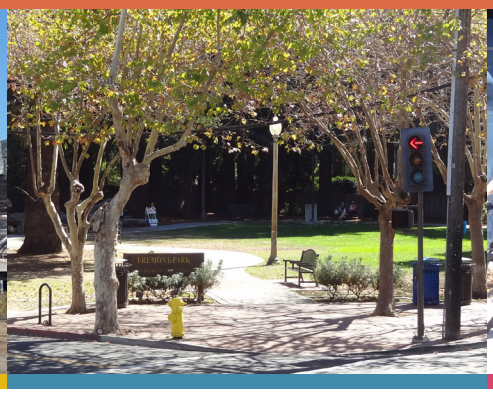
GENERAL PLAN

City of Menlo Park

ADOPTED NOVEMBER 29, 2016



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INTRODUCTION

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GENERAL PLAN INTRODUCTION

WHAT IS A GENERAL PLAN?

A general plan is a road map for the city's future. It embodies a community's proud heritage as well as its aspirations for the future. It recognizes change over time and the opportunities and challenges that can come with change. It includes specific and actionable programs to make the most of those opportunities and address challenges.

Preparation of a general plan is an inclusive activity, based on extensive public participation that highlights community hopes and concerns, but also provides a framework for coalescing often-competing objectives into a common vision for the future. By focusing attention on both near- and longer-term solutions, the general plan helps people see the community as a complex system that continually changes in response to opportunities and challenges, and therefore it helps forge agreement on a course for action.

"I wish Menlo Park had a 21st-Century vision for its industrial employment center."

Community Workshop Participant, September 2014

At its core, a General Plan embraces and carry's out through its goals, policies and programs, the community's vision for the future physical development of the city.

WHAT THE STATE REQUIRES

Sometimes described as a city's "Constitution," general plans are required by California law to guide land use and development over an extended period of time. Each general plan in California is required to address specific provisions for seven mandated "elements" listed in Government Code Section 65302 — land use, circulation, housing, conservation, open space, noise, and safety.

Each element must include goals, policies, and programs that explain how the City will address local issues relating to preservation, growth, change, and environmental quality. A **goal** expresses a desired outcome or end-state; a **policy** sets a direction for the City to follow in order to meet one or more goals; and a **program** is an action carried out pursuant to a policy to achieve a specific goal.

Beyond the goals, policies and programs, each element embraces a specific function. At its core, the Land Use Element outlines land uses and standards for physical development through "land use designations" applied throughout the city. The Circulation Element establishes a complete street classification system including a full range of different travel modes. The Housing Element includes quantified housing production objectives and explanations of how those may be achieved, and the Open Space/Conservation, Noise, and Safety Elements contain programs to ensure the protection of persons and property from a variety of environmental risks.

WHY HAVE A GENERAL PLAN?

"Enabling the M-2 Area to flourish into a more diverse area would make it a better place to live and one that's more self-sustaining."

Land Use Survey Response, January 2015

In addition to being required by state law, the central purpose of the Menlo Park General Plan is to maintain the community's special character that includes a range of residential, business, and employment opportunities, and to accommodate change that will help maintain a vital community. All of the General Plan elements in combination seek to create a vibrant city, with neighborhoods, shopping, entertainment, and employment destinations that together comprise a sustainable, healthy environment for all community members both now and in the future.

Many issues addressed in the Menlo Park General Plan center on the connection between land use and transportation, as exemplified by the impacts of regional commuting, which at peak-travel times can account for most traffic in the city. Issues related to the potential effects of climate change also influence planning in Menlo Park, especially along its border with San Francisco Bay, where expected sea level rise and coastal flooding require innovative means to protect property and occupants.

In addition, the General Plan reflects ever-increasing awareness of the importance of energy and water conservation, as well as the need to reduce greenhouse gas emissions to meet City and statewide goals.

Efforts to increase community resiliency and to adapt sustainably to environmental change touch all General Plan elements.

The General Plan is used by the City Council and Planning Commission to evaluate land use changes and to make funding and budget decisions. It is used by City staff to regulate building and development and to make recommendations on projects. It is used by the community to understand the City's long-range plans and proposals for different geographic areas. The Plan provides the basis for the City's development regulations and the foundation for its Capital Improvement Programs.

HOW MENLO PARK CAME TO BE

"I love Menlo Park's community – I see people I know around town – and convenience: I can live and work here."

Community Workshop Participant, September 2014

It is important to think about the history of Menlo Park as we plan for its future. The city developed over time due to a number of critical factors. These factors have shaped the city into what it is today and influence the vision for its future.

The arrival of the railroad in 1863 and its connection to San Jose in 1864 dramatically cut the time it took to travel the Peninsula and cemented Menlo Park's role as an easily accessible rural getaway from San Francisco. Ten years later, Menlo Park incorporated in 1874. The opening of Stanford University in 1891 changed the course of history for Menlo Park and the San Francisco Peninsula. The growth of the University itself and the research and business it generated would become integral to the economy and character of Menlo Park. Perhaps just as transformative was the opening of Camp Fremont, a training ground for US Soldiers to be sent off to World War I, which temporarily increased Menlo Park's population, previously less than 2,000 people, by as much as 40,000 according to some estimates. After the end of World War I, Camp Fremont closed and later became the Veterans Medical Center. The closure of the camp returned the town to more incremental growth, but left behind a number of new businesses and city improvements.

The modern era brought considerable change and growth to Menlo Park, taking it from a small town to a major player in an increasingly urbanized region. Menlo Park's population marched steadily upward, increasing from 2,414 in 1930 to 26,826 in 1970. In 1923, the citizens of Atherton voted to effectively secede from Menlo Park, formally incorporating as Atherton. Efforts to bring Atherton into a broader reincorporation of

Menlo Park were unsuccessful, and in 1927, Menlo Park voted to incorporate as a municipality independent of Atherton.[1,2]

El Camino Real in the late 1960s

The Modern Era

The 1920s and 1930s saw the expansion of both Menlo Park's transportation infrastructure and its residential neighborhoods. In 1927, the same year as Menlo Park's official incorporation, the original Dumbarton Bridge opened, creating a new link between the East Bay and the Peninsula. Between 1929 and 1931, the Bayshore Highway (now US 101) was constructed and expanded to Menlo Park. Even then, the new bridges and freeways were subject to traffic and agitated drivers, especially when roads leading to the bridge proved inadequate and football games brought traffic to a standstill. Other roadways underwent similar expansions. In the late 1930s, El Camino Real was paved and widened from two lanes to four. This change meant the closure, demolition, or relocation of many Menlo Park businesses and structures. This time period also saw the beginnings of the Belle Haven neighborhood, with two-bedroom homes in the new development selling for as low as $2,950 ($50,000 in 2014 dollars).[3] Belle Haven was the only major housing development undertaken locally during the worst of the Great Depression, and it was not fully built out until the 1950s.[4]

Menlo Park in the 1960s

The mid-twentieth century witnessed Menlo Park becoming a major regional and global leader in technology and the broader economy. In 1946, the Stanford Research Institute was established, making Menlo Park a center of research and innovation. Although the Stanford Research Institute separated from Stanford University and changed its name to SRI International in 1970, this institution is still headquartered in Menlo Park and has contributed innovations ranging from the computer

[1] Svanevik, Michael and Shirley Burgett, 2000. *Menlo Park California Beyond the Gate,* San Francisco: Custom & Limited Editions.

[2] US Department of Commerce Economics and Statistics Administration Bureau of the Census, 1990. CPH-2-1 1990 Census of Population and Housing Population and Housing Unit Counts United States.

[3] Bureau of Labor Statistics CPI Inflation Calculator. http://www.bls.gov/data/inflation_calculator.htm, accessed October 13, 2014.

[4] Svanevik, Michael and Shirley Burgett, 2000. *Menlo Park California Beyond the Gate,* San Francisco: Custom & Limited Editions.

mouse to the 9-1-1 emergency call system. The 1950s brought increased industrial development to Menlo Park near the San Francisco Bay. Job opportunities in what is now the M-2 Area led to an increasingly diverse population in Menlo Park, especially in the areas between US 101 and the Bay. By 2000, the Belle Haven housing stock that had been valued at $6,000 in the 1930s was now valued as high as $375,000.[5]

Office construction in the 1980s

Development of tech firm offices continue today

THE INFLUENCE OF SILICON VALLEY

The expansion of the Silicon Valley economy in the 1980s and 1990s made Menlo Park and the entire San Francisco Peninsula increasingly popular and an expensive place to live. The "Dot-Com Boom" in the late 1990s drove up demand for housing in Menlo Park and similar areas with good schools, convenient access to job centers, and high quality of life. Although the recessions that began in 2001 and more recently in 2008 slowed or even temporarily reversed regional job growth, Menlo Park has remained a highly desired community. The latest and ongoing economic expansion has brought new growth and real estate demand to Menlo Park. The bayside campus that once hosted Sun Microsystems is now the international headquarters of Facebook, one the world's leading tech firms, which continues to grow and build additional office facilities.

EVOLUTION OF MENLO PARK'S PLANNING

Menlo Park first issued a citywide "Master Plan" in 1952, which was updated as a General Plan in 1966 after a two-year process involving a citizen committee of more than 100 members. A subsequent effort began in 1972 when the City Council and members from City commissions, boards, and advisory committees formed a task force to examine pressing issues. The "Toward 2000" General Plan adopted in 1974 included an Open Space and Conservation Element for the first time. New State mandates led to updates of the Safety (1976) and Noise (1978) Elements. Review in 1984 by an ad hoc committee of Planning

[5] Svanevik, Michael and Shirley Burgett, 2000. *Menlo Park California Beyond the Gate,* San Francisco: Custom & Limited Editions.

Commission and City Council members concluded that while most of the General Plan remained valid, the Land Use, Circulation, and Housing Elements required updating. A series of community forums in 1984 led to updates of those elements by 1986, and a subsequent update of the Housing Element in 1992.

In 1988 the City initiated another General Plan update largely to incorporate new standards for development that could be used to conduct traffic analyses. This was a six year undertaking with updated Land Use and Circulation Elements adopted in 1994. The Open Space/Conservation, Noise, and Safety, Elements were consolidated and updated in 2013. Updating of the Housing Element follows a separate State-mandated cycle, and an update was adopted in 2014 for the 2015–2023 planning period.

El Camino Real and Downtown Specific Plan

A variety of additional plans and studies have supplemented the General Plan since the 1994 update, including:

- Center City Design Plan (1996–1998)
- Willow Road Land Use Plan (1997)
- Smart Growth Initiative (1999)
- Land Use and Circulation Study (2000)
- Comprehensive Bicycle Development Plan (2004)
- Commercial Streamlining and Zoning (2004–2006)
- Imagine a Downtown (2005)
- El Camino Real and Downtown Vision Plan (2008)
- City Sidewalk Master Plan (2008)
- El Camino Real/Downtown Specific Plan (2012)
- Belle Haven Vision Plan (2013)

In addition, the City first adopted a Climate Action Plan (CAP) in 2009 designed to help reduce local greenhouse gas (GHG) emissions. In 2011 the City Council adopted a GHG reduction target of 27 percent below 2005 levels by 2020. The CAP strategies, updated periodically (including in 2015), focus on areas such as energy use, transportation, solid waste, and recycling to help meet emission reduction goals.

In Menlo Park, the Land Use and Circulation Elements are part of this document while the Housing and a combined Open Space/Conservation, Noise and Safety Elements are maintained as stand-alone documents.

CONNECTMENLO

The 2014-2016 update of the Land Use and Circulation Elements, identified as ConnectMenlo, was initiated with a broad and comprehensive public outreach program, and guided by a General Plan Advisory Committee comprised of Council members, representatives of various City Commissions, and community members.

Focus Areas

The City Council identified the area generally between US 101 and the Bay adjoining the Belle Haven Neighborhood, where the transition from traditional industrial uses was well underway, as the primary location for potential change in the city over the coming decades. This is an area with a unique opportunity to foster a sustainable environment that balances growth, creates a sense of place, enhances the quality of life, and minimizes impacts

Community Engagement

A combination of in-person and survey-based public engagement and community workshops led to a community vision in the form of Guiding Principles (see following section) for maintaining and enhancing the quality of life in Menlo Park in the face of unprecedented growth and desirability of the city as a place to live and do business. Through ConnectMenlo, it became clear that area property owners, major companies, their employees, and nearby residents shared a strong vision for creating "live/work/play" environments with a comfortable and attractive mixture of employment, housing, and retail and service uses.

Community Benefits

As embodied in the Guiding Principles, the Menlo Park community also concluded that any new significant development should be required to provide tangible community amenities as part of the right to proceed. Of course, these live/work/play environments must also be carefully planned to complement and not detract from the highly-valued residential character of Menlo Park's many and diverse neighborhoods, nor the well-established live/work/play environment in the downtown.

Transitioning industrial area

"Mas escuelas; mas parques ninos puedan jugar areas cerradas; menos contaminacion; menos trafico."

"More schools; more parks where children can play in closed areas; less pollution; less traffic."

Land Use Survey Response, January 2015

"I wish Menlo Park had more restaurants, cafes, and retail in Belle Haven, as well as a full service grocery store and better elementary schools."

Community Workshop Participant, September 2014

"Set clear requirements for public benefits and fees up front rather than requiring a long, drawn-out negotiation with developers."

Land Use Survey Response, January 2015

Consistent with this preferred approach, as new development occurs, the City may grant added development potential in exchange for community benefits provided by individual projects and acquired through implementation of General Plan programs by way of the Zoning Ordinance. These amenities will support key resources of the community, including jobs, housing, schools, libraries, neighborhood retail, childcare, public open space, telecommunications access, and transportation choices. Zoning provisions include specific formulas and processes for providing amenities.

GUIDING PRINCIPLES

Guiding Principles were established by the Menlo Park community. These principles emanated from numerous community meetings and workshops, the recommendations of the General Plan Advisory Committee, review by the Planning Commission, and acceptance by the City Council. Each policy statement in the Land Use and Circulation Element supports at least one, and often many, of the Guiding Principles. The goals, policies, and programs in the Housing Element and Open Space/Conservation, Noise and Safety Elements were carefully analyzed to ensure consistency between them and the Guiding Principles. The goals, policies, and programs promote the values established in the Guiding Principles.

The Guiding Principles describe the kind of place that community members want Menlo Park to be. City representatives and community members developed them collaboratively to guide growth and preserve the city's unique features. Future change in Menlo Park will involve a careful balance of benefits and impacts, as charted in the General Plan goals, policies, and programs. While growth is planned to occur generally between US 101 and the Bay, the nine inspirational Principles have community-wide application, including protecting the character of residential neighborhoods and expanding transportation options.

The Guiding Principles embody the notion that sustainability involves a balanced array of land use including strong residential neighborhoods and a diversified business base that can survive economic cycles, as well as equity in the provision of education, and public services for all community members.

The City’s nine Guiding Principles are as follows.

Citywide Equity	***Menlo Park neighborhoods are protected from unreasonable development and unreasonable cut-through traffic, share the benefits and impacts of local growth, and enjoy equal access to quality services, education, public open space, housing that complements local job opportunities with affordability that limits displacement of current residents, and convenient daily shopping such as grocery stores and pharmacies.***
Healthy Community	***Everyone in Menlo Park enjoys healthy living spaces, high quality of life, and can safely walk or bike to fresh food, medical services, employment, recreational facilities, and other daily destinations; land owners and occupants take pride in the appearance of property; Menlo Park achieves code compliance and prioritizes improvements that promote safety and healthy living; and the entire city is well-served by emergency services and community policing.***
Competitive and Innovative Business Destination	***Menlo Park embraces emerging technologies, local intelligence, and entrepreneurship, and welcomes reasonable development without excessive traffic congestion that will grow and attract successful companies and innovators that generate local economic activity and tax revenue for the entire community.***
Corporate Contribution	***In exchange for added development potential, construction projects provide physical benefits in the adjacent neighborhood (such as Belle Haven for growth north of US 101), including jobs, housing, schools, libraries, neighborhood retail, childcare, public open space, high speed internet access, and transportation choices.***

Menlo Park children and young adults have equal access to excellent childcare, education, meaningful employment opportunities, and useful training, including internship opportunities at local companies.	**Youth Support and Education Excellence**
Menlo Park provides thoroughly-connected, safe and convenient transportation, adequate emergency vehicle access, and multiple options for people traveling by foot, bicycle, shuttle, bus, car, and train, including daily service along the Dumbarton Rail Corridor.	**Great Transportation Options**
Menlo Park neighborhoods are complete communities, featuring well integrated and designed development along vibrant commercial corridors with a live-work-play mix of community-focused businesses that conveniently serve adjacent neighborhoods while respecting their residential character.	**Complete Neighborhoods and Commercial Corridors**
Menlo Park provides safe and convenient access to an ample amount of local and regional parks and a range of public open space types, recreational facilities, trails, and enhancements to wetlands and the Bay.	**Accessible Open Space and Recreation**
Menlo Park is a leader in efforts to address climate change, adapt to sea-level rise, protect natural and built resources, conserve energy, manage water, utilize renewable energy, and promote green building.	**Sustainable Environmental Planning**

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CIRCULATION
ELEMENT

ADOPTED NOVEMBER 29, 2016

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CIRCULATION
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OVERVIEW

The Circulation Element describes distinct issues and opportunities the Menlo Park community is likely to face during the 2040 horizon of the General Plan, as well as key strategies for addressing them. The focus of the goals, policies, and programs in this Element will create the most functional circulation system possible for the full range of users and travel modes.

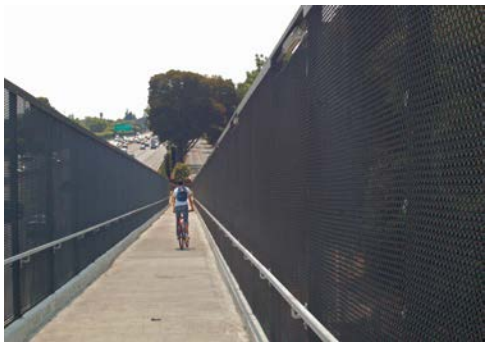
Menlo Park has a high-quality transportation system connecting well internally and to the region, but can be overmatched at times by the volume of vehicle traffic, most commonly due to regional commute traffic at peak travel times. Shifting some of that volume into other travel modes, such as walking, biking, transit, and high-occupancy vehicles, can reduce vehicle travel demand and help establish more vibrant, sustainable, comfortable, safe, and economically productive streets.

The community's mobility vision includes an important focus on walking, bicycling, and public transit in an effort to provide residents and employees transportation options and reduce the dependency on private automobiles. These travel modes improve street safety, reduce greenhouse gas emissions, and improve Menlo Park's overall health and livability. By making corridors and neighborhoods more pleasant and attractive places, improving access for all modes of travel can significantly support environmental and economic sustainability.

The Menlo Park Circulation Element meets State requirements, containing "the general location and extent of existing and proposed major thoroughfares, transportation routes, terminals, any military airports and ports, and other local public utilities and facilities, all correlated with the land use element of the plan" per Government Code Section 65302(b). Further, it satisfies additional "complete streets" requirements (effective 2011), of "planning for a balanced, multi-modal transportation network that meets the needs of all users of streets, roads, and highways for safe and convenient travel in a manner that is suitable to the rural, suburban, or urban context of the general plan."

SAFETY FOR ALL

Menlo Park has a diverse circulation system used for local and regional travel. It consists of a network of roadways, transit routes, bicycle facilities, sidewalks, and pathways for bicycle and pedestrian use. The top transportation-related priority for the community is safety. The geography of the city inherently creates potential safety issues, as the



Pedestrian and bicycle Highway 101 overpass

relatively narrow band that comprises Menlo Park traverses a major freeway and two rail arteries, and depends on several thoroughfares to serve school, commercial, neighborhood, crosstown, and regional traffic.

The City has installed a range of features promoting safety for pedestrians and bicyclists, from vehicle turn barriers to rail crossing gates, crosswalk lighting and pedestrian visibility flags, a bicycle/ pedestrian freeway overpass, bicycle and pedestrian paths, and on-street bicycle lanes. The City also has installed speed tables, traffic circles, medians, landscaping, and other streetscape features to not only promote pedestrian and bicycle safety but also encourage slower driving to reduce collisions.

VISION ZERO

Still, transportation safety can always be improved. "Vision Zero" is the simple notion that any loss of life on city streets is unacceptable. Humans, by nature make mistakes, and Vision Zero includes design practices to keep road networks safe and protect all users of the street and adjacent spaces. Menlo Park has established a Vision Zero goal incorporating four key efforts: (1) project prioritization through Capital Improvement Plan projects, (2) engineering, (3) education, and (4) enforcement to create safer streets by slowing vehicle traffic and reducing the impacts associated with vehicle travel.

Bicyclist navigating traffic

Project prioritization through the City's Capital Improvement Plan promotes review of projects to ensure that the needs of non-motorized travelers are met in all stages of the design and implementation process. This effort also aims to upgrade existing infrastructure before incurring the costs associated with building new infrastructure. By using data driven findings, engineering efforts can more easily focus on critical safety components.

Education and enforcement addresses human behavior on roadways. The City of Menlo Park promotes education efforts introducing safety programs for adults and youth to educate road users on their responsibilities. Enforcement encourages safety and reduces unsafe behavior among pedestrians, bicyclists, and drivers.

EMERGENCY SERVICES

Emergency response coordination is also part of planning for a safe transportation system. The Emergency Routes map in Figure 1 shows routes identified by the Menlo Park Fire Protection District. These routes are used in response to emergency medical calls, vehicle collisions, hazardous material incidents, and fire incidents.

STREET NETWORK

As measured in land coverage and usage, the primary component of the Menlo Park circulation system is the city street network. Streets consist of more than just the pavement over which cars travel. Streets and the spaces adjacent to them can be environments for all kinds of activity, from fairs and block parties, to dog walking, ad hoc sidewalk conversations with neighbors, and even comfortable places to enjoy a meal. The significance of streets in determining the quality of neighborhoods and commercial areas depends on them being "complete," by providing safe, convenient, and attractive transportation options for all users and all travel modes.

COMPLETE STREETS

First adopted in 2013, the complete streets policy of the City of Menlo Park expresses the City's commitment to create and maintain streets that are routinely planned, designed, operated, and maintained with consideration of the needs and safety of all travelers along and across the entire public right of way. This includes people of all ages and abilities who are walking, bicycling, using transit, traveling with mobility aids, driving vehicles, and transporting commercial freight.

Complete streets establish comprehensive, integrated transportation networks and allow users to move easily around the City using multiple modes of transportation. Successful design of complete streets involves "livable street" design practices to preserve and enhance the aesthetics of the city. Carefully crafted design components can also support equity within Menlo Park by identifying low-income and transit-dependent areas and establishing attractive pedestrian and bicycle facilities to, from, and within these neighborhoods.

"Develop a cycling network of connected infrastructure to make bicycling a safe and viable option to help mitigate traffic congestion."

Land Use Survey Response, January 2015

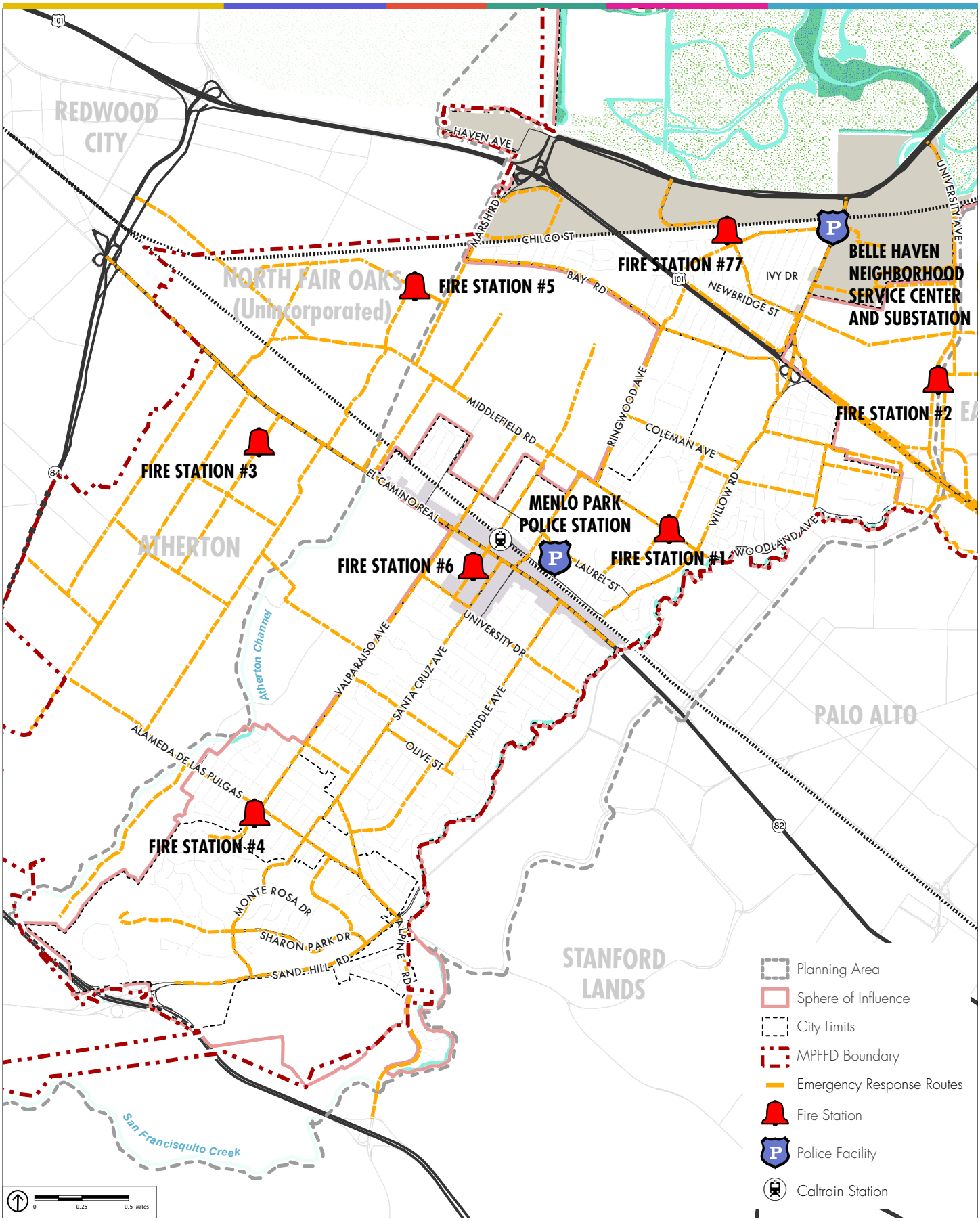


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FIGURE 1: EMERGENCY ROUTES

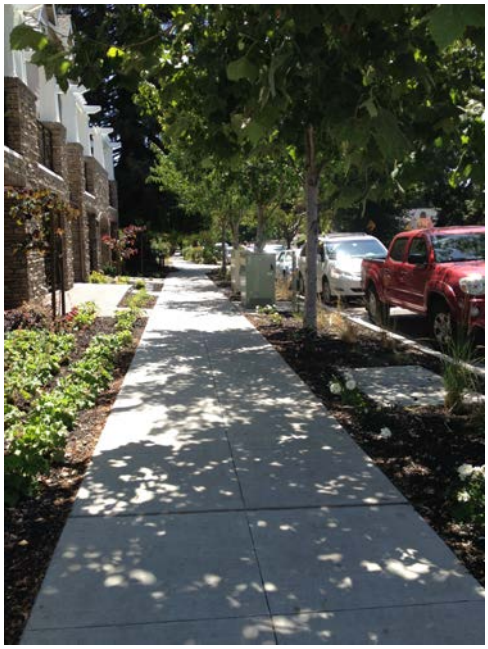
In addition to completing the streets, Menlo Park has the opportunity to incorporate "green street" designs when retrofitting and designing streets. Green streets contain environmental features like trees, rain gardens, and infiltration planters to slow the course of runoff and filter it naturally before it reaches major waterways and sensitive plant and animal life.

Street Classifications

Another key component of providing complete streets is establishing and promoting the suitability of streets for various travel modes and adjacent land uses. The Street Classifications map in Figure 2 and Table 1 depict and explain how the classifications are applied to the Menlo Park roadway network and define objectives to be met when the City resurfaces or redesigns a specific street.

The list of objectives in the Street Classifications Table 1 is one means of ensuring the City fulfills its complete streets mission. Prior to the adoption of this multi-modal approach, Menlo Park, like most cities, relied on classifications required by the Federal Highway Administration (FHWA) for projects seeking federal funding. This system is primarily automobile focused and does not take into consideration local context, land use, or built form. The Street Classifications table retains a correlation to the FHWA classification to ensure that Menlo Park remains eligible for federal transportation funds.

Some uses are independent of a street's normal form and function, such as routes for emergency vehicles, streets adjacent to major transit stations or school zones, and bicycle priority streets. These uses do not necessarily dictate the specific design of a street, but instead encourage design flexibility to better serve the specific purposes. For example, local access streets that can best serve bicycles should be clearly identified so that roadway and intersection features that would discourage bicyclists are not emphasized in their design. Similarly, emergency routes may require width and design exceptions to accommodate movements of emergency vehicles; for example, where a roundabout is appropriate for a particular intersection, its edges may need to be rounded so that large fire trucks can roll over rather than have to swerve around them.



Appropriate classifications lead to context-sensitive street infrastructure for existing and new neighborhoods

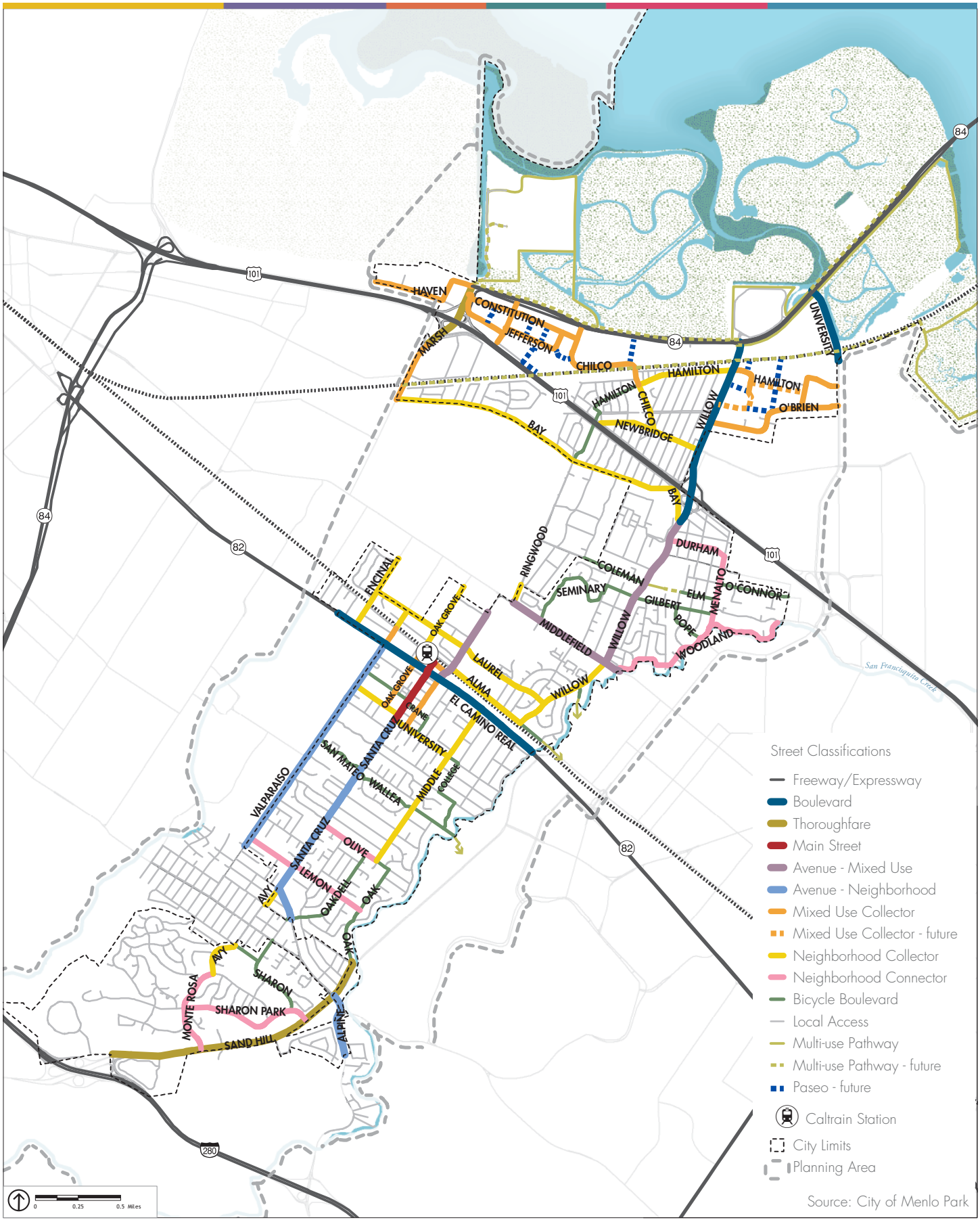


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FIGURE 2: STREET CLASSIFICATIONS

TABLE 1 DESCRIPTION OF STREET CLASSIFICATIONS

Classification	Mode Priority	Description and Guidelines	Examples	FHWA Category
Freeway/ Expressway	Vehicle: ● Other modes: N/A	*Limited access, major regional freeways and expressways that are part of the state and regional network of highways and subject to state design standards*.	Bayfront Expressway	Expressway
Boulevard	Bicycle: ◕ Pedestrian: ● Transit: ● Vehicle: ●	*Major thoroughfare with higher frequency of transit service and mixed commercial and retail frontages*. Provides access and safe crossings for all travel modes along a regional transportation corridor. Emphasizes walking and transit and accommodates regional vehicle trips in order to discourage such trips on nearby local roadways, through collaborations with other cities and agencies. In areas of significant travel mode conflict, bicycle improvements may have lower priority if appropriate parallel corridors exist.	El Camino Real	Primary Arterial
Thoroughfare	Bicycle: ◑ Pedestrian: ◑ Transit: ◑ Vehicle: ●	*Major thoroughfare, limited mixed commercial frontages*. Provides access and safe crossings for all travel modes along a regional transportation corridor. Emphasizes regional vehicle trips in order to discourage such trips on nearby local roadways, through collaborations with other cities and agencies.	Marsh Road, Sand Hill Road	Primary Arterial
Main Street	Bicycle: ◑ Pedestrian: ● Transit: ◑ Vehicle: ◑	*High intensity, pedestrian-oriented retail street.* Provides access to all travel modes in support of Downtown, includes on-street parking. Service to pedestrian-oriented retail is of prime importance. Vehicle performance indicators may be lowered to improve the pedestrian experience. Bicycle priority may be lower where appropriate parallel bicycle corridors exist.	Santa Cruz Avenue	Minor Arterial
Avenue – Mixed Use	Bicycle: ● Pedestrian: ● Transit: ● Vehicle: ◕	*Streets with mixed residential and commercial frontages that serve as a main route for multiple modes.* Distributes trips to residential and commercial areas. Provides a balanced level of service for vehicles, transit, bicycles, and pedestrians, wherever possible. Bicycle priority is greater along identified bicycle corridors. Pedestrian improvements are comfortable to walk along, and provide safe crossings at designated locations.	Willow Road (south of Bay), Middlefield Road	Minor Arterial
● = High Priority ◑ = Medium Priority ○ = Low Priority				

TABLE 1 DESCRIPTION OF STREET CLASSIFICATIONS (CONTINUED)

Classification	Mode Priority	Description and Guidelines	Examples	FHWA Category
Avenue – Neighborhood	Bicycle: ● Pedestrian: ● Transit: ● Vehicle: ◕	*Streets with residential frontages that serve as a main route for multiple modes.* Distributes trips to residential areas. Provides a balanced level of service for vehicles, transit, bicycles, and pedestrians, wherever possible. Bicycle priority is greater along identified bicycle corridors. Pedestrian improvements are comfortable to walk along, and provide safe crossings at designated locations.	Santa Cruz Avenue (south of University Drive), Valparaiso Avenue	Minor Arterial
Mixed-Use Collector	Bicycle: ● Pedestrian: ● Transit: ◑ Vehicle: ◑	*Mixed-use street that serves a significant destination.* Prioritizes walking and bicycling. Accommodates intra-city trips while also distributing local traffic to other streets and areas.	Chilco St (north of rail corridor), O'Brien Drive, Haven Avenue	Collector
Neighborhood Collector	Bicycle: ● Pedestrian: ● Transit: ◑ Vehicle: ◑	*Primarily residential street that serves a significant destination.* Prioritizes walking and bicycling. Accommodates intra-city trips while also distributing local traffic to other streets and areas. Accommodating vehicle traffic while ensuring a high quality of life for residents is a key design challenge.	Bay Road, Laurel Street, Hamilton Avenue	Collector
Neighborhood Connector	Bicycle: ● Pedestrian: ● Transit: ○ Vehicle: ◑	*Low-medium volume residential through street*. Primarily serves residential neighborhoods. Provides high quality conditions for walking and bicycling and distributes vehicle, pedestrian, and bicycle trips to and from other streets.	Monte Rose Avenue, Woodland Avenue	Local
Bicycle Boulevard	Bicycle: ● Pedestrian: ● Transit: ○ Vehicle: ◑	*Low volume residential street, serving mostly local traffic, connecting key bicycle facilities*. Provides access primarily to abutting uses. These streets should offer safe and inviting places to walk and bike.	San Mateo Drive, Hamilton Avenue	Local
Local Access	Bicycle: ● Pedestrian: ● Transit: ○ Vehicle: ◑	*Low volume residential street, serving mostly local traffic.* Provides access primarily to abutting uses. These streets should offer safe and inviting places to walk and bike.	San Mateo Drive	Local
Multi-Use Pathway	Bicycle: ● Pedestrian: ● Transit: N/A Vehicle: N/A	*Pedestrian and bicycle pathway.* Provides priority access to pedestrians and bicycles only, per Caltrans pathway minimum standards. Multi-use pathways feature high-quality crossings where they traverse major roadways.	Bay Trail	N/A

● = High Priority ◑ = Medium Priority ○ = Low Priority

MOBILITY OPTIONS

Providing transportation options for the Menlo Park community is essential to maintaining and enhancing quality of life in the city. Even with a strong multi-modal transportation network, some single-occupant vehicle trips may still be necessary and must be considered in the design and modification of the circulation system. The nature of single-occupant vehicles may change significantly over the timeframe of the General Plan, with non-emitting, self-propelling, and other vehicle technology advances on the horizon. For people to be able to use travel means other than driving alone, those other options must be safe, convenient, and if possible, even fun.

"I wish Menlo Park had better, safer, more convenient bike corridors."

Community Workshop Participant, September 2014

SUSTAINABLE TRANSPORTATION

Sustainable transportation systems are those supporting safe and healthy transportation, active living, and a sense of community where walking, bicycling, and transit are integral parts of daily life. Sustainable transportation promotes the reduction of greenhouse gas (GHG) emissions and per capita vehicle-miles traveled (VMT), which are major goals of the City's Climate Action Plan. Both GHG and VMT can be reduced through transportation improvements making travel modes other than driving alone more accessible and safe to use. GHG can be further reduced through "green" vehicle technologies, including electric vehicles, bicycles, and scooters, and transportation advancements such as connected and autonomous vehicles, and the sharing economy (e.g., ride sharing, bike sharing, and car sharing).

Walking and biking route under Bayfront Expressway

HEALTH AND WELLNESS

The complete streets approach is also a public health initiative, as it promotes walking, bicycling, and access to public transit, which help increase recreation and also reduce local vehicle trips and vehicle-miles traveled, as well as local air pollution and GHG emissions. When people have safe places to walk near their homes, they are more likely to meet recommended levels of physical activity, ultimately improving public health through reduced rates of obesity and chronic disease, and increased life expectancy.

Pedestrian-friendly streetscape design

Complete streets and sustainable transportation systems also improve traffic safety by reducing speeds and making drivers more aware of other

roadway users. Streets designed with public health and wellness in mind are associated with lower rates of vehicle collisions and pedestrian/bicyclist injuries than are street systems focused only on moving automobiles most efficiently. By slowing traffic and improving visibility for pedestrians and bicyclists, complete, livable, green, and therefore sustainable, streets decrease the severity of injuries sustained by bicyclists and pedestrians. The Bicycle Infrastructure map (Figure 3) highlights routes in Menlo Park promoting travel by bicycle.

Reducing vehicle trips and vehicle-miles traveled leads directly to a reduction in local air pollution. People experiencing chronic exposure to pollution from heavy truck traffic, freeways, and other high-traffic arterials face an increased risk of respiratory diseases, chronic illnesses, and premature death. Traffic-related air pollution is linked to asthma, especially among children.

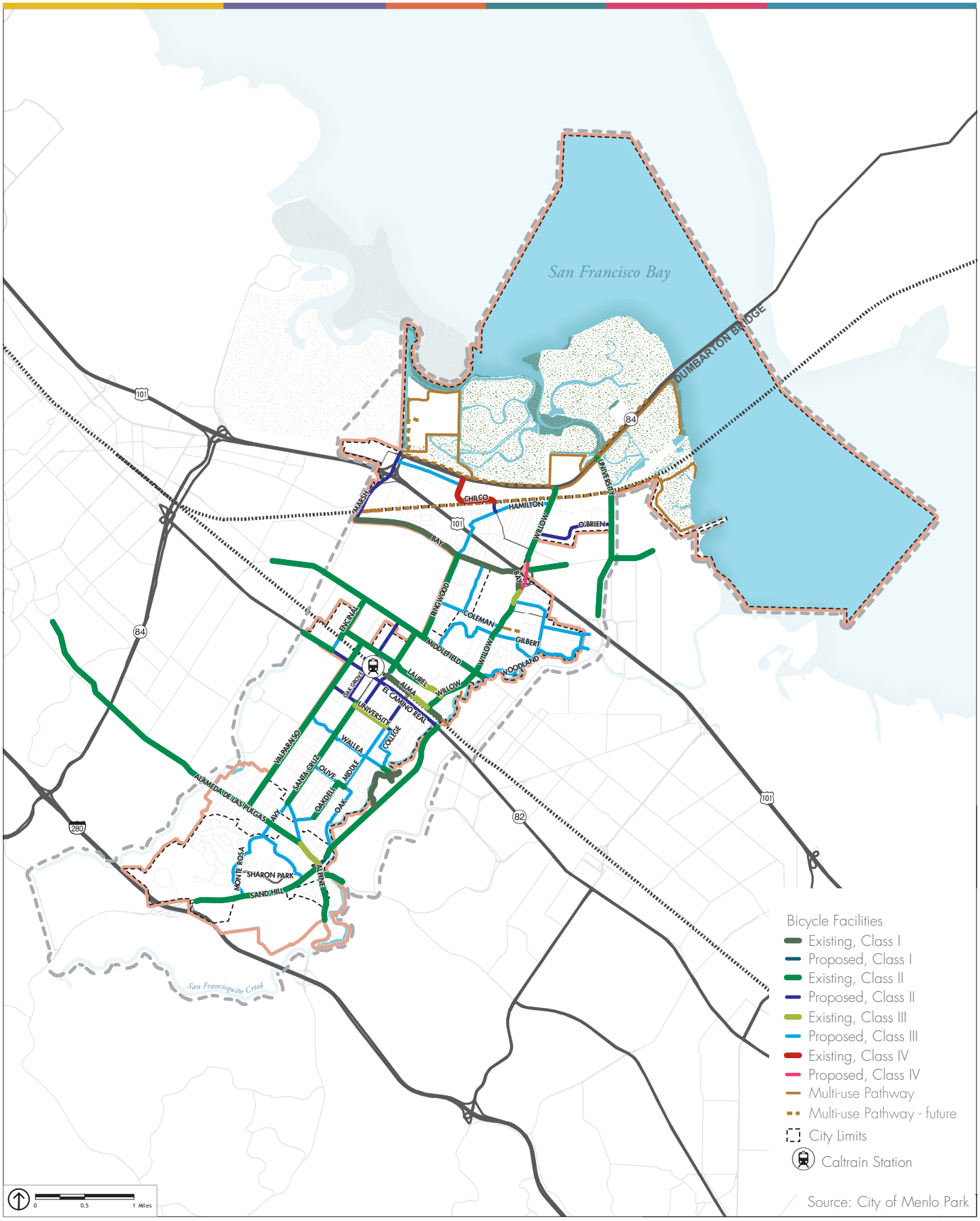
TRANSIT

Transit service is an essential component of the Menlo Park transportation system. Encouraging the use of transit can help reduce vehicular emissions and pollution, increase access to employment and activity centers for those without a car, and help individuals meet daily needs of physical activity. Increased transit frequency and corridor improvements are critical to the City's efforts to improve public transportation choices and regional access. The Transit Infrastructure map (Figure 4) shows both the existing and planned transit routes in Menlo Park.

The City can improve local and regional bus service by collaborating with San Mateo County Transit (SamTrans), the Santa Clara Valley Transportation Authority (VTA), Stanford University, and private organizations to expand public and private service and to improve stops near attractors such as employment centers, commercial destinations, schools, and public facilities.

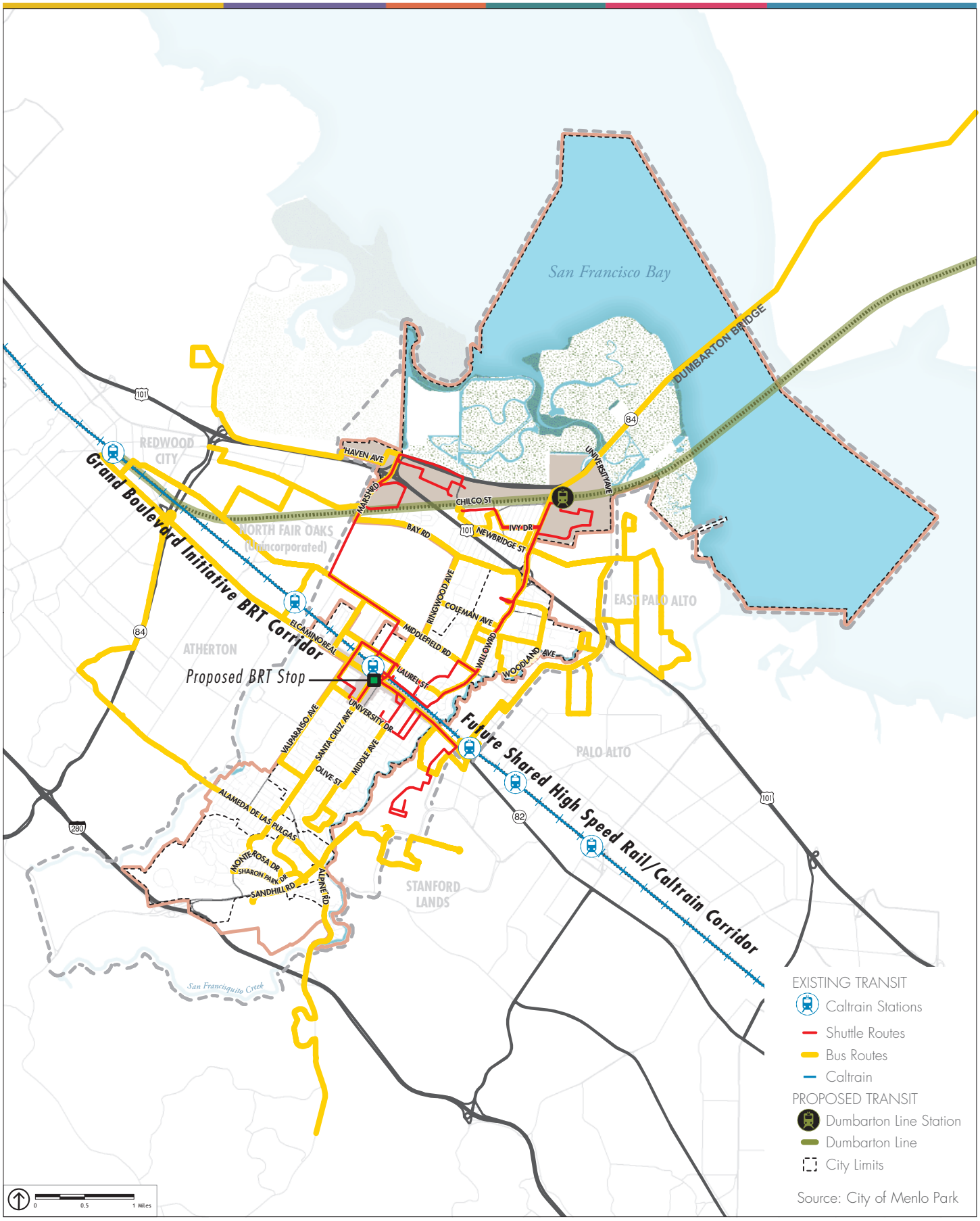
""No matter where a transit station is added, it should be co-located with retail –coffee shop, restaurant, dry cleaner– and anything else the commuters may want on their way to or from work."

Land Use Survey Response, January 2015



CONNECTMENLO
menlo park land use & mobility update

FIGURE 3: BICYCLE FACILITIES - EXISTING AND PROPOSED



CONNECTMENLO
menlo park land use & mobility update

FIGURE 4: TRANSIT INFRASTRUCTURE - EXISTING AND PROPOSED

Electrification of Caltrain between San Jose and San Francisco is planned to improve travel times and increase service frequency in the Caltrain corridor, and lays the framework for a future Caltrain/High Speed Rail blended system operating within the Caltrain right-of-way. Electrified rail service allows faster speeds, shorter travel times, reduced wait times, and better overall connectivity with other regional transit systems. An increase in train frequency also supports an increased number of trains stopping at Menlo Park.

The City of Menlo Park has formed a City Council Rail Subcommittee to advocate for reducing the negative impacts and enhancing the benefits of High Speed Rail in Menlo Park. The Subcommittee has also established principles based on the City Council's position on High Speed Rail. Menlo Park supports the extension of Caltrain to Downtown San Francisco's Transbay Terminal, as well as grade separation efforts to make crossing the rail corridor safer. Reactivation of the Dumbarton Rail Corridor between Redwood City and Menlo Park is another means to provide additional fast and reliable transportation, by rail, bus rapid transit and/or pedestrian and bicycle paths that may ultimately connect to the Dumbarton Bridge.

"Activate Dumbarton Rail!"

Guiding Principles Survey Response, October 2014

TRANSPORTATION DEMAND MANAGEMENT

Transportation Demand Management (TDM) programs are intended to reduce vehicle trips and parking demand by promoting the use of a variety of transportation options and shifting travel mode and time of day to take advantage of available capacity to reduce crowding and congestion. By implementing TDM programs, municipalities and private entities can use available transportation resources more efficiently.

TDM programs can incorporate intelligent transportation systems and other technological solutions to offer applications providing real-time information on transportation options. To ensure effectiveness, the City of Menlo Park can also encourage the development and maintenance of a Transportation Management Association (TMA). The primary goal of a TMA is to reduce vehicle trips to existing and planned developments in a particular area. A TMA can also assist residents, employees, business owners, and other community members in identifying and taking advantage of transportation options between activity centers and public transportation hubs. The City of Menlo Park can coordinate efforts with other agencies providing similar service within San Mateo and Santa

Clara Counties and participate in efforts to increase transportation options near major activity centers.

PARKING

Encouraging the development of an efficient and adequate parking supply can reduce the negative effects of parking on the pedestrian environment and surrounding neighborhoods, and support the City's goals for complete streets, walkability, bikeability, and effective transit. The cost of providing parking can significantly affect the economic feasibility of both private development and City projects. Allowing appropriately sized parking requirements can reduce barriers to new development and renovation of existing buildings while creating a healthy market for parking where parking spaces may be bought, sold, rented, and leased like any other commodity.

Electric vehicle charging at City Hall

New developments can be encouraged to provide appropriate parking ratios with "unbundled" (separately costed) spaces while also making space for car sharing and electric-vehicle charging stations. A shared public parking approach and "park-once" strategies allow motorists to complete multiple daily tasks before moving their vehicle, thereby reducing both vehicle trips and parking demand, particularly in mixed-use areas. With decreased parking demand and establishment of public parking management strategies, the on- and off-street parking supply can be used more efficiently, ensuring that adequate parking is available for short-term and nearby uses. The inclusion of parking pricing at new developments or public parking facilities may be considered as part of a public parking management strategy to further manage this resource.

The Goals, Policies, and Programs on the following pages are intended to provide the Menlo Park community with quality services that encompass all of the mobility options outlined above, and as called for in the ConnectMenlo Guiding Principles.

GOALS, POLICIES, AND PROGRAMS

SAFE TRANSPORTATION SYSTEM

GOAL CIRC-1 Provide and maintain a safe, efficient, attractive, user-friendly circulation system that promotes a healthy, safe, and active community and quality of life throughout Menlo Park.

POLICIES

Policy CIRC-1.1 **Vision Zero.** Eliminate traffic fatalities and reduce the number of non-fatal collisions by 50 percent by 2040.

Policy CIRC-1.2 **Capital Project Prioritization.** Maintain and upgrade existing rights-of-way before incurring the cost of constructing new infrastructure, and ensure that the needs of non-motorized travelers are considered in planning, programming, design, reconstruction, retrofit, maintenance, construction, operations, and project development activities and products.

Policy CIRC-1.3 **Engineering.** Use data-driven findings to focus engineering efforts on the most critical safety projects.

Policy CIRC-1.4 **Education and Encouragement.** Introduce and promote effective safety programs for adults and youths to educate all road users as to their responsibilities.

Policy CIRC-1.5 **Enforcement Program.** Develop and implement an enforcement program to encourage safe travel behavior and to reduce aggressive and/or negligent behavior among drivers, bicyclists, and pedestrians.

Policy CIRC-1.6 **Emergency Response Routes.** Identify and prioritize emergency response routes in the citywide circulation system.

Policy CIRC-1.7 **Bicycle Safety.** Support and improve bicyclist safety through roadway maintenance and design efforts.

Policy CIRC-1.8 **Pedestrian Safety.** Maintain and create a connected network of safe sidewalks and walkways within the public right of way ensuring that appropriate facilities, traffic control, and

street lighting are provided for pedestrian safety and convenience, including for sensitive populations.

Policy CIRC-1.9 **Safe Routes to Schools.** Support Safe Routes to School programs to enhance the safety of school children who walk and bike to school.

PROGRAMS

Program CIRC-1.A **Pedestrian and Bicyclist Safety.** Include pedestrian and bicyclist safety in the design of streets, intersections, and traffic control devices.

Program CIRC-1.B **Safe Routes to Schools.** Work with schools and neighboring jurisdictions to develop, implement and periodically update Safe Routes to School programs. Schools that have not completed a Safe Routes to Schools plan should be prioritized before previously completed plans are updated.

Program CIRC-1.C **Capital Improvement Program.** Annually review progress implementing General Plan policies, and update the Capital Improvement Program to reflect the latest City and community priorities embodied in the General Plan, including for physical projects related to transportation.

Program CIRC-1.D **Travel Pattern Data.** Bi-annually update data regarding travel patterns for all modes to measure circulation system efficiency (e.g., vehicle miles traveled per capita, traffic volumes) and safety (e.g., collision rates) standards. Coordinate with Caltrans to monitor and/or collect data on state routes within Menlo Park.

Program CIRC-1.E **Emergency Response Routes Map.** In collaboration with the Menlo Park Fire Protection District and Menlo Park Police Department, adopt a map of emergency response routes that considers alternative options, such as the Dumbarton Corridor, for emergency vehicle access. Modifications to emergency response routes should not prevent or impede emergency vehicle travel, ingress, and/or egress.

Program CIRC-1.F **Coordination with Emergency Services.** Coordinate and consult with the Menlo Park Fire Protection District in establishing circulation standards to assure the provision of

high quality fire protection and emergency medical services within the City.

COMPLETE STREETS

GOAL CIRC-2 Increase accessibility for and use of streets by pedestrians, bicyclists, and transit riders.

POLICIES

Policy CIRC-2.1 **Accommodating All Modes.** Plan, design and construct transportation projects to safely accommodate the needs of pedestrians, bicyclists, transit riders, motorists, people with mobility challenges, and persons of all ages and abilities.

Policy CIRC-2.2 **Livable Streets.** Ensure that transportation projects preserve and improve the aesthetics of the city.

Policy CIRC-2.3 **Street Classification.** Utilize measurements of safety and efficiency for all travel modes to guide the classification and design of the circulation system, with an emphasis on providing "complete streets" sensitive to neighborhood context.

Policy CIRC-2.4 **Equity.** Identify low-income and transit-dependent districts that require pedestrian and bicycle access to, from, and within their neighborhoods.

Policy CIRC-2.5 **Neighborhood Streets.** Support a street classification system with target design speeds that promotes safe, multimodal streets, and minimizes cut-through and high-speed traffic that diminishes the quality of life in Menlo Park's residential neighborhoods.

Policy CIRC-2.6 **Local Streets as Alternate Routes.** Work with appropriate agencies to discourage use of city streets as alternatives to, or connectors of, State and federal highways; to encourage improvement of the operation of US 101; and to explore improvements to Bayfront Expressway (State Route 84) and Marsh Road (and its connection to US 101), with environmental protection for adjacent marsh and wetland areas, to reduce regional traffic on Willow Road (State Route 114).

Policy CIRC-2.7 **Walking and Biking.** Provide for the safe, efficient, and equitable use of streets by pedestrians and bicyclists through appropriate roadway design and maintenance, effective traffic law enforcement, and implementation of the City's Transportation Master Plan (following completion; until such time the Comprehensive Bicycle Development Plan, Sidewalk Master Plan and the El Camino Real/Downtown Specific Plan represent the City's proposed walking and bicycling networks).

Policy CIRC-2.8 **Pedestrian Access at Intersections.** Support full pedestrian access across all legs of signalized intersections.

Policy CIRC-2.9 **Bikeway System Expansion.** Expand the citywide bikeway system through appropriate roadway design, maintenance, effective traffic law enforcement, and implementation of the City's Transportation Master Plan (following completion; until such time the Comprehensive Bicycle Development Plan and the El Camino Real/Downtown Specific Plan represent the City's proposed bicycle network).

Policy CIRC-2.10 **Green Infrastructure.** Maximize the potential to implement green infrastructure by: a) Reducing or removing administrative, physical, and funding barriers; b) Setting implementation priorities based on stormwater management needs, as well as the effectiveness of improvements and the ability to identify funding; and c) Taking advantage of opportunities such as grant funding, routine repaving or similar maintenance projects, funding associated with Priority Development Areas, public private partnerships, and other funding opportunities.

Policy CIRC-2.11 **Design of New Development.** Require new development to incorporate design that prioritizes safe pedestrian and bicycle travel and accommodates senior citizens, people with mobility challenges, and children.

Policy CIRC-2.12 **State-Controlled Signals.** Work with Caltrans to ensure use of appropriate modern technology traffic signal equipment on State routes with the objective of meeting Caltrans' adopted performance metrics for state-controlled facilities in conjunction with good fiscal planning.

Policy CIRC-2.13 **County Congestion Management.** Work with the County Congestion Management Agency to implement the Countywide Congestion Management Program and Deficiency Plans for City and State facilities, and avoid adding any Menlo Park streets or intersections to the Countywide Congestion Management Program.

Policy CIRC-2.14 **Impacts of New Development.** Require new development to mitigate its impacts on the safety (e.g., collision rates) and efficiency (e.g., vehicle miles traveled (VMT) per service population or other efficiency metric) of the circulation system. New development should minimize cut-through and high-speed vehicle traffic on residential streets; minimize the number of vehicle trips; provide appropriate bicycle, pedestrian, and transit connections, amenities and improvements in proportion with the scale of proposed projects; and facilitate appropriate or adequate response times and access for emergency vehicles.

Policy CIRC-2.15 **Regional Transportation Improvements.** Work with neighboring jurisdictions and appropriate agencies to coordinate transportation planning efforts and to identify and secure adequate funding for regional transportation improvements to improve transportation options and reduce congestion in Menlo Park and adjacent communities.

PROGRAMS

Program CIRC-2.A **Manage Neighborhood Traffic.** Following the adoption of a street classification system with target design speeds, establish design guidelines for each street classification. Periodically review streets for adherence to these guidelines, with priority given to preserve the quality of life in Menlo Park's residential neighborhoods and areas with community requests. Utilize a consensus-oriented process of engagement to develop an appropriate set of modifications when needed to meet the street classification guidelines.

Program CIRC-2.B **NACTO Design Guidelines.** Adopt the National Association of City Transportation Officials (NACTO) Urban Street Design Guide and Urban Bikeway Design Guide as supplements to the California Manual for Uniform Traffic Control Devices to enhance safety for users of all travel modes and improve aesthetics.

Program CIRC-2.C **Transportation Master Plan.** Prepare a citywide Transportation Master Plan that includes roadway system improvements and combines and updates the existing Bicycle Plan, includes provisions for overcoming barriers and identifying safe multi-modal routes to key destinations in the City, and replaces the existing Sidewalk Master Plan with a section that identifies areas in Menlo Park where the community and neighborhood have expressed a desire for sidewalk improvements. Update the Transportation Master Plan at least every five years, or as necessary.

Program CIRC-2.D **Pedestrian and Bicycle Facility Maintenance.** Remove debris on roadways and pedestrian/bike facilities, monitor intersection sight clearance, and repair pavement along all roadways and sidewalks; prioritize improvements along bicycle routes and at pedestrian crossing locations.

Program CIRC-2.E **Bikeway System Planning.** Review the citywide bikeway system pursuant to the Transportation Master Plan (following completion; until such time the Comprehensive Bicycle Development Plan and El Camino Real/Downtown Specific Plan represent the City's proposed bicycle network), and other recent planning efforts every five years and update as necessary.

Program CIRC-2.F **Bicycle Improvement Funding.** Pursue funding for improvements identified in the Transportation Master Plan (following completion; until such time, the Comprehensive Bicycle Development Plan and El Camino Real/Downtown Specific Plan represent the City's proposed bicycle network).

Program CIRC-2.G **Zoning Requirements for Bicycle Storage.** Establish Zoning Ordinance requirements for new development to provide secure bicycle and convenient storage and/or bike-sharing facilities.

Program CIRC-2.H **Zoning Requirements for Paseos.** Establish Zoning Ordinance requirements for new development to include public easements for paseos.

Program CIRC-2.I **Bike Sharing Program.** Work with local and regional organizations to develop and implement a citywide bike sharing program.

Program CIRC-2.J **Multi-modal Stormwater Management**. Identify funding opportunities for stormwater management that can be used to support implementation of multimodal improvements to Menlo Park's streets.

Program CIRC-2.K **Zoning Ordinance Requirements.** Establish Zoning Ordinance requirements for all new development to incorporate safe and attractive pedestrian and bicycle facilities, including continuous shaded sidewalks, pedestrian lighting, and other amenities.

Program CIRC-2.L **Transportation Impact Analysis Guidelines.** Review and update the City's Transportation Impact Analysis (TIA) Guidelines, as needed. Consider factors such as preserving residential quality of life, appropriate accounting for mixed land uses, use of multiple transportation modes, and induced travel demand.

Program CIRC-2.M **Transportation Management Program.** Establish goals and metrics for the City's Transportation Management Program, and annually assess progress toward meeting those objectives.

Program CIRC-2.N **Transportation Design Details.** Develop a signage and pavement marking inventory. Prepare and periodically update design details for transportation improvements.

Program CIRC-2.O **Traffic Signal Timing.** Periodically adjust traffic signal timing to support efficient and safe travel for all modes and emergency vehicles, including in conjunction with Caltrans on its rights-of-way.

Program CIRC-2.P **Plan Lines.** Review all "plan lines" indicating where City-owned rights-of-way exist but have not been constructed to determine whether those alignments should be maintained, modified, or abandoned, and identify locations where additional right-of-way is needed to accommodate roadway or bicycle/pedestrian improvements.

Program CIRC-2.Q **Caltrans.** Collaborate with Caltrans to achieve and maintain travel efficiency along Caltrans rights-of-way in Menlo Park consistent with the San Mateo County Congestion Management Plan.

Program CIRC-2.R **Caltrans Relinquishment.** Investigate the potential for relinquishment by Caltrans of State Route 114 (the portion of Willow Road between Bayfront Expressway and US 101 near Bay Road).

SUSTAINABLE TRANSPORTATION

GOAL CIRC-3 **Increase mobility options to reduce traffic congestion, greenhouse gas emissions, and commute travel time.**

POLICIES

Policy CIRC-3.1 **Vehicle-Miles Traveled.** Support development and transportation improvements that help reduce per service population (or other efficiency metric) vehicle miles traveled.

Policy CIRC-3.2 **Greenhouse Gas Emissions.** Support development, transportation improvements, and emerging vehicle technology that help reduce per capita (or other efficiency metric) greenhouse gas emissions.

Policy CIRC-3.3 **Emerging Transportation Technology.** Support efforts to fund emerging technological transportation advancements, including connected and autonomous vehicles, emergency vehicle pre-emption, sharing technology, electric vehicle technology, electric bikes and scooters, and innovative transit options.

Policy CIRC-3.4 **Level of Service.** Strive to maintain level of service (LOS) D at all City-controlled signalized intersections during peak hours, except at the intersection of Ravenswood Avenue and Middlefield Road and at intersections along Willow Road from Middlefield Road to US 101. The City shall work with Caltrans to ensure that average stopped delay on local approaches to State-controlled signalized intersections does not exceed LOS E.

PROGRAMS

Program CIRC-3.A **Transportation Impact Metrics.** Supplement Vehicle Miles Traveled (VMT) and greenhouse gas emissions per service population (or other efficiency metric) metrics with Level of Service (LOS) in the transportation impact review process, and utilize LOS for identification of potential operational improvements, such as traffic signal upgrades and coordination, as part of the Transportation Master Plan.

Program CIRC-3.B **Emergency Response Coordination.** Equip all new traffic signals with pre-emptive traffic signal devices for emergency services. Existing traffic signals without existing pre-emptive devices will be upgraded as major signal modifications are completed.

HEALTH AND WELLNESS

GOAL CIRC-4 Improve Menlo Park's overall health, wellness, and quality of life through transportation enhancements.

POLICIES

Policy CIRC-4.1 **Global Greenhouse Gas Emissions.** Encourage the safer and more widespread use of nearly zero-emission modes, such as walking and biking, and lower emission modes like transit, to reduce greenhouse gas emissions.

Policy CIRC-4.2 **Local Air Pollution.** Promote non-motorized transportation to reduce exposure to local air pollution, thereby reducing risks of respiratory diseases, other chronic illnesses, and premature death.

Policy CIRC-4.3 **Active Transportation.** Promote active lifestyles and active transportation, focusing on the role of walking and bicycling, to improve public health and lower obesity.

Policy CIRC-4.4 **Safety.** Improve traffic safety by reducing speeds and making drivers more aware of other roadway users.

PROGRAMS

Program CIRC-4.A **Partnerships.** Explore partnerships with private and public organizations (e.g., the County of San Mateo Health Department) to fund incentive programs and events that encourage multimodal transportation.

TRANSIT

GOAL CIRC-5 Support local and regional transit that is efficient, frequent, convenient, and safe.

POLICIES

Policy CIRC-5.1 **Transit Service and Ridership.** Promote improved public transit service and increased transit ridership, especially to employment centers, commercial destinations, schools, and public facilities.

Policy CIRC-5.2 **Transit Proximity to Activity Centers.** Promote the clustering of as many activities as possible within easy walking distance of transit stops, and locate any new transit stops as close as possible to housing, jobs, shopping areas, open space, and parks.

Policy CIRC-5.3 **Rail Service.** Promote increasing the capacity and frequency of commuter rail service, including Caltrain; protect rail rights-of-way for future transit service; and support efforts to reactivate the Dumbarton Corridor for transit, pedestrian, bicycle, and emergency vehicle use.

Policy CIRC-5.4 **Caltrain Enhancements.** Support Caltrain safety and efficiency improvements, such as positive train control, grade separation (with priority at Ravenswood Avenue), electrification, and extension to Downtown San Francisco (Transbay Terminal), provided that Caltrain service to Menlo Park increases and use of the rail right-of-way is consistent with the City's Rail Policy.

Policy CIRC-5.5 **Dumbarton Corridor.** Work with SamTrans and appropriate agencies to reactivate the rail spur on the Dumbarton Corridor with appropriate transit service from Downtown

Redwood City to Willow Road with future extension across the San Francisco Bay.

Policy CIRC-5.6 **Bicycle Amenities and Transit.** Encourage transit providers to improve bicycle amenities to enhance convenient access to transit, including bike share programs, secure storage at transit stations and on-board storage where feasible.

Policy CIRC-5.7 **New Development.** Ensure that new nonresidential, mixed-use, and multiple-dwelling residential development provides associated needed transit service, improvements and amenities in proportion with demand attributable to the type and scale of the proposed development.

PROGRAMS

Program CIRC-5.A **Long-Term Transit Planning.** Work with appropriate agencies to agree on long-term peninsula transit service that reflects Menlo Park's desires and is not disruptive to the city.

Program CIRC-5.B **SamTrans.** Work with SamTrans to provide appropriate community-serving transit service and coordination of schedules and services with other transit agencies.

TRANSPORTATION DEMAND MANAGEMENT

GOAL CIRC-6 Provide a range of transportation choices for the Menlo Park community.

POLICIES

Policy CIRC-6.1 **Transportation Demand Management.** Coordinate Menlo Park's transportation demand management efforts with other agencies providing similar services within San Mateo and Santa Clara Counties.

Policy CIRC-6.2 **Funding Leverage.** Continue to leverage potential funding sources to supplement City and private monies to support transportation demand management activities of the City and local employers.

Policy CIRC-6.3 **Shuttle Service.** Encourage increased shuttle service between employment centers and the Downtown Menlo Park Caltrain station.

Policy CIRC-6.4 **Employers and Schools.** Encourage employers and schools to promote walking, bicycling, carpooling, shuttles, and transit use.

PROGRAMS

Program CIRC-6.A **Transportation Demand Management Guidelines.** Update the City's Transportation Demand Management Guidelines to require new non-residential, mixed use and multi-family residential development to provide facilities and programs that ensure a majority of associated travel can occur by walking, bicycling, and/or transit, and that include vehicle trip reduction reporting goals, requirements, and monitoring and enforcement mechanisms.

Program CIRC-6.B **Transportation Management Association.** Participate in the formation of a Transportation Management Association (TMA) to assist local residents, employees, students, and other community members in identifying and taking advantage of travel options between employment centers and rail connections, downtown, and nearby cities. Require new, large commercial and residential development to participate in the TMA. Establish goals for the TMA, such as those for mode share, vehicle trips, or VMT by geographic areas in the City. Collaborate or partner with adjacent cities' TMAs to ensure regional consistency.

Program CIRC-6.C **Transportation Impact Fee.** Require new and expanded development to pay a transportation impact fee, and update the fee periodically to ensure that development is paying its fair share of circulation system improvement costs for all modes of transportation.

Program CIRC-6.D **Peninsula Traffic Congestion Relief Alliance.** Consider joining the Peninsula Traffic Congestion Relief Alliance ("commute.org") to assist local employers with increasing biking and walking, transit, carpool, and vanpool and shuttle use for their employees.

Program CIRC-6.E **Employer Programs.** Work with local employers to develop programs that encourage walking, bicycling, and transit use.

Program CIRC-6.F **Trip Reduction Goals.** Maintain an adopted vehicle trip reduction goal in the Zoning Ordinance to encourage transportation demand management programs and reduce vehicle traffic and update the goal with major changes in transit service, every five years, or as needed.

PARKING

GOAL CIRC-7 Utilize innovative strategies to provide efficient and adequate vehicle parking.

POLICIES

Policy CIRC-7.1 **Parking and New Development.** Ensure new development provides appropriate parking ratios, including application of appropriate minimum and/or maximum ratios, unbundling, shared parking, electric car charging, car sharing, and Green Trip Certified strategies to accommodate residents, employees, customers and visitors.

Policy CIRC-7.2 **Off-Street Parking.** Ensure both new and existing off-street parking is properly designed and used efficiently through shared parking agreements and, if appropriate, parking in-lieu fees.

Policy CIRC-7.3 **Park Once.** Support the establishment of shared public parking, particularly in mixed-use and retail areas, and of Park-Once strategies that allow motorists to park once and complete multiple daily tasks on foot before returning to their vehicle, helping to reduce vehicle trips and parking demand.

Policy CIRC-7.4 **Public Parking Management.** Improve the efficiency of the on- and off-street public parking system via parking management strategies that ensure adequate parking is available for nearby uses. Prioritize allocation of short-term retail customer parking in convenient on-street and off-street facilities. Locate long-term employee parking in such a manner that it does not create a shortage of customer parking adjacent to retail. Consider utilizing parking pricing as a strategy to balance demand and supply.

Policy CIRC-7.5 **Parking Technology.** Utilize real-time wayfinding and parking technology to guide drivers to facilities with available parking.

Policy CIRC-7.6 **Caltrain Parking and Access.** Work with the Joint Powers Board to improve bicycle and pedestrian access to Caltrain stations while providing adequate parking at the Menlo Park Caltrain station that does not negatively impact nearby uses.

PROGRAMS

Program CIRC-7.A **Parking Requirements.** Periodically evaluate and update parking requirements, including bicycle and electric vehicle spaces. Update the Parking Stall and Driveway Design Guidelines. Consider the effect on demand due to various contextual conditions such as parking pricing, transportation demand management strategies, transit accessibility, walkability and bikeability.

Program CIRC-7.B **Parking In-Lieu Fees.** Explore adoption of a parking in-lieu fee to fund a variety of tools that provide additional parking, improve access to parking, or reduce parking demand.