

# Midcoast Community Council

## An elected Advisory Council to the San Mateo County Board of Supervisors

representing Montara, Moss Beach, El Granada, Princeton, and Miramar  
PO Box 248, Moss Beach, CA 94038-0248 | [midcoastcommunitycouncil.org](http://midcoastcommunitycouncil.org)

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Chair Vice-Chair Treasurer Secretary

Date: May 25, 2022

To: San Mateo County Transportation Authority

Cc: Don Horsley, SMC Supervisor District 3, Steve Monowitz, SMC Director of Planning, Maziar Bozorginia, City Engineer, City of Half Moon Bay, Chanda Singh, SMC Senior Transportation Planner

From: Midcoast Community Council

Subject: 2022 ACR/TDM Call for Projects – San Mateo County & Half Moon Bay Proposed Projects

The Midcoast Community Council (MCC) is an elected Municipal Advisory Council to the San Mateo County Board of Supervisors, serving the citizens of the unincorporated Midcoast communities of Montara, Moss Beach, Miramar, El Granada, and Princeton. We, the MCC, strongly support San Mateo County's (County) and the City of Half Moon Bay's (City) efforts to secure funds through the San Mateo County Transportation Authority's 2022 Alternative Congestion Relief (ACR) and Transportation Demand Management (TDM) Call for Projects for the Midcoast Transportation Demand Management Plan.

Over the past decade, we have worked closely with the County, its partners, and our community to identify transportation concerns and needs that will serve both residents and visitors. This is memorialized most recently in Connect the Coastside, the San Mateo County Comprehensive Transportation Management Plan, which draws upon many past planning efforts. Highways 1 and 92 are fraught with congestion and safety concerns, as they are the only ways in and out of the coastside and must serve commute and non-commute trips, students, and high volumes of weekend visitors. Driving is the most common way of getting to and around the coastside.

The MCC supports Connect the Coastside's vision to improve conditions for all roadway users, especially pedestrians, cyclists, and better transit service. Stakeholders also expressed a strong desire for congestion relief, especially on weekends and during commute peak periods. A primary avenue of seeing relief in congestion is by reducing vehicle trips to and on the coastside. The County and City are actively pursuing implementation of multimodal infrastructure which will support a mode shift from driving to walking and bicycling. However, additional supportive programs, policies, and services are necessary to educate, encourage, and incentivize residents and visitors to not drive alone.

The shared approach to develop a TDM Plan between the County and Half Moon Bay is critical, since coastside residents and visitors must travel through both jurisdictions. TDM Strategies that work for other jurisdictions in San Mateo County may not be effective for the coastside due to the unique setting, land uses, and travel patterns. The Midcoast TDM Plan will identify strategies that are tailored to the specific needs of the coastside and support long-term mode shifts.

If the County and City are awarded, the MCC will provide a venue for the County and City to engage Midcoast residents, support sharing information about the TDM Plan, and provide feedback during the planning process. We encourage the Transportation Authority to give favorable consideration to the County and City applications and we look forward to collaborating if they are awarded.

MIDCOAST COMMUNITY COUNCIL

s/Claire Toutant, Chair