Today’s Experience of Transportation
In Housing Planning & Projects
Sue-Ellen Atkinson
City of San Mateo
San Mateo’s
Transportation Management Association
What is a TMA?

- Transportation Management Association
  - Bring many entities together to address traffic, parking, and congestion through Transportation Demand Management (TDM) strategies
  - Approach as an organization rather than individually
Rail Corridor TOD Plan (2005)

- ½ mile radius of Hillsdale and Hayward Park Caltrain station areas
- Framework for a TDM program
- Creation of a Transportation Management Agency (TMA) within the Corridor
- TMA has authority to impose additional measures to ensure goals are met
TOD Area
Rail Corridor TMA

- Representatives from:
  - Developers
  - Projects
  - City (non-voting)
- Three General Meetings
  - June, September, and December (2017)
- Continued Oversight by Commute.org
Annual Counts

Overall Vehicle Volumes

<table>
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<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
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Overall Pedestrian Volumes

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Overall Bicycle Volumes

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Moving Forward Citywide

- **General Plan Update**
  - Beginning May 2018
  - Land Use and Circulation Elements will serve as guiding policy documents

- **Downtown TMA**
  - Development projects in Downtown core have contributed funds to start a new Downtown TMA
  - Effort to begin Summer 2018
Thank You

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