Menlo Park Green Ribbon Citizens' Committee

Climate Action Report & Recommendations

November 14, 2007

SECTION FOUR

Transit & Transportation Subcommittee

Project Name	Category	Stakeholder	Project Description	GHG Impact	Financial Impact	Municipal Examples	Proposed By
A. Baseline Transit/Driving Survey		City of Menlo Park	Update driving/transit survey to establish a current baseline.	none	Chip Taylor to provide		
B. Allocate Staff Time For Transportation Planning and Grant Applications		City of Menlo Park	Allocate equivalent of 100% FTE to plan projects, coordinate with other jurisdictions write grant applications.	none	$100k/year partially offset by grants		
C. Electrification of Caltrain	Public Transportation	Caltrain, Samtrans, SMCTA	Electrification of Caltrain line from San Francisco to San Jose or Gilroy	2/3 reduction from existing system	$600M programmed, none from MP	Amtrak NE Corridor, most of Europe	
D. High Speed Rail (HSR)	Statewide/Regional Transportation	HSR Authority, State Voters	Construct advanced rail system connection between LA, Sacramento & Bay Area using existing HSR technology. Provides additional regional travel mode.	70-80% reduction from existing commercial air & auto travel diverted to rail	$40-50B requires voter approval in 2012	Europe, Japan	
E. Dumbarton Rail Project	Regional/Public Transportation	Samtrans, VTA, ACTransit,Caltrain, MTC, DB Policy Advisory Committee & CAC	Connect Caltrain line with Union City/Newark via inactive existing Dumbarton Rail line. Initial plan includes 6 conventional rail commuter trains westbound in AM, 6 trains eastbound in PM	Up to 4000 tons/year CO2 reduction based on initial ridership estimates	$600M programmed from financial partners, none from MP	Caltrain line between San Jose & Gilroy	
F. Dumbarton Express Bus Line	Public Transportation	DB Consortium	Study Expansion of Current Dumbarton Express Bus Line	Unknown	unknown		JM, CB
G. Bus Rapid Transit (BRT)	Public Transportation	Unknown	Study a bus rapid concept for the Dumbarton Corridor	Up to 2000 tons/year CO2 reduction based on conceptual ridership estimates	Potentially Significant		
H. Invest in Facilities to Increase Ridership and Facilitate Use of Transit	Public Transportation	City of Menlo Park	City should invest in facilities such as sidewalks, bike storage lockers and racks, lighted crosswalks, public restrooms, and pedestrian amenities to increase transit ridership.	unknown, probably minor	minor	Seattle, San Francisco, many others	
I. Improve Signage, Route Maps & Schedules for Samtrans & Caltrain Systems	Public Transportation	City of Menlo Park, Samtrans & Caltrain	Lack of multilingual, accurate and up-to-date signage, route maps and schedules is a deterrent to more transit ridership. Encourage Caltrain and SamTrans to use 511 kiosks, electronic scheduling boards like BART. City can improve its post way-finding signs.	unknown, probably minor	minor		
J. Improve Samtrans Service in MP with Better Connections to VTA & Caltrain	Public Transportation	City of Menlo Park	Work with Agencies to Improve Transit Service, including increased E-W Bus Service and Frequencies	unknown, potentially moderate	potentially moderate for dependable operating $$ for bus and train service		
K. Improve Public Transportation Subsidies to City Employees	Public Transportation	MTC, City of Menlo Park	Encourage transit and alternate travel options, City should set an example and make its employee commuter program a model for the area.	unknown or minor	minor	Redwood City	

Project Name	Category	Stakeholder	Project Description	GHG Impact	Financial Impact	Municipal Examples	Proposed By
L. Universal Transit Pass	Public Transportation	MTC	Already in use in the East Bay and Vancouver, the Universal Transit Pass is scheduled to come to the Peninsula in 2009. City should have plans in place to make the best use of this payment/boarding tool.	unknown, could be moderate in the long term	None to MP	East Bay, Vancouver	
M. Spare the Air Days in Menlo Park	Public Transportation, Pedestrians, Bicycling		Develop additional programs and increase existing ones to encourage residents to take alternate transportation on Spare the Air Days.	minor	minor	MP & SF	
N. End Car Allowances for Upper Management	Council Discretionary Responsibilities	City of Menlo Park	End car allowances for upper management. With Savings, purchase hybrid staff pool vehicle.	minor but symbolically important	none		SMS
O. Improve Street Lighting	Pedestrian	City of Menlo Park	Improve street lighting in locations where safety of pedestrians is perceived to be a problem. Work with neighbors to build consensus as to location for street lighting.	minimal	$2000 to $10,000 Each		
P. Complete Sidewalk Survey	Pedestrian	City of Menlo park	Approved in the 2007-08 Budget and survey of city sidewalks is out to bid. Need for repairs and new sidewalks will be identified. The issue of sidewalks on Santa Cruz is a separate budget item.	none for survey, minor to moderate for new sidewalks	is going out to bid		
Q. Accessible Sidewalks & Bike Lanes	Pedestrian	City of Menlo Park	Reduction of sidewalk obstructions to encourage walking. Minimize temporary bike lane obstructions.	minor	minimal		
R. Implement Existing Bicycle Plan	Bicycle	City of Menlo Park	City's existing Bicycle Plan needs to be fully funded and executed. It is multiphased over several years. Current year's project is way-signing. Menlo Park has 5 times the number of bicycle commuters as the state average.	up to 5500 tons/year by 2020	Short term projects estimated at $91,000		
S. Construct Pedestrian/Bicycle Undercrossing at Caltrain tracks	Pedestrian/Bicycle	City of Menlo Park, Stanford University, Caltrain, PG&E	Construction of a ped/bike undercrossing under Caltrain, a defined in the Bicycle Master Plan to encourage walking and bicycling. Will provide a safer East-West route to schools and activity centers.	Key component of item above	$1.9M estimated in 2002, could now be up to $4M		
T. Safe Routes To School	Pedestrian/Bicycle	School Districts, City of Menlo Park	Encourage schools to make biking and walking safe alternatives to driving or being driven. Work to expand the Safe Routes to School program	Potentially moderate	minor to moderate if school bus program were to be reinstated		
U. Bicycle Racks	Bicycle	Newspaper Publishers, & Cyclists	Free up more space for bike racks, especially in downtown, by increasing use of pedestal news stands. City has supply of bike racks and new funding to instal and is gradually installing new bike racks around town.	unknown, probably minor	minimal	Palo Alto; San Francisco, San Jose	

Project Name	Category	Stakeholder	Project Description	GHG Impact	Financial Impact	Municipal Examples	Proposed By
V. Transit Oriented Development	All	City Council and Planning Comm.	Codify the transit oriented development zoning into the General Plan to allow for higher density and mixed use development in the transit corridors. Work with Developers to target actual Transit Users.	Potentially moderate	minimal	Mtn.View, Palo Alto, Redwood City, San Mateo	
W. Representation on Transit Boards	Council Discretionary Responsibilities	City Council	Seek additional MP representation on regional transit boards. As a small city at the end of the county, we are often overlooked in transit decisions.	none	none		
X. Alternative Transportation to Menlo Park Events	Council Discretionary Responsibilities	City Council	Create policies to encourage attendees at city-wide events to travel by foot, bike or other transit. Shuttle services should be explored.	Potential to be derived from ICLEI report and/or Dianne Dryer	none		
Y. Enforcement of Traffic Laws	Council Discretionary Responsibilities	City Council, MP Police	Direct Police to enforce traffic laws that protect safety of pedestrians and bicyclists.	none	minor to moderate, depending on staffing requirements		
Z. Plug-In and Biofuel Stations	Council Discretionary Responsibilities	City Council, Public Works	City policy should encourage and accommodate the use of bio-fuels and other renewable fuels; require businesses and parking facilities to provide electric vehicle charging stations with clear standard signage.	unknown, probably minor	none		
AA. Encourage Service Providers to use Green Practices	Council Discretionary Responsibilities	City Council, Procurement. Allied Waste, other waste management companies	The City should continue its bid processes to select service providers that use green practices, reducing the carbon foot print. (Renewable fuel vehicles, Recycle content, locally-produced products)	unknown, probably minor	none		

MENLO PARK TRANSIT / TRANSPORTATION SUBCOMMITTEE RECOMMENDATIONS

MISSION STATEMENT

To identify City transportation policy that reduces the carbon footprint and impacts of Menlo Park residents, businesses and government.

THE SUBCOMMITTEE'S GOAL

The Subcommittee's overall goal is to increase environmentally friendly transit and transportation use by creating city policy and changing people's behavior. The single biggest contributor of CO2 emissions is the private automobile. By providing options other than single occupant car driving, we hope to transform how people get from place to place. Therefore it is this subcommittee's goal to reduce Vehicle Miles Traveled (VTMs) by Menlo Park residents and employees by 25% by 2020.

Government programs and regulations are a supplement not a substitute for personal responsibility in our collective efforts to reverse alarming climate change trends. We see more small hybrid and other innovative vehilces on our streets. More people are making everyday use of bicycles for commuting, shopping and errands. More residents take time to walk to destinations in Menlo Park.

If we are to reduce our green house gas emmissions significantly we will be making sacrifices to do so. A reduction in our profligate use of fossil fuels may be an inconvenience and also an opportunity for creativity and choice: Is this trip necessary? Can I combine my trips? Can I do without the big SUV? Can I use public transit? Can I combine my auto commute to work with my visit to the gym and my shopping? Can I do it any of these on foot or by riding my bike? Can I get whatever I need locally?

We encourage residents, employers and employees to check their personal carbon footprint by going to Acterra's Cool-It website. http://www.cool-it.us/index.php?refer=acterra

You may also use the table below for a rough estimate of the carbon costs of everyday transportation options.

TABLE FOR CO2 EMISSIONS BY TRANSPORTATION MODE

DRIVING ALONE (divide by number of occupants to get CO2/mile/passenger)

If your vehicle vehicle's mileage is:
10/mpg = 2# CO2/mile
20/mpg = 1# CO2/mile
40/mpg = 1/2# CO2/mile
Small Hybrid = 1/3# CO2/mile
Plug-In Hybrid = 1/5# CO2/mile

Motorcycle = ~1/2-1/3# CO2/mile

BUS ~ 1/4# CO2/mile/passenger

RAIL

Conventional Diesel Rail = ~1/4# CO2/mile
Conventional Electric Rail = ~1/12# CO2/mile
Light Rail = ~1/6# CO2/mile

FERRY~4-6# CO2/mile/passenger

COMMERCIAL AIR

Short Flight (SFO-LAX) =2/3# CO2/mile/passenger
Long Flight (SFO-JFK) = 2/5# CO2/mile/passenger

These numbers are approximate and were derived from a number of reputable sources. The committee considers them to be sufficiently accurate to also forecast the effectiveness of various GHG reduction strategies.

A. BASELINE DRIVING/TRANSIT, SURVEY

GOAL

The City needs a new (most recent 2001) baseline of how people who live and/or work in Menlo Park get around. The population to be surveyed should include the following groups:

Menlo Park residents who drive/walk/bike/take transit to work

Menlo Park City and private employees drive/walk/bike/take transit to work

Menlo Park residents who drive/walk/bike/take transit to shop, use city facilities etc.

Menlo Park City and private employees drive/walk/bike/take transit to shop, use city facilities

School populations, including parents, students and staff

Senior citizens and disabled population

SOLUTION

The city should obtain and maintain up to date transit survey data, reflecting existing patterns of residents, commuters and through traffic. The survey should cover trip origin, trip destination, time and mode of travel, number of occupants if car, time and transit mode. This would serve as a tool to set a baseline, plan needed changes and additions to our transit options.

Survey could help identify new programs, such as Ride Share and a Zip Car franchise in downtown, that might be introduced with sufficient interest. Question on survey – What would it take to get participant to walk, bike or take transit instead of driving?

CRITERIA

Unless we know where we are now, we can't know what our target changes could/should be.

FINANCIAL IMPACT: Chip Taylor is checking on cost of 2001 survey. An extensive survey of this type will be very expensive and labor intensive, it is a big project. It would

yield valuable results that can be used for modeling of traffic impacts of new developments, etc. The survey is not expected to generate revenue nor in itself reduce carbon emissions, etc.

EASE OF IMPLEMENTATION: Depending on when funding is allocated or grant submitted, a survey company needs to be selected, questions chosen, then the survey can be rolled out.

B. ALLOCATION OF STAFF TIME FOR PLANNING AND INTRA-JURISDICTIONAL CO-ORDINATION

GOAL

The City should be actively engaged in planning to maintain and expand existing programs and facilities that would help meet our GHG reduction goals.

CRITERIA

The City should allocate the equivalent of an additional 100% FTE for Transportation Planning and preparation of grant applications.

FINANCIAL COST: $100K/year less planning grants from state and regional agencies.

DISCUSSION OF RECOMMENDATIONS

While the Subcommittee's discussions led to the identification of four distinct areas of consideration, some suggestions overlap and apply to more than one area.

1. Public Transportation
2. Pedestrians and Walking
3. Bicycle Transportation
4. Council Discretionary Responsibilities

1. PUBLIC TRANSPORTATION

C. ELECTRIFICATION OF CALTRAIN

GOAL

Reduction of carbon footprint for 35,000 commuters on the Peninsula. Quieter, faster and cleaner public transit system

FINANCIAL COSTS: $600 Million to electrify the line from San Francisco to San Jose. Electrification of the CalTrain line will produce 1/3 the carbon emissions of the existing line. The train will be quieter and somewhat faster.

IMPACTS: Overhead wires and poles along the right-of-way (visual impacts), loss of trees. Our City Council has addressed some of the concerns in a letter dated September 25, 2007.

EASE OF IMPLEMENTATION/PROBABILITY: difficult, is a regional decision, will have significant impact on reducing carbon emissions.

BEST PRACTICES: The Amtrack Northeast Corridor and most light rail nationwide. (VTA Lightrail)

D. HIGH SPEED RAIL (HSR)

GOAL

Reduce reliance on air and auto modes between San Francisco Bay Area/Sacramento and Los Angeles. The project is dependant on voter approval on a multi-billion dollar statewide bond measure scheduled fro 2012. The timing of construction is unknown. The HSR authority has determined that High Speed Rail will enter the Bay Area from Pacheco Pass on the south and Altamont Pass from the east. These routes could either come across the Dumbarton Bridge alignment past Belle Haven and Suburban Park or up the Peninsula along the Caltrain right-of-way.

FINANCIAL COST: Estimated to be in the $40 to $50 Billion range

IMPACTS: The dormant rail line behind properties in Belle Haven and Suburban Park would be activated and expanded for the use of an unknown number of trains. Impacts could include possible disruption of existing development right-of-way including grade separations and right-of-way property acquisition depending on how the service is designed and managed within the urban Peninusla corridor.

EASE OF IMPLEMENTATION: difficult, contingent on statewide legislative and voter support.

BEST PRACTICES: All of Western Europe and Japan.

E. SUPPORT DUMBARTON RAIL PROJECT

GOAL

Reduction of carbon emissions by commuters from the East Bay to Menlo Park and other Peninsula destinations north and south of Redwood City. The Dumbarton Rail Project has been identified since the mid 1990's as a practical and viable project by the Metropolitan Transportation Commission. The planning studies have identified initial ridership at 3,500 new trips per day, which translates into a reduction of 1750 cars per day which would reduce CO2 emissions by up to 4000 tons/year. Studies have shown that enthusiasm by new riders will contribute to a steady increase in ridership.

The planned operation is for 6 trains to run in the morning from the East Bay to the Peninsula Caltrain line. Three would turn south towards San Jose with the other three would continue north to Redwood City and San Francisco. The schedule would be reversed in the afternoon. This plan serves the dominant commute pattern of the Dumbarton Corridor. The initial convential diesel rail could be converted to a clean and quieter electric mode at some time in the future

Because this project is not a Menlo Park Project but instead a regional one, the City of Menlo Park has limited ability to give direction to the project. However, participation by Menlo Park representatives in the planning process should continue.

FINANCIAL COSTS: Dumbarton Rail to Newark is currently estimated is 600 million; Electrification at construction which is not yet approved or programmed could add $200 million.

F. STUDY EXPANSION OF DUMBARTON EXPRESS (DBX) BUS SERVICE

GOAL

The same as Item E above.

While the costs and local impacts may be significantly lower than the rail project, DBX is not likely attract comparable numbers of new transit riders, despite its ability to run in both directions. Its attractiveness would also depend on the conversion of some existing multi-purpose vehicle lanes on State Route 84 to High Occupancy Vehicle (HOV) lanes, a practice that is opposed by Caltrans.

G. STUDY A BUS RAPID TRANSIT (BRT) DUMBARTON CORRIDOR CONCEPT

GOAL

The same as Item E above.

As there is little or no data to compare BRT (Bus Rapid Transit) with conventionial rail, partly because there is no clear description of a BRT only system. The consultants have suggested that a BRT system could be 50-67% less expensive than the MTC approved and programmed Rail Project if there were no provisions to convert the BRT system to rail in the future.

Conceptual ridership estimates again indicate that BRT would attract significantly fewer new transit riders than the Rail Project. As with the DBX alternative, this translates into a less effective system in terms of reducing greenhouse gas emissions and vehicle miles traveled. These estimates suggest that if constructed, a BRT system might reduce CO2 emissions by as much as 2000 tons/year, about _ the effectiveness of Conventional Rail.

H. INVEST IN FACILITIES TO INCREASE RIDERSHIP AND EASE OF TRANSIT USE

GOAL

City should invest in facilities such as sidewalks, lighted cross-walks, bus shelters, public restrooms, bike lockers, bike racks, and pedestrian amenities to increase public ridership and ease of use of public transit.

The transit survey can help identify the likely locations and types of facilities. Locations could include Caltrain, El Camino Real, Willow Road, Menlo Atherton High School, Santa Cruz Ave., and programs could include Ride Share and a zip car franchise in downtown.

Recommendations from staff on locations, facilities, as well as cost analysis are requested to initiate this project. Staff should also oversee implementation of project when approved.

There is additional staff time for transportation management allocated in the current budget. This is an ideal project for that additional staff.

FINANCIAL COST: Unknown – to be determined by this request

I. IMPROVE SIGNAGE, ROUTE MAPS AND SCHEDULES BY CALTRAIN AND SAMTRANS

GOAL

There is currently a shortage of signage at our train and bus stations, in English and almost none in other languages.

Caltrain has plans to upgrade their electronic display boards.

Add 511.org kiosks at Caltrain stations and transit centers to assist commuters in getting information electronically.

Multilingual route maps and schedules need to be visibly posted inside and outside the bus stations, transit areas and at transit stops.

These are issues that need to be taken to SamTrans, Caltrain and any other service providers to be sure that Menlo Park transit users have the best information possible to make their commute choices.

FINANCIAL COSTS: Caltrain and SamTrans need to cover the cost of transit signs. City could cover cost of local way signage for bicylists and pedestrians.

EASE OF IMPLEMENTATION: easy to moderate

BEST PRACTICES:

Munich, Germany, BART, San Francisco at transit hubs

J. IMPROVE SAMTRANS SERVICE TO MENLO PARK

GOAL

The City should work with SamTrans to ensure good service to Menlo Park, including improved connections with VTA and Caltrain; SamTrans and Caltrain need to work better to notify city staff and residents of changes in schedules. This could be done partially by expanded 511 notification and signage.

Less frequent Caltrain service at our station transit options for residents are lost. The City policy should seek changes in Caltrain service that increase the number of stops and close the time gaps in service to Menlo Park. Samtrans and the Valley transportation Agency should increase co-ordination to provide transfer-free connections between counties.

Unfortunately, Menlo Park will lose its only bus route to Santa Clara County starting in January. This was a step in the wrong direction. East/West bus connections in Menlo Park should be made more frequent, less circuituous and include weekend service.

FINANCIAL COSTS: Increases in operational costs demonstrate need for a reliable operational funding source for Caltrain and Samtrans.

K. IMPROVE PUBLIC TRANSPORTATION SUBSIDIES TO CITY EMPLOYEES

GOAL

To help build ridership, which will aid in reducing our greenhouse emissions, City should examine, compare with other cities and agencies and update its own ridership reward program. It should be a model to encourage businesses to create pilot programs that encourage employees to use public and alternate transit (such as Stanford and SRI do).

The City's program should explore cooperative agreements with other area cities, as well as other modes of public transit besides existing buses and trains. Gateway 20-20 is an existing program that includes Redwood City, Palo Alto, East Palo Alto and Stanford University that is looking for an inter-city transit system using VTA, SamTrans, CalTrain, Menlo Park City Shuttles, The Marguerite System and the Palo Alto Shuttle System to move people around the Mid Peninsula. Menlo Park was invited to join Gateway 20-20 in 2005 and the Council declined to participate.

The City's existing Commuter Check program and transportation allowance program.$50 per month for transit, $1.50 a day to walk, carpool or bike to work.

FINANCIAL COST: Additional staff time for working with private businesses so that they might create transportation programs; writing grants). Funds to pay for increased city staff time, the cost to subsidize the transit pass, and cost to advertise the program could come from many sources, including using developer in- lieu fees, grants, etc. A cost benefit analysis study should be done.

EASE OF IMPLEMENTATION: Start with multiple phases and incremental goals

BEST PRACTICES

How do we compare? What could be improved?

Redwood City offers a similar incentive program to Menlo Park 's. Their website is accessible to employees only so cannot be posted here. Contact person in the city of Redwood City is: Lisa Flowers-Ford, in Human Resources, email: LFLowers-Ford@redwoodcity.org

Stanford University and SRI both offer extensive incentive programs. Stanford's website of offerings is at http://transportation.stanford.edu/index.shtml.

L. UNIVERSAL TRANSIT PASS

GOAL

Menlo Park is served by numerous transit agencies: SamTrans (San Mateo County Bus Service), Caltrain, AC Transit (Dumbarton Express), and can connect to VTA (Valley Transit Authority, Santa Clara County), BART, and the San Francisco Muni and bus lines. Menlo Park has its own shuttles and can currently connect via either VTA or SamTrans to the Stanford shuttle service as well.

Each of the transit agencies has its own fare rates, have different pass offerings and methods of collection. Transfers from one system to another do not exist, so riders must pay double fares and often with cash.

Having a Universal Transit Pass would simplify payment and make boarding transit vehicles more efficient. Employers who currently offer various transit passes, such as Stanford, could allocate an annual dollar amount towards the universal pass and not have to purchase blanket passes for all employees in multiple jurisdictions. Employers who don't yet offer such incentives might find this a convenient way to reduce car trips and demand for parking spaces.

The Universal Pass would be an efficient way to promote and encourage transit ridership to residents, employers and City staff.

The Universal Transit Pass, called TransLink , is already being used in the East Bay. http://www.translink.org/whereCanIuseTranslink.do

It is scheduled to come the Peninsula in 2009.

Menlo Park should explore how to make the best use of this pass before it arrives, and make sure our residents, employers and employees know about it and know how to use it.

CRITERIA

Our goal is to reduce VTMs by 25% by 2020. Transit is a key component to reaching that goal. This is a convenient, efficient and effective method for payment and therefore will encourage people to take transit.

For example, the City could offer passes to staff to be used however they need it, bus, train, BART/train, etc. Likewise the Chamber for its members, churches for the homeless, etc.

The more people who use transit, the cheaper it can become.

FINANCIAL COST: Cost of staff time to learn about the universal pass, work with community to make the pass easily available and understood.

BEST PRACTICES:

Vancouver already has this system. www.translink.bc.ca/

M. SPARE THE AIR DAYS

GOAL

Encourage residents to use alternate transportation, especially on days that have been designated as Spare the Air Days.

CRITERIA

Menlo Park already has 3 stations for Spare the Air Days. City should work with the Chamber of Commerce and other groups to find additional ways to reward residents, City staff, employees and employers for helping to spare our air. Coupons for ice cream to people waiting at the Menlo Park Caltrain and bus stops?

Menlo Park has Ride to Work Days but this could be expanded to include other modes of alternate travel, such as walking and taking transit.

FINANCIAL COST: work with Chamber, perhaps get grant, to cover costs of coupons. Volunteers, such as Scouts, Transportation Commissioners

Quality of Life: Reward program will help encourage other modes of transportation, thereby helping to reduce our city's emissions on such crucial days.

EASE OF IMPLEMENTATION: Easy

BEST PRACTICES

Stanford University has a give-away table on Bike to Work days at the Palo Alto transit center. Our program could/should target other kinds of commutes as well. A lottery with big rewards for participants, like a vacation in a famous green city could be designed.

Bay Area Transit Agencies give free rides on the first few Spare The Air Days of each year.

N. END CAR ALLOWANCES FOR UPPER MANAGEMENT

GOAL

Set a positive example example for City staff and residents that upper management itself is doing what others are being urged to do: Walk, Bike, Use public transit, Car Share and Car Pool.

By eliminating the car allowances, there will be a one year saving of ~$30,000. With that savings the City can purchase another small hybrid automobile to its fleet for use of the staff.

2. PEDESTRIAN AND WALKING RECOMMENDATIONS

O. IMPROVE STREET LIGHTING

GOAL

Improve street lighting in locations where safety of pedestrians is a problem or is perceived as a problem and an obstacle to walking.

CRITERIA

People resist walking when they feel unsafe. Insufficient street lighting is a safety issue both in the early morning hours and for evenings.

A survey and study needs to be done on lighting and neighborhood participation/impacts. The existing Neighborhood Traffic Management Plan could be the basis for making changes to street lighting.

FINANCIAL COST: ~$2000-10000 per streetlight.

EASE OF IMPLEMENTATION: Funding and Council direction.

P. COMPLETE SIDEWALK SURVEY

GOAL

Menlo Park needs to be more pedestrian friendly to encourage walking as an alternate to driving. Having sidewalks in good repair encourages people to walk.

SOLUTION

Already approved in the 2007-2008 budget is a sidewalk survey, which should identify where new sidewalks need to be installed and should identify which sidewalks need repair

Sidewalks on Santa Cruz between Olive and downtown will be done in a separate project.

The task force should follow up on this survey to determine which locations are likely candidates.

CRITERIA

Walking produces zero emissions, it should be encouraged and promoted as both personally and environmentally healthy. Stakeholders include: school children, parents, residents in general.

FINANCIAL COST: The survey has already been determined by council. When results are provided, the task force should have a mechanism to select appropriate action items for further implementation.

This item is not expected to produce revenue. Improved and additional sidewalks will benefit quality of life for those who walk and will help decrease GHG emissions.

Q. ESTABLISH POLICIES THAT ENCOURAGE ACCESSIBLE SIDEWALKS & BIKE LANES

GOAL

Discourage sidewalk obstructions
Solution:Establish city policies that encourage accessible sidewalks and bike lanes. Such policies should restrict the obstructions of sidewalks and bike lanes with construction dumpsters, parked cars, garbage cans, recyclingbins, etc.

The Bicycle Commission has requested a study on this subject, as there are implications for the General Plan.

FINANCIAL COST: Current unit cost per foot of new sidewalk? (Kent Steffens)

3. BICYCLE TRANSPORTATION RECOMMENDATIONS

R. IMPLEMENT CITY'S EXISTING BIKE PLAN FOR FACILITIES AND IMPROVEMENTS

GOAL

Menlo Park needs to be more bicycle-friendly to encourage bike riding as an alternative to car driving.

SOLUTION

Our Bicycle Commission has already submitted a bicycle plan that targets needed additions and improvements to make Menlo Park more bicycle friendly. Please see commission's website for this plan - http://www.menlopark.org/departments/trn/bike_project.html

CRITERIA

From the Menlo Park Bicycle Plan: According to the 2000 Census, the number of Menlo Park residents who bicycle as their primary mode of transportation to work is five times the state average and nine times the national average.

A key reason to fund this Plan is to satisfy requirements of the California Bicycle Transportation Account and other state and federal funding programs for which Caltans plays an oversight and review role. In order to qualify for available funding, the State of California requires applicants to have an adopted master plan.

Current bicycle ridership is estimated at 2,918, making a total of 5836 trips daily, and saving an estimated 4,188 VMTs per weekday. By implementing the Bicycle Plan that by 2020 bicycle ridership could increase to 8,132 daily bike riders making 16,263 daily trips and saving approximately 44,854 VMTs per weekday. This represents a CO2 emission savings of up t0 5500 tons per year.

This is a multi-phase plan, parts of which are already in process. This year's project is is wayfinders.

FINANCIAL COST: Short-term projects are projected to cost $91,000 and mid-term projects are estimated to cost $86,000. Long-term projects, including the under-crossing, could be up to $4 million.

Ease Of Implementation: various phases, easy to difficult. Parts are already in process.

S. CONSTRUCT THE PEDESTRIAN/BICYCLE UNDERCROSSING OF CALTRAIN AS OUTLINED AND THE BICYCLE PLAN

GOAL

Completion of a pedestrian/bicycle under-crossing of Caltrain will provide a safe, convenient route to parks, schools, stores, and employment for many residents. This is a key part of the package for helping to change people's behavior by encouraging non-driving transportation.

City Council has already approved in the 2007-2008 Budget a study of the location, a cost estimate and possible source of funding. Any development proposed at a site identified by this study will trigger design and construction of an undercrossing for bicyclists and pedestrians.

CRITERIA

Biking produces zero carbon emissions.

Currently for pedestrians and bicyclists to cross the train tracks in that area, they must negotiate the challenging Ravenswood/Menlo Ave. route with busy car traffic and travel lanes constricted by parking.

Details on this item can be found in staff reports presented for the budget and in the Bicycle Plan.

BEST PRACTICES: City of Belmont, City of San Carlos at Arroyo Ave. and the Caltrain station, City of Palo Alto at Homer Ave and City of Mountain View at San Antonio Caltrain Station.

T. WORK WITH SCHOOLS TO ENCOURAGE WALKING AND BIKING AND SAFE ROUTES PROGRAM

GOAL

To encourage the public school districts and private schools to make safe walking and biking to all schools in Menlo park a district priority.

Apply city resources and staff time to Safe Routes to School grants, school facilities, roadway and pedestrian amenities and education that reduce the number of children transported to school via private automobiles

CRITERIA:

A. Encourage the school districts and private schools to publicize walking and biking to school as safe and healthy alternatives to private auto drop-offs.

B. Fund city transportation staff to work with the schools to encourage walking and biking via safe routes to school programs, educational materials for parents and educators. City staff have already done seven projects and distributed bike education materials.

C. Fund educational and traffic enforcement actions by the Menlo Park Police Department aimed at making cycling and walking safer and more enjoyable.

U. INCREASE QUANTITY OF BIKE RACKS CITY-WIDE

GOAL

City should explore new or additional pedestal news racks that take up less space. Bike racks could be installed in newly created space. Increase number of bike racks around town for easy and convenient use by bike riders.

CRITERIA

News stands around town are cluttered with stand alone newspaper bins. If these were combined into the stacking pedestal variety, they would take up less space. Bike racks could be installed in the left over area.

People are more inclined to ride their bikes if they know there is a place to secure their bikes. The City purchased many bike racks. Money was budgeted this year for installation, which is just beginning in the downtown area. Assistance in locating best site and providing racks on private property should be made available to businesses in Menlo Park.

A note however, that news racks are protected as free speech zones, are in the public right of way, and are often controlled by permits.

FINANCIAL COST: Cost of news racks – $ each; cost of bike racks – $ each, cost to install –

EASE OF IMPLEMENTATION: Easy

BEST PRACTICES: San Francisco http://www.sfgov.org/site/sfdpw_page.asp?id=32433

4. COUNCIL DISCRETIONARY RESPONSIBILITIES

V. TRANSIT ORIENTED DEVELOPMENT

GOAL

Codify the transit oriented development zoning into the General Plan to allow higher density and mixed use development.

Housing and commercial development close to transit will increase ridership, which will in turn, increase transit options, reduce the cost of transportation for residents and employees, and will also reduce greenhouse gas emissions.

Included in this discussion should also be the need for mixed income levels for housing.

San Mateo County will need 73,000 more housing units by the year 2025 (San Mateo City/County Association of Governments)

The fewer the units per acre, the more those expensive those units have to be. Is Menlo Park willing to make the necessary zoning changes needed to change the density restrictions?

Income diversity is declining in the Bay Area and there is a risk that our new TOD in Menlo Park will be unaffordable to almost all but the higher end of income levels. Adding to the costs of Menlo Park's limited TOD are costly permitting processes (ie zoning) and high parking standards.

"The market demand for transit-oriented housing is broad and deep. Consumers are increasingly choosing smaller, more compact houses in neighborhoods where shops and services are within walking distance and where high-quality transit service is a viable alternative to driving. Additionally, the types of households who most tend to seek out TOD – singles, baby-boomer couples without children, the elderly and low-income minority households – are expected to increase significantly in the Bay Area over the next 25 years." From Transit-Oriented for All

California is the third largest consumer of gasoline in the world.

One TOD household consumes 250-389 fewer gallons of gas/year, enough to power a home for 5 to 7 months of the year. (Statewide TOD study, 2002

BENEFITS OF TOD:

Reduced carbon emissions and focused, more sustainable growth
More people out of cars and using transit.
Increased mobility for senior citizens and the disabled
Reduce the need for parking lots, making more land available for public spaces, wider sidewalks,
Reduces employee absenteeism and retention
Households are healthier because they walk and bike.
Occupants spend less money and time on commuting.
Higher density development uses less land.
Infill development reduces infrastructure costs (Utilities, Fire Service, Waste and Sewer Services,Water Savings)

FINANCIAL COSTS: If the uses are being changed from retail to residential or office there is a potential loss of sales tax revenue. The magnitude of sales tax loss is unknown in the absence of knowing which specific parcels are being eveloped. If the sire is vacant or occupied by a defunct business or office use, there would be no loss.

EASE OF IMPLEMENTATION: change zoning – moderate

BEST PRACTICES
Most places in Europe
Bay Meadows in San Mateo, Downtown Palo Alto, Mountain View and Redwood City.
Santana Row, San Jose (although it is not mixed income and not as transit-oriented as it could have been)

RESOURCES:
Transit for All: The Case for Mixed-Income Transit-Oriented Communities in the Bay Area (June 2007)
University of California, Berkeley
Center for Community Innovation
http://www-iurd.ced.berkeley.edu/cci/04A!publications.html

The Great Communities Collaborative is a unique cooperative relationship between four Bay Area nonprofit organizations – Greenbelt Alliance, the Nonprofit Housing Association of Northern California, the Transportation and Land Use Coalition and Urban Habitat. The goal of the Collaborative is
for half of the Bay Area's new homes between now and 2030 to be located in walk-able neighborhoods near transit.

W. SEEK ADDITIONAL REPRESENTATION ON REGIONAL TRANSIT BOARDS

GOAL

The City should be aggressive in getting Council representation on the various transit boards. These boards help determine funding for new projects, transit routes, stops and frequency of service. At minimum, the Council should designate a council member to attend Board meetings of SamTrans, Caltrain and San Mateo County Transportation Authority (Each Board meets once a month)

Most boards are made up of elected officials, often based on seniority. There are working groups under these boards that comprise staff and community members. All levels of participation should be encouraged.

The City should lobby and actively monitor SamTrans and Caltrain to ensure good service to Menlo Park residences and businesses.

CRITERIA

Menlo Park as a smaller city on the Peninsula, needs a larger voice regarding transit issues and the allocation of transit dollars. Menlo Park is at the end of the county; our transit options are fewer than in the northern part of the county; and our connectivity to Santa Clara County is poor.

In addition, information on transit/transportation issues, such as route changes and route closures, would hopefully passed on to residents in a timely fashion.

FINANCIAL COST: none

X. CREATE CITY POLICY THAT ENCOURAGES ALTERNATE TRANSPORTATION TO MENLO PARK EVENTS

GOAL

City should create policies that encourage attendees at City events to travel by foot, bike or alternative transportation. Such policies might include closure of city streets for such events as art and wine festivals, block parties, etc.

CRITERIA

Large public events in Menlo Park create traffic congestion and parking problems. Providing alternatives to cars, such as bike corrals or bike valet service and shuttle service, would help alleviate the problem. City should consider requiring bike parking facilities at the Connoisseurs Market, Sunset weekend, etc.

Closing city streets, for example, Santa Cruz, for events like the block parties encourages people to walk, bike, and have a good time. Adding bike corrals and shuttle service could aid tremendously in reducing congestion. The bike corrals could be organized and staffed by volunteers.

As part of these events, bike clinics could be offered to demonstrate bike maintenance and safety.

FINANCIAL COST: will have to look into what the block parties cost. Much was done by volunteer labor. Cost of running shuttle services should be explored.

QUALITY OF LIFE: The art and wine festivals and the block parties are excellent examples of quality of life, community building that bring us together.

EASE OF IMPLEMENTATION: Easy

Examples: our block parties were a huge success and drew Menlo Park residents and people from other communities. Adding the bike corral and possibly shuttle service would have made the “green” events even greener.

BEST PRACTICES:

Sunset Publishing Celebration Weekend and King’s Mountain Art Festival run shuttle service to/from the festival grounds.

Y. DIRECT POLICE TO STRICLY ENFORCE LAWS THAT PROTECT SAFETY OF PEDESTRIANS AND BICYCLISTS

GOAL

Enforcement of traffic laws both ensures and reassures on matters of pedestrian and bicycle safety.

Preferring a model of positive reinforcement of desirable behavior, a program could be developed with local businesses to reward people for careful driving, making proper hand signals as bicyclists, etc.

CRITERIA

People resist walking and bike riding when they feel unsafe.

Our police department is very understaffed and has not been able to provide traffic enforcement to the satisfaction of many residents, including bicyclists and pedestrians. The City Council and the City Manager are working on addressing staffing issues.

When police resources are available for traffic enforcement, a program that reinforces positive behavior would be an excellent alternative to traditional traffic code enforcement practices.

FINANCIAL COST: A combination of grants, donations and public education funds could help offset costs of developing and maintaining this program.

EASE OF IMPLEMENTATION: When we have sufficient police staff, not too difficult

Z. ECOURAGE THE AVAILABILTY OF PLUG-IN AND BIOFUEL STATIONS

GOAL

City policy should encourage and accommodate the use of bio-fuel and other fuels less carbon intensive than gasoline/regular diesel. City policy should require business and city parking structures and plazas to have provisions for electric vehicle charging stations as the technology matures to standard charging station formats. A formula should be developed to require a certain ratio of charging stations spaces to regular parking spaces.

To assist Biofuel users, the City should create signage and locators so people know where such fuels are available. If standard signage has been created, the City should make use of these existing universal signs to direct users.

City policy should encourage the city and organizations to accommodate alternative fuel vehicles and clean vehicles and technologies through MP's purchasing policies. www.pluginamerica.com

It is recognized that these are evolving technologies.

FINANCIAL COSTS: still needs to be determined who and how to pay for the electricity used at the plug-in stations.

EASE OF IMPLEMENTATION: No technical standard exists for electrioc charging stations, but the city should plan for their future adoption via reserved space, and provision of basic electric infrasrtucture for future implementation of charging stations.Bio- fuel stations are difficult for the city to encourage, as there are issues with a larger regional vehicle fleet, and an associated need for regional attention to alternative fuels. City policy should be to stay involved as regional plans are made in these areas.

AA. ENCOURAGE SERVICE PROVIDERS TO USE GREEN PRACTICES

GOAL

The City should continue its policy of using its bid evaluation process to encourage municipal waste and other vehicles to user cleaner technologies. Allied Waste has announced the use of bio-diesel vehicles for use in Menlo Park. Menlo Park's waste collection service is up for renewal. West Bay Sanitation District presented a pre-proposal for a 10-year contract to City Council in September. That proposal includes the use of clean vehicles.

The City should continue to use its purchasing to encourage manufacturers and supplies to reduce the carbon footprint and energy intensity of packaging, and the carbon footpriont and energy intensity of the transporation and delivery of purchases.

FINANCIAL COST: Use of clean vehicles could increase residential and commercial garbage collection fees. As part of a bid review, vendors would be motivated to keep their costs competitive as well as minimize the carbon footprint from their sales. Other best green practices could initially result in minor cost increases that are not likely to persist in the long term.

EASE OF IMPLEMENTATION: easy, is already happening

Random And Useful Facts (RAUF)

"Transportation contributes about 40% of climate-changing emissions" Linden, E, The Winds of Change: Climate, either and the Destruction of Civilizations" 2006
According to the 2000 Census, 75.5% of Menlo Park residents drove alone to work.

2001 Menlo Park Employee Commute Survey the average commute distance for MP employees was 18.1 miles and the average commute time was 35 minutes.

According to the Bay Area Air Quality Management District, motor vehicles are responsible for approximately 75% of the smog in the Bay Area. Reducing vehicle miles traveled (VMTs) is a key goal of both BAAQMD and our subcommittee. *(Menlo Park Bicycle Plan)* Our worsening traffic conditions can be, in part, linked to the limited supply of quality affordable housing near jobs and transit.

California is the third largest consumer of gasoline in the world.
Annual costs of owning a car: $4,303 - $6,329
Annual cost of taking public transit: $1272-$3989

Annual cost of transit

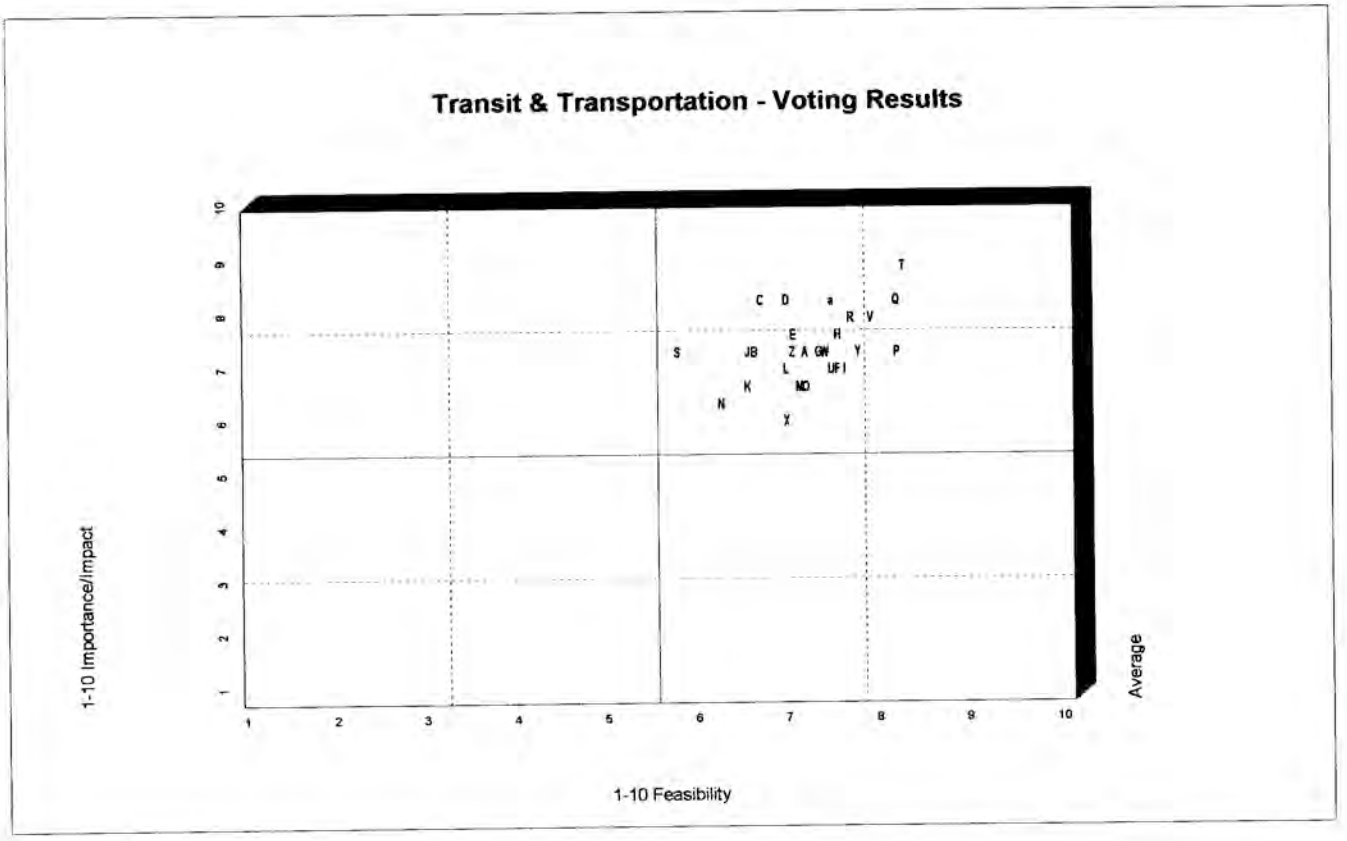
To San Francisco:
Caltrain: $1830
SamTrans and Caltrain: $2571
Caltrain and Muni: $2571

To San Jose:
Caltrain: $1272
SamTrans & Caltrain: $2013
No mention of VTA

To Oakland
Caltrain and BART: $3,248
SamTrans, Caltrain, BART: $3,989

From a presentation on June 28, 2007 to the Land Use Subcommittee

"For an average office building in the United States, calculations done by Environmental Building News (EBN) show that commuting by office workers accounts for 30% more energy than the building itself does. For an average new office building built to code, transportation accounts for more than twice as much energy use as building operation." (*Environmental Building News Sept. 2007. BuildingGreen.com)*



Data set:1

Item	Scale	N	Abs	Avg	Div	Frequency of Responses 0	1	2	3	4	5	6	7	8	9	10
1-10 Importance/Impact Criterion																
T-Work with schools to encourage walking and biking and safe routes program	10	32	0	9.0	8	0	0	0	0	1	0	5	3	7	16
C-Support Electrification of Caltrain, (Reduction of carbon emissions by 2/3)	10	33	0	8.5	15	0	0	1	0	1	2	4	5	6	14
Q-Establish policies that encourage accessible sidewalks and bike lanes	10	32	0	8.4	17	0	0	0	2	1	2	4	4	5	14
D-Support High Speed Rail to reduce reliance on air and auto modes from Bay area & Sacramento to Los Angeles	10	33	0	8.4	26	1	1	0	1	0	1	4	4	5	16
2A-City continues bid processes to select service providers that use green practices	10	31	0	8.3	11	0	0	0	0	2	3	3	6	10	7
V-Add Provision for Transit Oriented Development zoning into General Plan	10	32	0	8.1	20	1	0	0	0	3	1	4	6	8	9
R-Implement City's existing Master Bicycle Plan for facilities and improvements	10	32	0	8.1	11	0	0	0	0	2	3	5	9	6	7
E-Support current plan for Dumbarton Rail Project. Initial GHG reduction = 4000 Tons/Yr.	10	31	0	7.8	29	2	0	1	0	1	1	5	7	4	10
H-Invest in facilities to increase access to and ease of transit use (Bike Racks, Bus Shelters, and Public Restrooms)	10	32	0	7.6	17	0	1	0	0	2	7	3	7	7	5
Z-Create City policy to encourage the use of bio-fuel and plug-ins in parking structures etc.	10	33	0	7.6	25	1	0	0	3	3	2	3	9	3	9
J-Improve Samtrans service in Menlo Park with better connections to VTA & Caltrain	10	31	0	7.5	17	1	0	0	1	0	5	8	8	3	5
P-Complete the sidewalk survey	10	31	0	7.5	16	0	0	1	1	1	7	6	6	3	6
A-Update baseline transit/driving survey	10	32	0	7.4	23	1	0	0	2	3	3	6	6	4	7
S-Construct the pedestrian/bicycle undercrossing of Caltrain as approved in the Master Bicycle Plan	10	31	0	7.4	26	2	0	0	0	1	8	3	6	4	7
B-Allocate 100% Full Time Equivalent position	10	31	0	7.4	27	1	0	2	1	2	3	4	7	4	7
G-Study a Bus Rapid Transit (BRT) concept for Dumbarton Corridor	10	32	0	7.4	31	2	1	0	0	3	3	5	5	6	7
W-Seek additional Menlo Park representation on various transit boards	10	33	0	7.3	22	1	1	0	0	4	3	5	10	4	5
Y-Direct Police to enforce traffic laws that protect safety of pedestrians and bicyclists	10	31	0	7.3	22	0	2	1	0	2	3	6	9	3	5
F-Study expansion of current Dumbarton Express Bus Line	10	33	0	7.2	23	1	1	0	1	3	5	7	5	5	5
U-Increase quantity of bicycle racks city-wide	10	32	0	7.1	25	1	1	2	0	1	3	7	11	1	5
L-Universal transit pass: Encourage City to conduct public outreach program	10	32	0	7.1	35	2	0	3	0	3	3	4	5	4	8
I-Improve signage, route maps and schedules for Samtrans & Caltrain systems	10	33	0	7.0	17	0	0	2	2	1	7	10	5	1	5
M-Spare the Air Days: Encourage residents to use public transportation, bike or walk	10	33	0	6.8	27	1	3	0	1	1	4	11	5	3	4
O-Improve street lighting where safety is or is perceived to be a problem	10	32	0	6.7	25	0	1	2	3	4	5	4	6	2	5
K-Improve public transportation subsidies to City and private employees. Encourage City employee participation in Commuter Check Program	10	32	0	6.7	26	3	0	1	1	1	3	10	9	2	2

Data set:1

Item	Scale	N	Abs	Avg	Div	Frequency of Responses 0	1	2	3	4	5	6	7	8	9	10
1-10 Importance/Impact Criterion																
N-End All City car allowances & with savings, purchase one hybrid vehicle for Staff use	10	32	0	6.5	30		2	0	2	2	4	6	4	3	5	4
X-Create City policy to encourage alternate transportation to public events	10	33	0	6.2	26		2	1	2	0	5	7	7	4	2	3
1-10 Feasibility Criterion																
T-Work with schools to encourage walking and biking and safe routes program	10	32	0	8.2	18		0	1	0	0	2	3	4	4	9	9
Q-Establish policies that encourage accessible sidewalks and bike lanes	10	32	0	8.1	10		0	0	0	0	3	1	4	11	7	6
P-Complete the sidewalk survey	10	30	0	8.1	11		0	0	0	1	1	2	4	11	4	7
V-Add Provision for Transit Oriented Development zoning into General Plan	10	31	0	7.8	16		0	0	0	2	1	4	7	4	5	8
Y-Direct Police to enforce traffic laws that protect safety of pedestrians and bicyclists	10	32	0	7.7	20		0	1	0	1	2	4	7	6	2	9
R-Implement City's existing Master Bicycle Plan for facilities and improvements	10	32	0	7.6	19		1	0	0	1	2	3	5	11	2	7
I-Improve signage, route maps and schedules for Samtrans & Caltrain systems	10	30	0	7.5	16		0	0	0	2	3	3	7	5	4	6
H-Invest in facilities to increase access to and ease of transit use (Bike Racks, Bus Shelters, and Public Restrooms)	10	32	0	7.5	12		0	1	0	0	0	7	7	9	5	3
F-Study expansion of current Dumbarton Express Bus Line	10	32	0	7.5	12		0	0	0	2	2	4	5	13	2	4
U-Increase quantity of bicycle racks city-wide	10	31	0	7.4	23		0	2	1	0	2	3	4	9	5	5
2A-City continues bid processes to select service providers that use green practices	10	32	0	7.4	24		0	2	0	0	5	3	6	5	3	8
W-Seek additional Menlo Park representation on various transit boards	10	32	0	7.3	23		0	1	2	0	3	4	5	6	5	6
G-Study a Bus Rapid Transit (BRT) concept for Dumbarton Corridor	10	32	0	7.3	21		2	0	0	1	1	1	8	15	0	4
A-Update baseline transit/driving survey	10	31	0	7.1	15		1	0	0	1	2	6	4	12	4	1
O-Improve street lighting where safety is or is perceived to be a problem	10	30	0	7.1	12		0	0	0	1	6	3	6	9	3	2
M-Spare the Air Days: Encourage residents to use public transportation, bike or walk	10	32	0	7.1	31		1	1	0	4	4	1	6	3	5	7
Z-Create City policy to encourage the use of bio-fuel and plug-ins in parking structures etc.	10	32	0	7.0	29		1	0	3	0	4	7	1	7	2	7
E-Support current plan for Dumbarton Rail Project. Initial GHG reduction = 4000 Tons/Yr.	10	32	0	7.0	26		1	0	2	2	2	5	6	6	2	6
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C-Support Electrification of Caltrain, (Reduction of carbon emissions by 2/3)	10	32	0	6.7	36		2	0	4	2	1	4	5	6	1	7
B-Allocate 100% Full Time Equivalent position	10	31	0	6.5	25		1	1	2	2	3	4	4	10	2	2
J-Improve Samtrans service in Menlo Park with better connections to VTA & Caltrain	10	32	0	6.5	19		1	0	0	5	3	5	9	4	3	2

Data set:1

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N-End All City car allowances & with savings, purchase one hybrid vehicle for Staff use	10	31	0	6.2	51		4	4	1	0	1	4	3	5	3	6
S-Construct the pedestrian/bicycle undercrossing of Caltrain as approved in the Master Bicycle Plan	10	32	0	5.7	28		2	3	0	4	4	7	4	5	1	2