



10 YEARS OF GRAND BOULEVARD INITIATIVE TASK FORCE MEETING SUMMARY & UPDATE

December 14, 2016

Transportation Demand Management Next Steps: Progress Update

As part of an ongoing effort to understand and explore Transportation Demand Management (TDM) in and near the El Camino Real Corridor, John Ford, Executive Director of Commuter.org, presented information regarding the San Mateo Rail Corridor Transportation Management Association (TMA). This TMA, established in 2013, implements TDM programs specified by the City of San Mateo's TOD plan (adopted in 2005) around the "rail corridor." Commuter.org assisted in the formation of the TMA, served as the interim TMA management, developed TDM programs for employers in the TMA zone, and developed a shuttle program for first and last mile trips near the TMA zone.

Click [here](#) to view the presentation slides.

Local Update: San Mateo County "Home For All"

Jessica Mullin, of San Mateo County, presented on the "[Home For All](#)" initiative to address the current jobs housing gap in San Mateo County. Jessica gave an overview of the jobs housing gap and discussed the many consequences and challenges associated with limited housing.

In addition, Jessica shared potential solutions to address the housing issue including the Home For All Housing Toolkit and Action Plan.

Click [here](#) to view the Home For All presentation slides.

To learn more, visit:
www.grandboulevard.net

Meeting Highlights

Grand Boulevard Initiative 2017 Meeting Schedule

Task Force members reviewed and adopted both the Task Force and Working Committee Meetings 2017 Calendar. The Working Committee Meetings will be on the fourth Monday of each month and the Task Force will meet on a quarterly basis on the last Wednesday of each quarter. The meeting locations will alternate between San Mateo and Santa Clara counties. Click [here](#) to view the current GBI Meeting calendar.

2016 Grand Boulevard Initiative Awards Ceremony

At an awards ceremony and special luncheon held on 12/14/2016 sponsored by San Mateo County Economic Development Association (SAMCEDA) and Dostart Development Company, LLC, six Peninsula cities received top honors for development projects and plans in the El Camino Real corridor that exemplify the [Grand Boulevard Initiative \(GBI\) Guiding Principles](#). This year, two awards were granted – a 2016 Grand Boulevard Initiative Award and 10-Year Legacy Award, which commemorates a previously awarded project as an exemplary legacy project of the 10 years of the Grand Boulevard Initiative.

GBI's Task Force selected the following cities for the 2016 Grand Boulevard Initiative Award:

- Private Project – [Greystar](#), city of Mountain View
- Private Project Honorable Mention – [Colonnade](#), city of Los Altos
- Private Project Honorable Mention – [6800 Mission](#), city of Daly City
- Public Project – [El Camino Real/Arroyo Ave Intersection Streetscape Improvements](#), city of San Carlos
- Visionary – [El Camino Real Precise Plan](#), city of Mountain View

Recipients of the 10-Year Legacy Award include:

- Public Project – [Centennial Way Linear Park](#), city of South San Francisco
- Visionary – [Transit Corridors Plan](#), city of San Bruno

A total of 15 projects were nominated for the 2016 Grand Boulevard Initiative Awards and 17 projects nominated for the 10-Year Legacy Awards, for a total of 32 projects nominated and scored. Members scored each of the nominated projects based upon how well each project met the [10 Grand Boulevard Guiding Principles](#).



Activity Along the Corridor Story Map, Phase II – Integrating Housing and Economic Development Opportunity (ECHO) Sites

In an effort to create an effective economic and community development tool, GBI Staff has added Planned Housing sites as well as Priority Development Areas (PDAs) to the GBI Story Map. The PDAs and Planned Housing sites data (available from ABAG) will be published to the GBI website in early 2017.

Copies of the December 2016 Task Force Meeting presentations are available here: <http://www.grandboulevard.net/library/presentations>