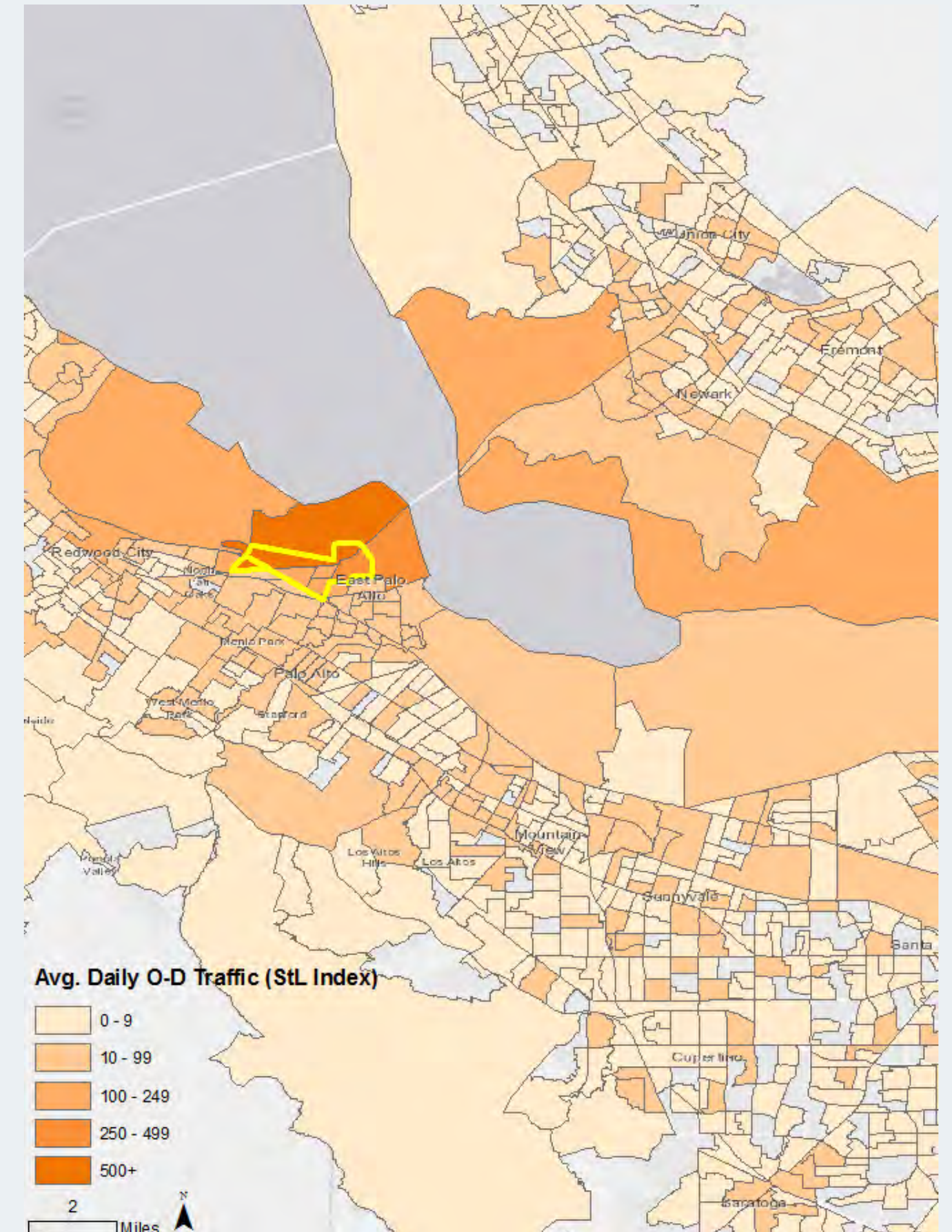
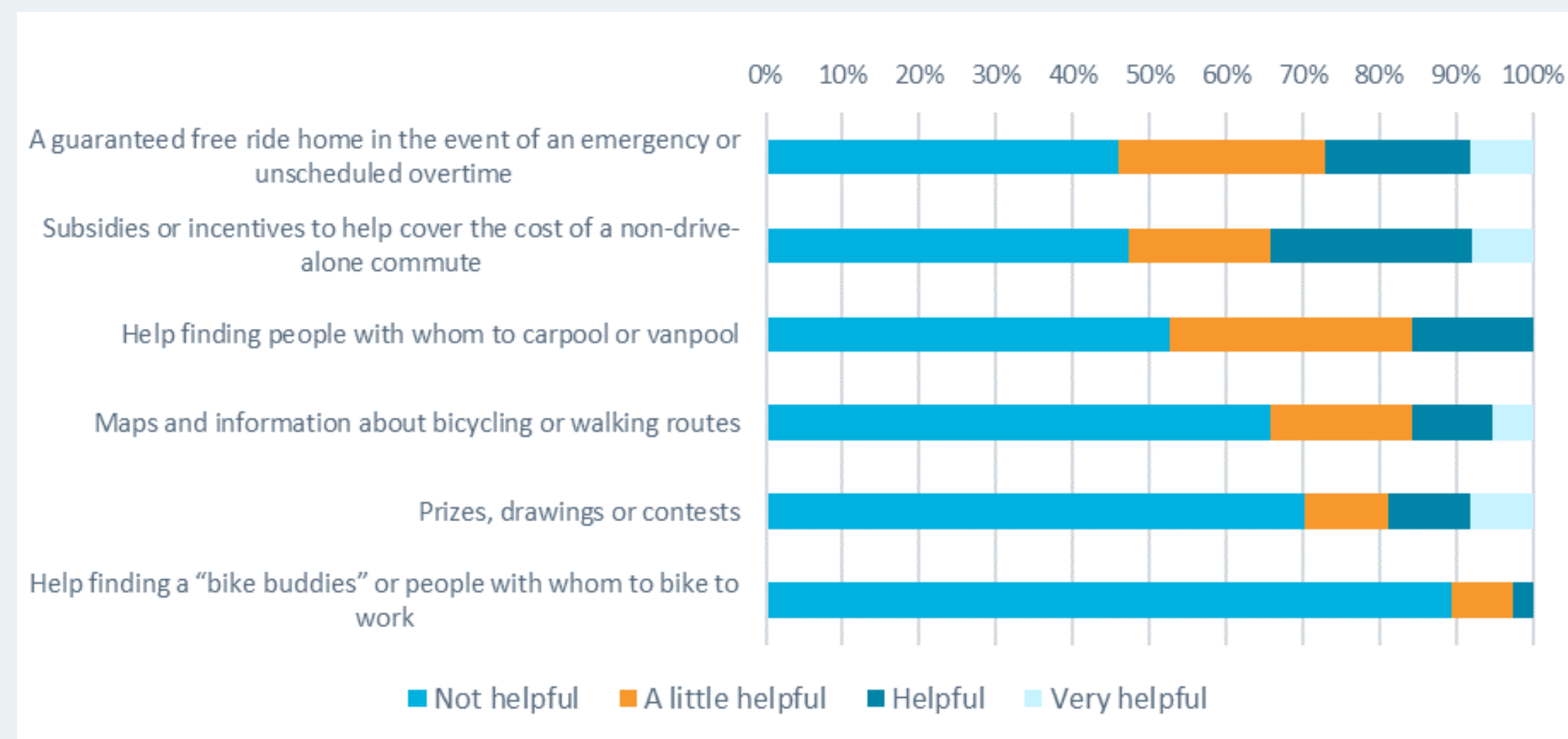
- Review of potential TMA models based on cost and opportunity:
 - VMT reduction
 - Mode shift
 - Stakeholder reach
 - Employee reach

Phase 3: Implementation Plan

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

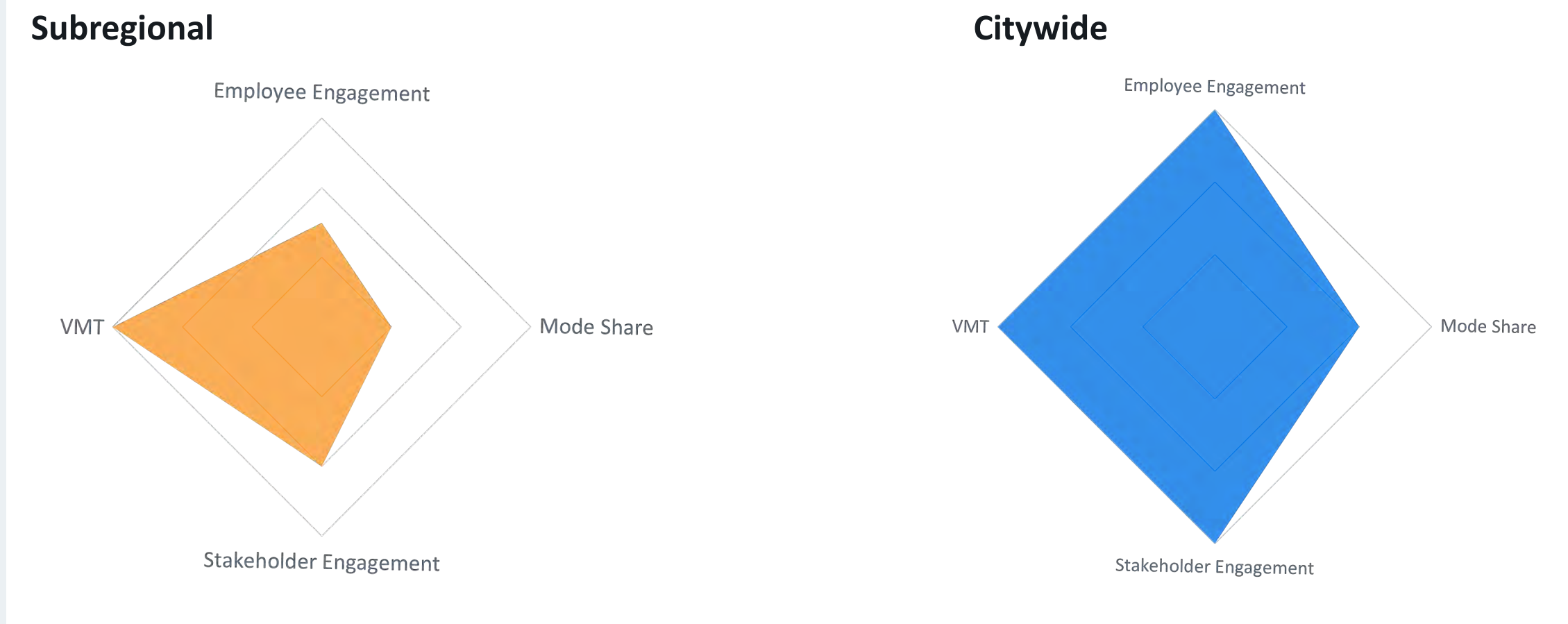
Project Background: Existing Conditions

- 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)



Changing TDM Landscape

- COVID-19 Pandemic has caused employers to be more cost-conscious
- *Manzanita Works* 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.
- Investment in membership may be more difficult for employers than it was before COVID-19 Pandemic

Existing Regional/Subregional TDM Organizations



- Non-profit organization supporting workers in the Bay Area
- Membership-based employer-led consortiums across the region allow for sub-regional specific collaboration
- Long-haul shuttles between south and east-bay locations and East Palo Alto (free to essential workers)
- Transportation program consultation, outreach, education
- Partnerships and advocacy through consortium connections
- Connects members and others with existing resources (i.e. Guaranteed Ride Home and subsidies through Commute.org)
- Exploring programming such as Guaranteed Ride Home and vanpool support

Existing Regional/Subregional TDM Organizations



- 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

Recommendations



Recommendations: Objectives

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

2. Ensure TDM support is available for all businesses

3. Serve as an example of an employer with a robust and collaborative TDM program

Recommendations

Objective 1: Endorse and support regional and subregional TDM efforts

Strategy 1.1: Join Commute.org Board of Directors:

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

Cost	No direct cost to City, estimated 8 hours time per month
Benefit	Increased buy-in from community, ability to encourage support for city-specific needs

Strategy 1.2: Encourage employers and developers to participate in Manzanita Works

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

Cost	No direct cost to City
Benefit	Collaboration between City and sub-regional stakeholders better supports needs of commuters

Recommendations

Objective 2: Ensure TDM support is available for all businesses

Strategy 2 (Option A): Contract with Commute.org provide tailored education and engagement support to all Menlo Park businesses

- Half-time staff member of Commute.org will provide dedicated support to Menlo Park businesses:
 - Promote awareness and adoption of Commute.org transportation benefits (tailored newsletters, events, etc.)
 - Work with City to identify specific needs and targets, develop engagement strategy, incl. paid local advertising
 - Support developers in complying with TDM-related Conditions of Approval or Specific Plan requirements

Cost	\$100,000 annually (initial cost estimate from Commute.org)
Benefit	Ensure all employers in the City understand the options available to them

Strategy 2 (Option B): Sponsor small to medium-sized businesses to join Manzanita Works

- City provides grant to Manzanita Works to cover memberships for 50 small businesses and study on bikeshare feasibility in downtown area:
 - One year membership in Ravenswood Transit Consortium, incl. outreach and marketing support to members
 - Initial needs assessment for each member
 - Operational planning of bike services and support for service-sector employers

Cost	\$75,000 for membership and \$25,000 for inclusion in bicycle study for downtown
Benefit	Estimated 273 vehicle miles reduced during peak hours daily (for 50 employers join)

Recommendations

Objective 3: Serve as an example of an employer with a robust and collaborative TDM program

Strategy 3.1: City Joins Manzanita Works Ravenswood Consortium to replace or supplement existing employee commuter benefits

- City pays to join as an employee member
- Employees have access to services offered by Manzanita Transit

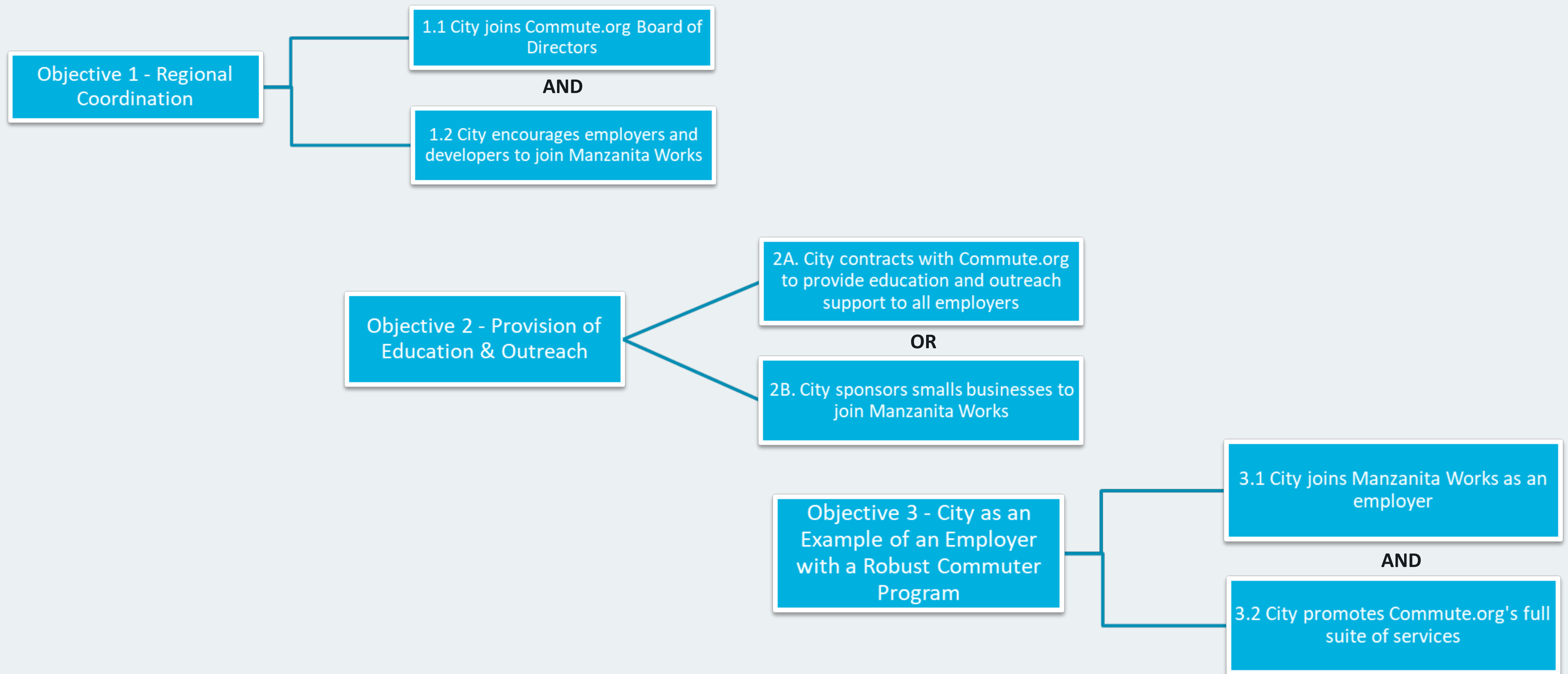
Cost	\$75,000 Annually (estimate from Manzanita Works)
Benefit	Ability for City to have 'seat at the table'; one-on-one support for City employees

Strategy 3.2: 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

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

Recommendations



Implementation Plan



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Implementation Plan

Potential Funding Sources

1. Future Conditions of Approval and Specific Plan requirements
2. Restructured shuttle requirements
3. Adjusted parking revenue

Implementation Plan

Implementation Process

Implement Strategies 1.1, 1.2 and 3.2

- City continues to pursue joining the Commute.org Board
- City encourages employers to join Manzanita Works
- City coordinates with Commute.org to promote and integrates its services into the City's Commuter Benefit Program.

Identify Funding Sources

- City explores ability to reallocate existing budget or study parking
- City studies funding opportunities (e.g., shuttle or parking study)
- City updates future Conditions of Approval to fund the remaining strategies.

Implement Strategies 3.1 and either 2A or 2B

- City joins Manzanita Works as a member
- City issues contract to provide dedicated education and outreach support

Implementation Plan

Roles, Responsibilities and Timeframe

Strategies	Roles	Responsibilities	Timeframe
1.1 City joins Commute.org Board of Directors	City Transportation Demand Management Coordinator	<ul style="list-style-type: none"> • Liaise with Commute.org to initiate steps to join the organization. • Provide Council with regular updates on progress on TDM efforts in the city. 	<ul style="list-style-type: none"> • Upon initiation of draft MOU by Commute.org (estimated July-September 2021)
	Menlo Park elected official	<ul style="list-style-type: none"> • Represent City at Board meetings. 	<ul style="list-style-type: none"> • Upon approval by Commute.org and at the next scheduled Board meeting
1.2 City encourages employers to join Manzanita Works	City Staff (Planning)	<ul style="list-style-type: none"> • Work with developers and employers during the entitlement and use permit process to incorporate participation in Manzanita Works into TDM Plans. • Review update to future Conditions of Approvals to include membership into Manzanita Works as an option. 	<ul style="list-style-type: none"> • Immediate (within next 6 months)
	Employers (Employee Transportation Coordinators)	<ul style="list-style-type: none"> • Engage with Manzanita Works for TDM support and submit trip count reports to City on an annual basis. 	<ul style="list-style-type: none"> • During entitlement process and as projects are occupied.

Implementation Plan

Roles, Responsibilities and Timeframe

Strategies	Roles	Responsibilities	Timeframe
2A. City contracts with Commute.org to provide outreach and education services to all businesses in Menlo Park	City Staff (Transportation Demand Management Coordinator)	Oversee contract, including: <ul style="list-style-type: none"> • Regularly meeting with Commute.org to understand program reach and utilization. • Providing direction on outreach efforts and priorities. 	<ul style="list-style-type: none"> • Upon allocation of funds and finalization of membership
	City Staff (Planning)	<ul style="list-style-type: none"> • Direct developers and businesses to Commute.org for questions or support during the TDM Plan development phase. 	<ul style="list-style-type: none"> • Immediate (within next 6 months)
2B. City contracts Manzanita Works to provide outreach and education services to 50 employers	City Staff (Transportation Demand Management Coordinator)	Oversee sponsorship arrangement, including: <ul style="list-style-type: none"> • Regularly meeting with Manzanita Works and employers to check in and receive updates. • Review quarterly progress reports by participating employers. 	<ul style="list-style-type: none"> • Upon allocation of funds and finalization of membership
	Employers	<ul style="list-style-type: none"> • Appoint an Employee Transportation Coordinator (ETC) to liaise with Manzanita Works. • Submit monitoring report on an annual basis to City. 	<ul style="list-style-type: none"> • During entitlement process and as projects are occupied

Implementation Plan

Roles, Responsibilities and Timeframe

Strategies	Roles	Responsibilities	Timeframe
3.1 City joins Manzanita Works as an employer, when able	City Transportation Demand Management Coordinator	<ul style="list-style-type: none">• Manage partnership with Manzanita Works, including attending consortium meetings and workshops.	<ul style="list-style-type: none">• Upon allocation of funds and finalization of membership
3.2 City promotes Commute.org's full suite of services to its employees	City Transportation Demand Management Coordinator	<ul style="list-style-type: none">• Consult with Commute.org to integrate Commute.org's full suite of services into its existing Commuter Benefit Program; and• Promote and market the program, as needed.	<ul style="list-style-type: none">• Immediate (within next 6 months)

Next Steps



Next Steps

- Present recommendations to City Council on 5/25 and receive feedback
- Finalize recommendation report

Recommendations

- Join Commute.org Board of Directors
- Encourage employers to become members of Manzanita Works Ravenswood Consortium
- Provide direct support to employers through formal partnerships with pre-existing organizations
- Join Manzanita Works as an employer member
- Ensure City employees understand all TDM benefits offered to them currently through Commute.org