

Grand Boulevard Initiative



APTA

Sustainability & Public Transportation Workshop

Sustainable Planning, Policy, and Community Development

August 1, 2011



SAMCEDA

San Mateo County
TRANSIT DISTRICT

C/CAG

 **Joint Venture**
SILICON VALLEY NETWORK

The Grand Boulevard Initiative

www.grandboulevard.net

- A collaboration of stakeholders united to achieve a shared vision for El Camino Real
- Regional opportunity to meet housing needs and spur economic development



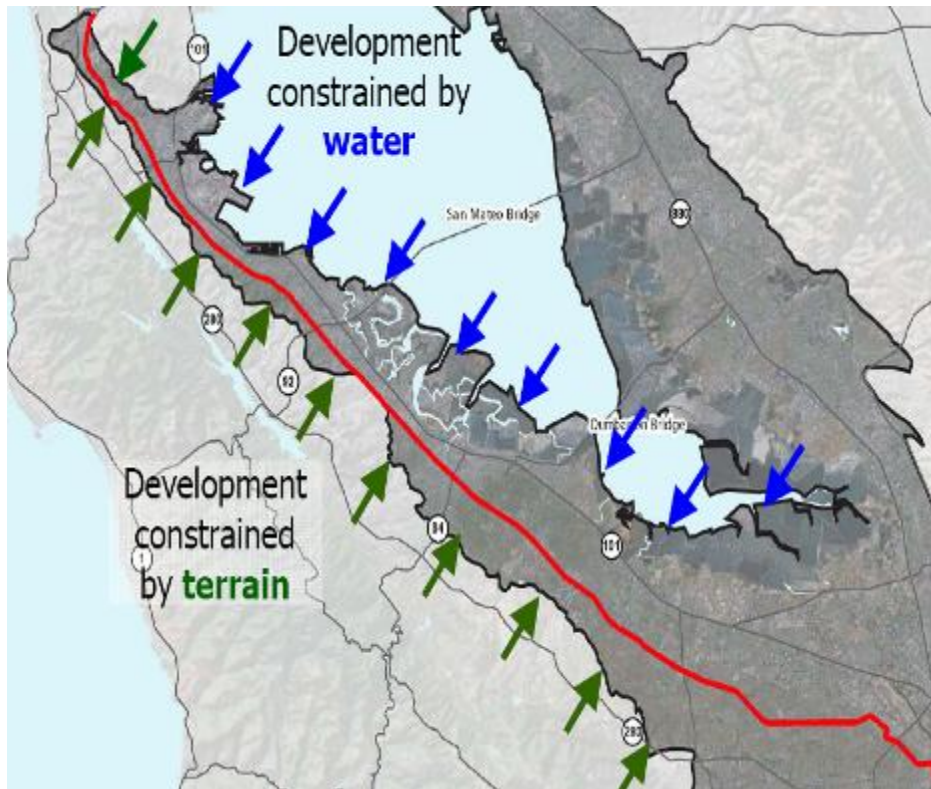
The El Camino Real Corridor

- State Route 82
- 43 miles
 - Daly City (San Francisco/San Mateo County line) to San Jose Diridon Station
- Only major north-south arterial
- Paralleled by BART and Caltrain lines
- Most productive VTA and SamTrans bus service



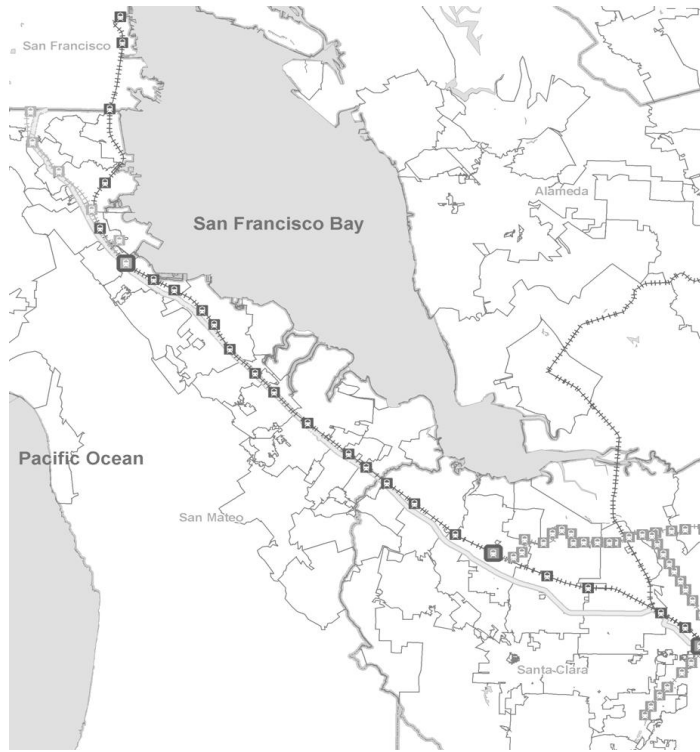
Existing Conditions

- 1.3:1 Jobs/Housing Imbalance
- Predicted to reach 1.6:1 by 2035



- Low-density land use
- Under-performing strip commercial
- 450,000 residents living within ¼ mile of the road
- Low use of alternatives to SOV

The “Coalition of the Willing”



Grand Boulevard Task Force

- First convened in March 2006
- 19 Cities, 2 Counties, CMAs, Transit Agencies, Regional MPO, ABAG, CA DOT, and representation for labor, development and environment
- Task Force and Working

Committee

Challenge: How can we collaborate to plan for TOD along a bi-county and multi-city State highway?



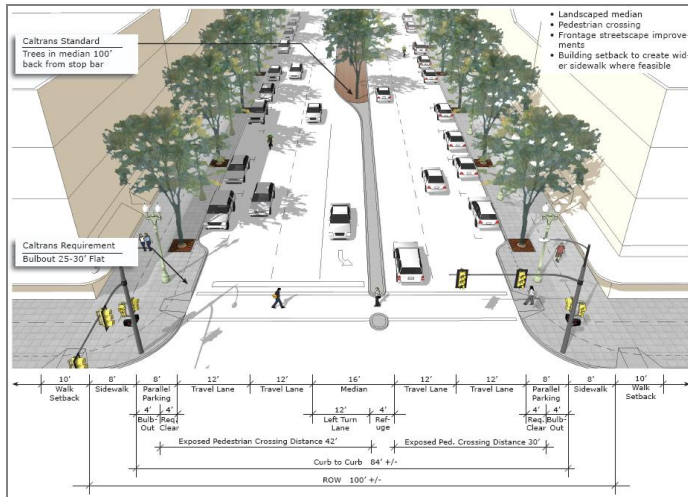
Key Milestones

- Vision and Guiding Principles (2006)
- GBI Recognition Awards (2007, 2009)
- El Camino Corridor designated as MTC Planned Priority Development Area (PDA) (2008)
- Forum (2009)
- NorCal APA and APA CA “Distinguished Leadership Award” (2010)



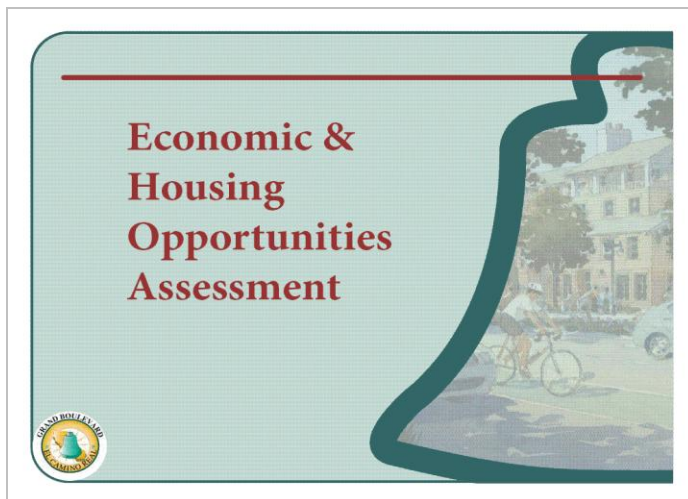


Key Milestones



2010

- Multimodal Transportation Corridor Plan
- Economic & Housing Opportunities Study Phase I
- MTC Climate Initiatives Grant – “The Last Mile”
- Silicon Valley Community Foundation Grant – “Grass Tops to Grass



The logo for Grand Boulevard is a circular emblem. It features a central figure that appears to be a stylized person or a monument, surrounded by a wreath. The words "GRAND BOULEVARD" are written in a circular path around the top of the emblem, and "EL CAMINO REAL" is written around the bottom. There are also small stars on either side of the central figure.

Moving Forward: U.S DOT – TIGER II

Grand Boulevard: Removing Barriers to Livable Communities

Total Award: \$1,097,240

Total Project Cost: \$1,697,240

Goals

- Designing El Camino Real as a Complete Street
- Economic Development Case Studies
- Infrastructure Needs Assessment and Financing Strategy

Designing El Camino Real as a Complete Street

Purpose:

Apply the design guidelines from the Grand Boulevard Multimodal Transportation Corridor Plan to 4 to 6 key intersections and roadway segments

- 30-40% design
- Partnership with Caltrans
- San Mateo County cities only
- Complement VTA's BRT design work in Santa Clara County

Economic and Housing Opportunities (ECHO) Assessment

Purpose: Make the Case for Transformation of the Corridor into the Grand Boulevard

Phase I

- Measure the fiscal and other benefits of transformation based on potential growth scenarios
- Visualize and Study the Physical Implications of Transformation

Phase II

- 4 case studies that address development scenarios and potential barriers
- Corridor Guidance to all cities that addresses the “how to” of implementation

Infrastructure Needs Assessment and Financing Strategy

- Evaluate the state of readiness of infrastructure to accommodate transit-supportive development
- Investigate financing strategies
- Prepare a cost estimate for all Corridor-wide infrastructure improvements
- Identify innovative financing strategies



Thank You

Corinne Goodrich

San Mateo County Transit District

goodrichc@samtrans.com

(650) 508-6369

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