Letter from the Co-chairs

For seven years our communities have worked to revitalize the Mission Street/El Camino Real/The Alameda Corridor into a Grand Boulevard of vibrant, people friendly places in which we all can take pride. This ambitious endeavor is the work of a generation and yet we have seen substantive progress toward achieving our vision.

These years have seen the development of ten Guiding Principles and the endorsement of those principles by every community along the corridor; they have seen numerous studies and plans designed to give cities, counties and other agencies a path forward to upgrade land uses, public services and infrastructure; and, they have seen new higher density development, including 29 award-winning plans, public improvements, and buildings that demonstrate to our citizens what this Corridor could become.

The Grand Boulevard Initiative has captured the imagination not only of people in our two counties, but also at the regional, state and federal levels. It has truly become a model which other urban areas look to emulate. Our approach to this inter-jurisdictional collaboration - based on cooperation rather than compulsion - has made our efforts both unique and successful. Early observers felt that the lack of our ability to compel cooperation would be our greatest weakness; hindsight shows that in fact it is one of our greatest strengths. The Grand Boulevard Initiative has demonstrated that agencies can achieve a great deal, even if at a slower pace, through collaboration that respects the aspirations of each of the active participants.

It now is timely for us to pause for a moment and reflect upon our success and to renew our plans for the future. We are pleased to present this 2013 Progress Report to remind us all how far we have come.

Michael Scanlon  Russell Hancock
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**Middle Insert: The Changing Corridor Infographic**

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**WWW.GRANDBOULEVARD.NET**

*From Daly City to San Jose*
Grand Boulevard Initiative Task Force

Co-chair: Michael Scanlon San Mateo County Transit District
Co-chair: Russell Hancock Joint Venture: Silicon Valley Network
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Ezra Rapport, Miriam Chion
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Bill Nack, Mark Leach
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City of Burlingame Michael Brownrigg
City of Daly City Sal Torres
City of Los Altos Ron Packard
City of Menlo Park Peter Ohtaki, Kirsten Keith
City of Millbrae Gina Papan
City of Mountain View Ronit Bryant
City of Palo Alto Greg Schmid
City of Redwood City Barbara Pierce
City of San Bruno Ken Ibarra
City of San Carlos Matt Grocott, Ron Collins
City of San Jose Pierluigi Oliverio
City of San Mateo Jack Matthews
City of Santa Clara Jamie Matthews
City of South San Francisco Rich Garbarino
City of Sunnyvale Chris Moylan, Jim Davis
City/County Association of Governments of San Mateo County Board of Directors
Bob Grassilli
City/County Association of Governments of San Mateo County Sandy Wong
Committee for Green Foothills
Lennie Roberts
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First Community Housing Jeff Oberdorfer
Greenbelt Alliance Michele Beasley
Metropolitan Transportation Commission
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Stanford University Lucy Wicks, Charles Carter
Town of Atherton Jerry Carlson, Elizabeth Lewis
Town of Colma Joe Silva, Rae Gonzalez
Town of Hillsborough Alvin Royse, Marie Chuang
Alternates are listed in italics.
Grand Boulevard Initiative

Grand Boulevard Initiative Working Committee

Chair: Michael Garvey CGS
Association of Bay Area Governments
Gillian Adams

City of Mountain View Eric Anderson
City of San Mateo Kenneth Chin
Town of Atherton Lisa Costa Sanders
Town of Hillsborough Liz Cullinan
Santa Clara Valley Transportation Authority
Rob Cunningham
City of Belmont Carlos de Melo, Jennifer Rose
City of Santa Clara Debby Fernandez, Kevin Riley
California Department of Transportation, District 4 Jean Finney, Becky Frank
San Mateo County Will Gibson
San Mateo County Transit District/Caltrain Corinne Goodrich
City of South San Francisco Billy Gross
City of Los Altos David Kornfield
Town of Colma Michael Laughlin
City/County Association of Governments of San Mateo County Tom Madalena
City of Palo Alto Scott McKay
City of Burlingame William Meeker
Bay Area Air Quality Management District Sigalle Michael
City of Sunnyvale Andrew Miner, Hanson Hom
City of Daly City Tatum Mothershead
City of Redwood City Steven Parker
City of Millbrae David Petrovich
City of San Carlos Lisa Porras
City of San Jose Laurel Prevetti
City of Menlo Park Thomas Rogers
County of Santa Clara Steve Ross, Dan Collen
City of San Bruno Mark Sullivan
Metropolitan Transportation Commission Therese Trivedi, Doug Johnson
Alternates are listed in italics.

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From Daly City to San Jose
INTRODUCTION AND OVERVIEW

The Peninsula is like no place on earth. There is more creative energy here than anywhere else. If you want to build or invent something, you come to Silicon Valley.

Our creative spirit is matched by a high quality of life. The Peninsula is a place where people want to live and work, which is the key to its enduring success.

The birthplace of the Information Superhighway is also home to an actual highway corridor that is sorely out of date. El Camino Real was built hundreds of years ago to be a thruway, first for wagons and later for cars. Today, even though it passes through the heart of so many Peninsula communities, El Camino Real is relatively inhospitable to people.

We can change that.

The Grand Boulevard Initiative champions projects that make the El Camino Real Corridor more friendly to the people who live and work here: Parents. Kids. Commuters. Homeowners. Local businesses. We are making it safer and easier for people to walk and bike to school or to the store. Easier for people to get to and from work — with or without their car. And easier for people to live close to where they work.

The Peninsula is the most dynamic place in the world because of the people who live and work here. By transforming the El Camino Real Corridor to be more people friendly, we will make our region even more prosperous and healthy for generations to come.

The Vision:
El Camino Real will achieve its full potential as a place for residents to work, live, shop and play, and create links between communities that promote walking and transit and improve the quality of life.

The Purpose of this Report

This Progress Report is published with three goals in mind:

1. To demonstrate the progress of member organizations towards the realization of the Grand Boulevard Initiative Vision.
2. To provide real-world examples of smart and sustainable ways that communities can grow.
3. To promote public, private, and non-profit investment that will enable member organizations to continue to advance positive change in the Corridor.
About the Grand Boulevard Initiative

Since 2006, leaders from local, regional, and state organizations have met as the Grand Boulevard Task Force. Their shared vision is to transform the 43-mile El Camino Real Corridor (State Route 82) along the San Francisco Peninsula into a boulevard that connects walkable, people-friendly communities.

The Grand Boulevard Initiative brings together for the first time all of the agencies that have responsibility for the condition, use, and performance of the Corridor, as well as representatives from development, labor, environmental, and health perspectives. The essence of the Grand Boulevard Initiative approach is cooperation among local agencies.

The Initiative stands as a unique example of how local agencies can work in concert to coordinate their part of a common effort. As an example, cities may have excellent land-use plans and transit agencies excellent mobility plans, but there has been a traditional problem with fully integrating these efforts. The Grand Boulevard Initiative is designed to encourage this integration without requiring cities, counties, and other agencies to forfeit their autonomy. This is consistent with the aspirations of our citizens, who favor decisions being made by the closest level of government.

The Grand Boulevard Initiative is a “coalition of the willing,” as it promotes bottom-up, collaborative, regional planning, while still allowing each jurisdiction to make decisions regarding the needs of its own community. This new paradigm for regional collaboration has achieved surprising success in the realms of policy development and planning to achieve sustainability, providing a national template for retrofitting a suburban arterial street and corridor.

In 2007, after much research, debate, and refinement, the Grand Boulevard Task Force approved and adopted 10 Guiding Principles that further the Grand Boulevard Initiative Vision. These Guiding Principles were formulated as a result of examining the common themes and goals from city and county plans for the El Camino Real Corridor and have become an integral part of shaping an improved future for the Corridor.

Guiding Principles

1. Target housing and job growth in strategic areas along the corridor.
2. Encourage compact mixed-use development and high-quality urban design and construction.
3. Create a pedestrian-oriented environment and improve streetscapes, ensuring full access to and between public areas and private developments.
4. Develop a balanced multimodal corridor to maintain and improve mobility of people and vehicles along the corridor.
5. Manage parking assets.
6. Provide vibrant public spaces and gathering places.
7. Preserve and accentuate unique and desirable community character and the existing quality of life in adjacent neighborhoods.
8. Improve safety and public health.
9. Strengthen pedestrian and bicycle connections with the corridor.
10. Pursue environmentally sustainable and economically viable development patterns.
Local & Regional Context
El Camino Real (State Route 82) runs 43 miles down the San Francisco Peninsula from Daly City (where it is called Mission Street) to San Jose (where it is called The Alameda). The El Camino Corridor is loosely defined as a half-mile buffer on either side of the roadway. This transit-rich Corridor includes 20 rail stations, including Bay Area Rapid Transit (BART), Caltrain, and VTA Light Rail, and significant bus service for both SamTrans and VTA. However, the Corridor generally consists of spread out, automobile-centric development with few pedestrian-friendly activity centers. Locating much needed housing within the transit accessible Corridor is only recently being realized.

In the past few years, the State of California introduced landmark legislation through Assembly Bill (AB) 32 and Senate Bill (SB) 375 to reduce greenhouse gas emissions through integrated transportation and

Grand Boulevard Initiative project area map

Grand Boulevard Initiative Project Area

- State Route 82
  (Mission St./El Camino Real/The Alameda)
- El Camino Real Corridor
- Cities
- Caltrain
- BART
- VTA Light Rail
INTRODUCTION

From Daly City to San Jose

land use planning. In response to this legislation, the Metropolitan Transportation Commission (MTC) and Association of Bay Area Governments (ABAG) developed the San Francisco Bay Area’s Sustainable Communities Strategy - Plan Bay Area.

Adopted in 2013, Plan Bay Area is designed to discourage urban sprawl, to increase the stock of housing, and to improve citizen mobility, all to move our cities into a more sustainable lifestyle. As part of Plan Bay Area, the El Camino Real Corridor includes 29 locally-designated and regionally-approved Priority Development Areas. The Grand Boulevard Initiative is poised to help our communities conform to these requirements and achieve these benefits. And, the Initiative is designed to support our communities without placing restrictions on unique community culture and traditions.

Through local collaboration our communities will be able to take advantage of benefits associated with the State’s greenhouse gas reduction mandates while retaining the sense of “home rule” so valued by our citizens. As such, the Grand Boulevard Initiative constitutes a new model for the efficient and effective coordination of programs that span different levels of government.

Member Organizations

This unique coalition includes 19 cities, San Mateo and Santa Clara counties, two transit agencies, two Congestion Management Agencies, the California Department of Transportation (Caltrans), MTC, and ABAG.

The founding Grand Boulevard Initiative sponsors are the San Mateo County Transit District (SamTrans), the Santa Clara Valley Transportation Authority (VTA), the City/County Association of Governments of San Mateo County (C/CAG), Joint Venture: Silicon Valley Network, and the San Mateo Economic Development Association (SAMCEDA).

Our big tent includes a 46-member Task Force, a Working Committee of city and other government agency staff, and a Community Leaders Roundtable of community and advocacy organizations.

The Acknowledgments Section of this Report includes a full list of the Grand Boulevard Initiative member organizations.

Summary of Progress

The Grand Boulevard Initiative has achieved the following landmarks since its inception:

• Adoption of the Grand Boulevard Initiative Vision and 10 Guiding Principles, which have been endorsed by the members and incorporated into many of the plans along the Corridor.

• Securing $8.7 million in discretionary grants and $2.4 million in matching funds to support projects and plans in the Corridor. (Refer to the Grand Boulevard Initiative Collaborations Section of this Report for more information.)

• Implementation of a three-year public outreach program, featuring meetings in communities along the Corridor, field trips and outreach events for people who are interested, as well as research to better communicate and present the Initiative which is being implemented in FY2014.

• Publication of Existing Conditions Reports in 2006 and 2011 to document the current state of the Corridor. These have become key planning documents for
inter-jurisdictional programs along the Peninsula.

- Conducting Grand Boulevard Initiative Awards programs in 2007, 2009 and 2013 to recognize plans and projects that exemplify the Initiative’s Guiding Principles.
- Creation and maintenance of the Grand Boulevard Initiative Website (www.grandboulevard.net), which includes links and a searchable database of local and regional plans and projects (“Activity Along the Corridor”) and a Library with presentations, videos, and other documents. The Website has been accessed over 15,000 times by people in over 50 countries.

**Opportunities**

The unique structure of the Grand Boulevard Initiative helps to focus attention, resources, and investment to realize the opportunities presented by this major transportation and development Corridor. Information sharing, coordination, and collaborations among communities help to improve the effectiveness of each of their programs, to avoid unintended consequences, and to position themselves for foundation and government grants designed to enhance the quality of community life. Clear direction to investors along the Corridor will result in high quality projects better integrated with the existing neighborhoods. Community members can better understand the impacts of proposed development and design effective mitigations for any negative aspects of those developments. And, a public and transparent process can assure a higher level of public confidence as each community deals with inevitable changes.

**Recognition through awards**

- 2009 San Mateo County Economic Development Association Award of Excellence for a Public Agency
- 2010 American Planning Association California Chapter - Northern Section Distinguished Leadership Award, Organization
- 2010 American Planning Association California Chapter Distinguished Leadership Award
- 2012 Women’s Transportation Seminar San Francisco Bay Area Chapter Innovative Transportation Solutions Award
- 2012 Association of Bay Area Governments Growing Smarter Together Award
COLLABORATIONS
From Daly City to San Jose

GRAND BOULEVARD INITIATIVE
COLLABORATIONS

Finding common ground and creating collaborations to address planning and development issues and outreach to communities are key elements to the success of the Grand Boulevard Initiative. Between 2005 and 2013, the Initiative received $8.7 million in grants and an additional $2.4 million in matching funds from local agencies and jurisdictions. Final documents for each of the studies described below can be found at: www.grandboulevard.net.

### Summary of Grants Received

<table>
<thead>
<tr>
<th>Grant/Funding Grantor</th>
<th>Project Name</th>
<th>Grant Received</th>
<th>Local Match</th>
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<td>Transportation Investment Generating Economic Recovery (TIGER) II Planning Grant</td>
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<td>Transportation, Community, and System Preservation</td>
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<td>MTC Climate Initiatives Grant</td>
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<td>MTC Transportation for Livable Communities</td>
<td>Streetscape Designs for Redwood City, Belmont and San Carlos</td>
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<td>Silicon Valley Community Foundation (2010 - 2014)</td>
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<td>SamTrans, Greenbelt Alliance, San Mateo County Health System, VTA, Santa Clara County Health Department</td>
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<td></td>
<td>• From Grass Tops to Grass Roots</td>
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<td>• Creating the Buzz</td>
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**Alliance:** Peninsula Traffic Congestion Relief Alliance  
**Caltrans:** California Department of Transportation  
**C/CAG:** City/County Association of Governments of San Mateo County  
**MTC:** Metropolitan Transportation Commission  
**SamTrans:** San Mateo County Transit District  
**VTA:** Santa Clara Valley Transportation Authority
Complete Streets

The El Camino Real Corridor is the spine that connects 19 cities and two counties in the heart of the San Francisco Bay Area. However, the roadway is often seen as more of a barrier to liveability and walkability than as a community asset or opportunity for walkable development.

Local, regional, and state agencies have come together under the Grand Boulevard Initiative Complete Streets Program, which includes a number of streetscape improvement projects that have and will transform the Corridor into a liveable, complete street.

Federal Earmark Projects

In 2005, before the Grand Boulevard Initiative became a bi-county effort, SamTrans was awarded federal funding which supported construction of five streetscape improvement projects on the Corridor and provided initial staffing support for the Initiative.

Daly City Top of the Hill Improvements

Completed in June 2013, the Top of the Hill Improvements include a new pedestrian/transit plaza and curb extensions, contrasting crosswalk treatments, landscaped median islands, and new street trees on Mission Street. These provide a meaningful gathering place with enhanced transit access.

What are complete streets?

Complete streets are designed with people in mind—they are streets for individuals of all abilities and ages. Complete streets provide safe and efficient access for all users regardless of the form of transportation, including pedestrians, bicyclists, transit riders, and automobile drivers.

Millbrae El Camino Real/Victoria Avenue Pedestrian Crossing Enhancement

Completed in July 2013, the enhancements include a new signalized pedestrian crossing near the Caltrain/BART Intermodal Station. The new traffic signal, combined with landscaping and walking path improvements, provides pedestrians with a safer and more pleasant experience as they travel between the transit hub and downtown.
San Bruno El Camino Real Median, Gateway, and Pedestrian Improvement Project
Completed in September 2012, the project creates a pedestrian-friendly gateway to the City, its primary shopping center, and a transit-oriented residential development. The City installed landscaped medians, accessible curb ramps, and audible pedestrian countdown signals on El Camino Real between Noor and Jenevein Avenues.

San Mateo El Camino Real Master Plan Phase I Improvements
The recently completed improvements include new sidewalks and landscaped median islands between 28th Avenue and Hillsdale Boulevard on El Camino Real. The 31st Avenue intersection includes a themed intersection with new decorative street lights, sign poles, signage, and pedestrian countdown signals.

San Carlos El Camino Real Lighting and Landscaping Project
Construction of the Project will begin in February 2014 and includes new street trees and pedestrian lighting on the west side of El Camino Real between Oak and Olive Streets.

US Department of Transportation TIGER II Planning Grant - Grand Boulevard Initiative: Removing Barriers to Sustainable Communities
In 2010, Grand Boulevard Initiative was one of only 33 projects nationwide to receive a TIGER II Planning Grant. The San Mateo County Transit District, in partnership with the City/County Association of Governments of San Mateo County and Santa Clara Valley Transportation Authority, received a $1.1 million federal grant to fund three distinct, but interrelated projects that address challenges facing the El Camino Real Corridor. The TIGER II Complete Streets, Economic and Housing Opportunities Assessment Phase II, and Infrastructure-Financing Projects are described in detail within this section.
TIGER II Complete Streets Project

This Project will develop complete streets preliminary designs for four case study segments on El Camino Real/Mission Street in Daly City, South San Francisco, San Bruno, and San Carlos in San Mateo County. The Project sponsors (San Mateo County Transit District and City/County Association of Governments of San Mateo County) partnered with the case study cities, US Environmental Protection Agency (US EPA), and the California Department of Transportation (Caltrans) to develop the designs.

Through the case study designs, the Project provides direction on navigating the Caltrans design approval process and designing model streetscape segments for future corridor improvements. The design parameters provide specific examples that can be replicated by other jurisdictions in the region and across the nation.

The case study designs incorporate complete streets elements, such as lane narrowing, intersection improvements, sidewalk enhancements, and improved medians and landscaping.

The designs go beyond the typical complete streets paradigm - each incorporates innovative sustainable street elements to address stormwater pollution, urban heat island effects, and greenhouse gas emissions. Sustainable street features include vegetated sidewalk and curb extensions, pervious paving, and large canopy trees.

Due to its classification as a State highway (State Route 82), any design proposals on El Camino Real/Mission Street must be approved by Caltrans. Project Initiation Documents must be prepared to involve Caltrans in the design review process. Design Exception Fact Sheets must be prepared to justify non-standard designs. Caltrans approval of the Fact Sheets constitutes overcoming the most significant barriers to complete streets designs on a State highway. A Design Exception Fact Sheet was prepared for the San Carlos case study segment as guidance for the Corridor.

The key lessons learned include:

- Working closely with Caltrans at an early phase will provide significant savings in
The final design case study will be selected through a competitive application process. Final design work will begin in 2014, with project construction in 2016.

### Changing Statewide Policy for Complete Streets

The Bay Area Congestion Management Agencies and Caltrans are working cooperatively to influence Statewide policy on highway design guidelines.

The purpose of the Highway Design Manual Working Group is to address the outstanding comments on the May 2012 Highway Design Manual. The ultimate goal is to revise the Highway Design Manual to improve the design approval and design exception processes for urban highway complete streets projects.

The Working Group is addressing five key standards - design speed, lane widths, shoulder widths, median design, and curb extensions.

Caltrans has been a strong partner through this process and is actively addressing the local agency concerns, while maintaining the integrity and safety of the State highway system.

The Working Group is making major strides in changing the policy to further support the implementation of complete streets on the State highway system.

---

**Getting It Built - The Next Phase**

One of the four TIGER II case study cities will receive final design and construction funding from SamTrans and C/CAG, respectively, to bring a TIGER II Complete Streets Project case study to fruition and truly become a model for other jurisdictions in the region and across the nation.

In 2011, the C/CAG Board of Directors approved $1.99 million in discretionary Transportation Alternatives Program funding to construct a complete streets project on the Corridor. Using this funding as leverage, SamTrans secured final design funding for one of the four TIGER II Complete Streets Project case studies through the Federal Highway Administration’s Transportation, Community, and System Preservation Grant Program.
Mobility

The Grand Boulevard Initiative Vision and Guiding Principles encourage development of a balanced multimodal corridor to maintain and improve mobility of people and vehicles along the corridor. Towards this goal, the Grand Boulevard Initiative member organizations have collaborated to address mobility in the Corridor and develop key strategies for moving forward.

Grand Boulevard Initiative Multimodal Transportation Corridor Plan

The Multimodal Transportation Corridor Plan (Corridor Plan) represents the first major milestone in transforming the Corridor into a boulevard supportive of pedestrian and transit friendly uses.

Adopted in 2010, the Corridor Plan translates the Grand Boulevard Initiative Vision into tangible strategies and design concepts from which local jurisdictions can choose and implement in their communities. The Corridor Plan assesses the synergistic nature of enhanced transit service, land use intensification, and streetscape design and documents how these elements can improve liveability and mobility in the Corridor and provide social and environmental benefits.

The key findings in the Corridor Plan were that:

- Land use intensification combined with enhanced transit service in the Corridor will significantly reduce congestion and associated greenhouse gas emissions.
- Increasing the transit service levels and the density of homes and jobs in the Corridor will have a greater effect on transit ridership than doing each separately.

Example Corridor Prototype and Design Exceptions
• Bus Rapid Transit (BRT) in the Corridor has potential, but will require significant transit investment and greater intensification of surrounding land uses to support such improvements to transit.
• With enhanced transit service (BRT), traffic impacts from increased density in the Corridor could be effectively mitigated.

A Street Design Toolbox accompanies the Corridor Plan. The Toolbox is comprised of Street Design Guidelines, Prototypes, and a Caltrans Design Guidelines Matrix. The Toolbox is available here: grandboulevard.net/toolbox

The Street Design Guidelines were developed in line with current State highway, transit agency, and congestion management agency standards and encourage multimodal access and a boulevard street environment.

The Prototypes illustrate potential combinations of the Street Design Guidelines to create a multimodal boulevard, highlighting the configurations that may require Caltrans’ approval of an exception to their standard highway design.

Lastly, the Caltrans Design Guideline Matrix lists the relevant Caltrans highway design standards, local community issues, and anticipated requirements for specific design exceptions.

Together, these components provide an assortment of strategies and design typologies in concert with the Grand Boulevard Initiative Vision, in the context of a State highway, and in a way that addresses the needs and desires of local jurisdictions.

Connect, Redwood City!
This project implements a suite of mobility options for residents, employers, and employees in downtown Redwood City and proximate office parks. The goal is to test the ability for the coordinated delivery and marketing of new and existing mobility options to change travel habits away from single-occupancy personal vehicle travel, thereby reducing vehicle miles travelled and greenhouse gas emissions.

Funded by the Metropolitan Transportation Commission’s Climate Initiative Program, the project partners include SamTrans, the Peninsula Congestion Relief Alliance, the City of Redwood City, and San Mateo County.

Connect, Redwood City! is envisioned as a model for how other cities along the El Camino Real Corridor can implement short-range solutions to address immediate traffic impacts from increased development and immediately reduce greenhouse gas emissions. New mobility options developed under the grant include car share, short-distance vanpools, and a revamped telework program for County employees. These strategies are being marketed with existing mobility options - including transit, carpooling, biking, and Emergency Ride Home - and with the new regional Bay Area Bike Share program.

The project evaluation component addresses user motivations, and initial results demonstrate the synergy of providing multiple mobility options compared to driving alone. To date, user surveys reveal that 83 percent of respondents to the car share survey state that having a car share available helps them take transit to work. And 53 percent of short-distance van pool riders would “seriously consider” continuing this mode in the absence of the 75 percent subsidy. Evaluation surveys and analysis will continue through the project end date of December 2014.

www.connectredwoodcity.com

Ribbon cutting to launch Connect, Redwood City! with Mayor Aquirre, Supervisors Tissier and Horsley, and Zipcar and Silver Spring Network

Multimodal Connections: Redwood City Zipcar, vanpool, SamTrans, and Bay Area Bike Share
Housing and Jobs

The Grand Boulevard Initiative encourages housing and job growth in strategic areas along the Corridor while pursuing environmentally sustainable and economically viable development patterns. The Grand Boulevard Initiative collaborations have produced three studies to support housing and job growth along the Corridor.

Economic and Housing Opportunities (ECHO) Assessment Phase I

ECHO Phase I assessed the overall development potential for the El Camino Real Corridor and made the case for why new development will benefit individual communities as well as the region. The work also included building prototypes and renderings to illustrate the impact of change.

The study concluded that the Corridor has the capacity to accommodate the substantial housing and job growth projected with buildings that can be delivered by the private market at a range of densities - with taller, higher density projects at key nodes, and lower density projects in other areas. At an average density of 45 dwelling units per acre, estimated housing growth would require only three to nine percent of the total land supply in the Corridor.

ECHO Phase I concluded that the vast majority of fiscal benefit is from property tax receipts and that these revenues can help support service delivery, and, in some cases, may be directed toward community improvements. The study recommends that the Corridor transition from a linear strip arterial to a corridor defined by a pattern of centers and segments. New development must be in forms that can adequately capture, maintain and add value to this large, heavily travelled corridor, and the visual character must change to create a more attractive environment for investment. Grand Boulevard Initiative cities have the opportunity to increase liveability and prosperity by leveraging the Corridor as a major regional magnet of activity and value beyond its current role.
Economic and Housing Opportunities (ECHO) Assessment Phase II

ECHO Phase II, funded by a TIGER II Planning Grant, addresses the common challenges facing communities in attracting new infill development along the Corridor. To ensure that the analysis reflected the variety of conditions found on the Corridor, the ECHO Phase II project partners selected four representative segments in the cities of Mountain View, Daly City, South San Francisco, and Belmont. The consultant team worked closely with city staff to conduct extensive technical analysis and craft tailored recommendations. The results were synthesized into an implementation strategy “toolkit” aimed at helping all Grand Boulevard Initiative cities move forward with infill development in the Corridor.

Although conditions vary significantly in the Corridor, common challenges include:

- Automobile-oriented character with limited pedestrian facilities and strip commercial development.
- Scarcity of developable parcels with the majority of parcels being small, shallow, and/or irregularly shaped and few under consolidated ownership.
- Evolving role of retail to wide storefronts with high ceilings and appealing, highly visible signage.
- Mismatch between land use policies and market conditions with local zoning regulations often inconsistent with projects that can be built given existing market conditions and feasibility factors.

The ECHO Phase II Final Report presents concrete tools and actions that cities can take which are organized under three strategies:

- Plan for vibrant activity nodes.
- Align land use regulations with market and physical conditions.
- Coordinate public and private investment to create walkable places and support desired development.

TIGER II Infrastructure Needs Assessment and Financing Strategy

This Study sets the stage for multi-jurisdictional infrastructure financing. It provides guidance on managing the planned intensification of the El Camino Real Corridor, consistent with each city/county’s land use plan.

A range of infrastructure utilities were considered, including water, sanitary sewer, electricity, natural gas, and roadways/complete streets. The Study evaluates the state of readiness of infrastructure in the Corridor to accommodate future development consistent with anticipated growth projections and local policies, identifies the costs of needed infrastructure improvements to accommodate the planned growth, and provides funding and financing strategies to implement the improvements.

The level of need for infrastructure improvements varies by jurisdiction and by utility type. Costs were calculated for a 25-year period from 2010 to 2035. The
utility cost per person with low density development (fewer than 20 housing units per acre) is about four to ten times greater than that for high density (more than 75 housing units per acre).

The major findings from the Study indicate that:

• The Corridor communities’ municipal utilities are largely self-supporting.
• Voters have approved previous measures to pay for infrastructure improvements.
• Developer fees and exactions are widely used among Corridor jurisdictions.
• There is a gap in available funding for complete streets improvements, which are a major cost category.
• Finding ways to pay for improvements that need to take place in advance of development is a challenge, especially with the dissolution of redevelopment in California.

The three main strategies for future funding and financing are: 1) expand the use of value capture, 2) target grant funds, particularly for complete streets improvements, and 3) explore innovative tools, such as cap-and-trade, parking management, congestion pricing, institutional investments, and renewable energy technologies.

Community

Since 2010, the Grand Boulevard Initiative has built grassroots support through unique partnerships among transit districts, health departments, and advocacy organizations. With funding from the Silicon Valley Community Foundation, the following projects have established the framework for community outreach and communications planning for the El Camino Real Corridor.

From Grass Tops to Grass Roots Project

This project focused on San Mateo County and was a partnership between SamTrans, San Mateo County Health System, and Greenbelt Alliance. This Project was significant in establishing the building blocks for community support of the Grand Boulevard Initiative Vision.

A San Mateo County Community Leaders Roundtable was established to involve advocacy organizations in developing messaging strategies for the Grand Boulevard Initiative.

This Project fostered four successful “Walk

Since 2006...

Grand Boulevard Initiative has hosted 18 events and conducted over 80 public presentations about the Grand Boulevard Initiative and the collaborative projects.

Check out the Grand Boulevard Initiative video at grandboulevard.net/video
the Talk” events, which tested varying messages and targeted specific community audiences in San Mateo County. Events took the form of evening community meetings, farmer’s market booths, and breakfast forums.

A Grand Boulevard Initiative video also was created, highlighting the value of and capacity for complete neighborhoods and streets, sustainable and affordable lifestyles, and thriving, bustling urban villages connected by a multimodal corridor.

The Project also launched the “Become a Friend of the Grand Boulevard” campaign to involve residents and businesses.

Community Leaders Roundtable
The Community Leaders Roundtable includes local and regional non-profit organizations interested in linking their missions to the Grand Boulevard Initiative to develop common messages, provide strategic input on social media and grass roots outreach efforts, and support implementation of the Initiative. With funding from the Silicon Valley Community Foundation, the Roundtable began in San Mateo County in 2011 under the From Grass Tops to Grass Roots Project and was expanded to Santa Clara County in 2012 under the Creating the Buzz Project. The two groups joined together in 2013 under the Grand Boulevard Campaign Project and continue to provide strategic information and support for the Initiative.

Creating the Buzz Project
The Project continued the public outreach success in San Mateo County and expanded a similar model into Santa Clara County. VTA and the Santa Clara County Health Department joined as partners and the Community Leaders Roundtable was expanded to include advocacy organizations in Santa Clara County. A key success was bridging the community outreach across two counties.

The Project also expanded the “Walk the Talk” events, with two additional events in San Mateo County and three events in Santa Clara County.

The community feedback and messaging strategies developed under the From Grass Tops to Grass Roots and Creating the Buzz Projects developed the base for the third communications and community engagement.

Community Leaders Roundtable Members

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<thead>
<tr>
<th>Name</th>
<th>Organization/Position</th>
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</thead>
<tbody>
<tr>
<td>Michele Beasley</td>
<td>Greenbelt Alliance (Chair)</td>
</tr>
<tr>
<td>Diana Bautista</td>
<td>SAMCEDA and Mountain View Chamber of Commerce</td>
</tr>
<tr>
<td>Brian Darrow</td>
<td>Working Partnerships</td>
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<tr>
<td>Gita Dev</td>
<td>Sierra Club Loma Prieta Chapter</td>
</tr>
<tr>
<td>Charlotte Dickson</td>
<td>California Center for Public Health Advocacy</td>
</tr>
<tr>
<td>Adrienne Etherton</td>
<td>Sustainable San Mateo County</td>
</tr>
<tr>
<td>Josh Hugg</td>
<td>Housing Leadership Council</td>
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<tr>
<td>Chris Lepe</td>
<td>TransForm</td>
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<tr>
<td>Marshall Loring</td>
<td>Metropolitan Transportation Commission Public Advisory Committee</td>
</tr>
<tr>
<td>Shelly Masur</td>
<td>Redwood City Elementary School District</td>
</tr>
<tr>
<td>Francine Serafin-Dickson</td>
<td>Hospital Consortium of San Mateo County</td>
</tr>
<tr>
<td>Emma Shlaes</td>
<td>Silicon Valley Bicycle Coalition</td>
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Steering Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization/Position</th>
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<tbody>
<tr>
<td>Michele Beasley</td>
<td>Greenbelt Alliance</td>
</tr>
<tr>
<td>Cathleen Baker</td>
<td>San Mateo County Health System</td>
</tr>
<tr>
<td>Rob Cunningham</td>
<td>Santa Clara Valley Transportation Authority</td>
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<tr>
<td>Corinne Goodrich</td>
<td>San Mateo County Transit District</td>
</tr>
<tr>
<td>Maeve Johnston</td>
<td>San Mateo County Health Department</td>
</tr>
<tr>
<td>Susan Stuart</td>
<td>Santa Clara County Health Department</td>
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<tr>
<td>Megan Wessel</td>
<td>ICF International</td>
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From Daly City to San Jose
element of the Grand Boulevard Initiative - the Grand Boulevard Campaign.

**Grand Boulevard Campaign**
The Campaign continued the prior partnerships to support the development of a Communications Plan and messaging framework. The Campaign utilized the community feedback from the prior two Projects and engaged a consultant to conduct a community values audit via social media sources to identify key issues in the El Camino Real Corridor and values that resonate with the community members.

The Communications Plan recommends that the public outreach messages focus on the benefits of the Grand Boulevard Initiative - the “why” component - why Grand Boulevard Initiative is important to an individual on a personal level.

This campaign spurred a branding makeover for the Grand Boulevard Initiative, including the development of a new logo and tagline - “People Friendly Places from Daly City to San Jose.” The messaging platform also identified key audiences, including business owners, larger employers, and local homeowners, and developed customized messages for each.

**Moving Forward: Empowering Civic Discourse**
The Grand Boulevard Initiative was awarded a fifth Silicon Valley Community Foundation Grant to support the next stage of the Grand Boulevard Initiative Communications Plan - Empowering Civic Discourse.

Kicking off in early 2014, the Project will empower the Grand Boulevard Task Force, Working Committee, and Community Leaders Roundtable members to engage in civic discourse with residents and the business community.

**El Camino Real Centennial Celebration**
El Camino Real celebrated its 100th year as the first paved highway in California on August 7, 2012. A celebration was held on the Centennial in San Bruno at the site of the first paving, with a historic re-enactment of the 1912 shovel turning and a historic car procession in commemoration of the history and future of the El Camino Real Corridor.
community about how their communities can grow sustainably and inform future efforts for the Grand Boulevard Initiative and local communities. The Project will include communications training sessions based on the messaging platform developed under the Grand Boulevard Campaign, identify community outreach opportunities, and develop teams of Grand Boulevard Task Force and Working Committee members for outreach events.

The Project continues the partnerships from the prior Projects, with a new partner, Local Government Commission.

**Grand Boulevard Awards**
The Grand Boulevard Initiative hosts an Awards Program to recognize exemplary plans and projects that highlight the 10 Guiding Principles.

A total of 29 Grand Boulevard Initiative Awards have been awarded to the Corridor jurisdictions since 2006. These Awards are highlighted in Member Achievements section of this Report.

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**Grand Boulevard Initiative Social Media**

- [Facebook](http://facebook.com/grandboulevardinitiative)
- [Twitter](http://twitter.com/grand_boulevard)
- [LinkedIn](https://www.linkedin.com/groups/Grand-Boulevard-Initiative)
- [RSS Feed](http://www.grandboulevard.net)

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Task Force Co-chairs Russell Hancock and Michael Scanlon at the 2009/10 Grand Boulevard Initiative Awards event at Mountain View City Hall

Darcy Kremin, Corinne Goodrich, Ronny Kraft, Iris Yuan, Tom Madalena at the American Planning Association California Northern Section Awards receiving the Distinguished Leadership Award for the Grand Boulevard Initiative
While the Grand Boulevard Initiative provides a forum to create a vision and encourage planning and investment in the El Camino Real Corridor, the true measures of success are the plans and projects of the member agencies. This section highlights the achievements of each of the member agencies.

Each map contains approximate locations for public infrastructure and private development projects that are in the process of being built or completed after 2006. Projects and plans labeled as “Award Winner” received a Grand Boulevard Initiative Award in either 2007, 2009/10, or 2013.

The 2010 Corridor population data is based on the 2012 Association of Bay Area Governments data set, consistent with the June 2013 Grand Boulevard Initiative Infrastructure Needs Assessment and Financing Strategies Final Report. The Citywide population and jobs data (2010 and 2035) is based on the May 2012 Draft Plan Bay Area growth projections. This data also is consistent with the June 2013 Grand Boulevard Initiative Infrastructure Needs Assessment and Financing Strategies Final Report.
MEMBER ACHIEVEMENTS

Top of the Hill Streetscape Improvements

The Centennial Transit Plaza is the centerpiece of the $3.5 million Top of the Hill pedestrian and streetscape improvements, which include wider sidewalks, curb extensions, and red-brick crosswalks.

War Memorial Community Center

The War Memorial Community Center created a 40,000 square foot facility, which includes a new 7,000 square foot library, two gymnasiums, offices, sub-dividable meeting spaces, a computer lab, and two kitchens.

7555 Mission Street

Habitat for Humanity Greater San Francisco, Inc. built an affordable 36-unit residential condominium development within ¼ mile of the Colma BART station.

Corridor Population - 2010 43,029
Citywide Population - 2010 94,990
Citywide Population - 2035 109,532
Citywide Jobs - 2010 19,254
Citywide Jobs - 2035 23,411
Square Miles in Corridor 2.7
Citywide Square Miles 7.0
The Town of Colma is currently preparing an update to their General Plan which will consider possible changes to current development standards for key properties along the El Camino Real Corridor. In addition, the General Plan will consider ways to make the corridor more pedestrian and bicycle friendly.

**Corridor Population - 2010** | 1,390
---|---
**Citywide Population - 2010** | 2,219
---|---
**Citywide Population - 2035** | 2,776
---|---
**Citywide Jobs - 2010** | 2,443
---|---
**Citywide Jobs - 2035** | 2,759
---|---
**Square Miles in Corridor** | 1.2
---|---
**Citywide Square Miles** | 1.9
**Centennial Way Linear Park**

The Centennial Way Linear Park enhances new development along the Corridor by providing a setting for recreation that also links many public facilities throughout the community, including transit stations, schools and other parks.

- **AWARD WINNER!**

### Corridor Population - 2010

- **23,838**

### Citywide Population - 2010

- **79,063**

### Citywide Population - 2035

- **101,112**

### Citywide Jobs - 2010

- **31,356**

### Citywide Jobs - 2035

- **47,472**

### Square Miles in Corridor

- **2.1**

### Citywide Square Miles

- **9.1**

**Park Station Lofts**

Park Station Lofts is a 99-unit condominium project located across BART Drive from the South San Francisco BART Station. The project is located within the South San Francisco Transit Village and within walking distance to shopping, dining, and Centennial Way Linear Park.

- **AWARD WINNER!**

**El Camino Real Plan Amendments**

The City recently approved two related planning efforts: 1) South El Camino Real General Plan Amendments, Zoning Guidelines and Design Amendments and 2) El Camino Real/Chestnut Avenue Area Plan. The combined plans create an overarching vision to transform the El Camino Real Corridor into a higher intensity mixed-use corridor and subsequently provide development standards and design guidelines that guide the implementation of the vision as the Corridor is redeveloped in the future.

- **AWARD WINNER!**
MEMBER ACHIEVEMENTS

San Bruno Transit Corridors Plan

Objectives of the San Bruno Transit Corridors Specific Plan (TCP) are to stimulate the economic expansion of the Downtown and transit station areas; reinvigorate the community’s identity; capture the potential for transit oriented development; strengthen the area’s walkability and bikeability; and create a cohesive implementation approach to enhance the character and development of the Plan Area. El Camino Real is a principal corridor in the Plan Area, and the TCP embodies the guiding principles of the Grand Boulevard Initiative.

AWARD WINNER!

Street Medians & Grand Boulevard Improvements

This project is rehabilitating the 16 medians on El Camino Real. Work involves new landscaping, irrigation, pavers, gateway signs, and pedestrian crossing enhancements that improve the appearance of the City’s main thoroughfares. Enhancements incorporate the planning efforts of San Mateo County’s Grand Boulevard project.

Caltrain Grade Separations

The project will elevate the Caltrain tracks above three existing at-grade street crossings and provide a new elevated train station above San Bruno Avenue, just a few blocks from El Camino Real within the Transit Corridors Specific Plan area. The project will improve safety for both motorists and pedestrians, and reduce traffic congestion to and from Highway 101 in the City of San Bruno. The project will improve streets and sidewalks, including those at Posy Park, and provide three pedestrian underpasses. Completion is expected in the first quarter of 2014.

Acappella Apartments and Grand Luxe Peninsula Condominiums at the Crossing

Acappella Apartments and Condominiums is a 350-unit multifamily residential project (87 units/acre) within a larger transit-oriented development at the Crossing. It is located within easy walking distance to a shopping mall, El Camino Real, and the San Bruno BART station.

AWARD WINNER!

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AWARD WINNER!
Belamor

Belamor is a 5-story, podium-style, mixed-use development containing 142 residential condominium units, about 20,000 square feet of ground floor commercial, and 290 structured parking spaces.

AWARD WINNER!

88 South Broadway

88 South Broadway is a 5-story, podium-style, mixed-use development containing 105 residential condominium units, about 7,000 square feet of ground floor commercial, and 220 structured parking spaces.

Pindera

Pindera is a 4-story, podium-style, mixed-use development containing 54 residential condominium units, about 11,000 square feet of ground floor commercial, and 114 structured parking spaces.

**Corridor Population - 2010** 8,006
**Citywide Population - 2010** 20,672
**Citywide Population - 2035** 27,379
**Citywide Jobs - 2010** 6,713
**Citywide Jobs - 2035** 8,445
**Square Miles in Corridor** 1.2
**Citywide Square Miles** 3.2
Downtown Specific Plan

In 2010 the Downtown Specific Plan was adopted, providing the framework to build on the Downtown’s current success with further refinements and new regulations to promote infill development. The City is now exploring joint development opportunities as part of the implementation of the plan.

Burlingame Avenue Streetscape Project

The culmination of a multi-year planning process, the newly completed project includes second-floor office uses, a roof garden, a rooftop parking deck, and street-facing retail to integrate the development with the surrounding downtown.

Safeway Mixed Use Project

The culmination of a multi-year planning process, the newly completed project includes second-floor office uses, a roof garden, a rooftop parking deck, and street-facing retail to integrate the development with the surrounding downtown.

North Burlingame/Rollins Road Specific Plan Area

Adopted in 2004 and amended in 2007, there has since been four new high-density residential projects built or approved within the plan area, and several more in the pipeline.
**Versailles Senior Housing**

Located at the corner of Crystal Springs Road and El Camino Real, this development provides a total of 61 senior housing units at 54 units per acre. It was completed in 2008.

**Peninsula Station**

Peninsula Station, “Pen Station,” is the result of a visionary partnership between the City of San Mateo, the County of San Mateo and MidPen Housing. Their vision is to transform a previously underutilized 1-acre property, in a prime and integral location of San Mateo, into an attractive, vibrant mixed-use community where 68 low-income working families could live within walking distance to most everything they would need including all major public transportation lines.

**San Mateo Main Library**

The new San Mateo Main Library, located at 55 West 3rd Avenue, received the U.S. Green Building Council’s Gold LEED standards for environmentally sustainable design. The 93,000 square foot library was completed in 2006.

**El Camino Real Beautification Project**

The City installed sidewalks and landscaped median islands between 28th Avenue to the Hillsdale Boulevard underpass. The El Camino Real/31st Avenue intersection has also been modified to become a “themed intersection,” with new decorative street lights, sign poles, and signage, as well as pedestrian crossing countdown signals.
Firehouse Square

Belmont has entered into an Exclusive Negotiating Agreement for development of the 1.2 acre City-owned property located at El Camino Real and O’Neill Avenue. The anticipated development would consist of a quality residential/mixed use project, including low and moderate income housing.

General Plan Updates

The City of Belmont has begun the process of completing a comprehensive update to the 1981 Belmont General Plan, beginning with the Land Use & Community Design Element, as well as the Circulation & Mobility Element.

Belmont Village Zoning and General Plan Element

The City is finalizing its General Plan and Zoning Ordinance amendments to define the vision/goals/policies and associated new zoning designations for Belmont’s commercial core districts near the intersection of Ralston Avenue and El Camino Real.

Ralston Avenue Corridor Study

The purpose of the study is to evaluate the adequacy of the corridor for multi-modal use and to develop context sensitive transportation alternatives to improve multi-modal use along the corridor.
Transit Village

The Transit Village is a proposed planned development project including 233 multi-family dwelling units and over 28,000 sf of commercial space. The San Carlos Caltrain station will be upgraded to include a new commuter parking lot with dedicated areas for shuttles, taxis, and a kiss-and-ride drop off area to serve Caltrain and transit riders.

East Side Connect

The San Carlos Eastside Connect project will enhance bicycle and pedestrian linkages within the corridor to neighborhoods, employment centers and downtown. It will improve east-west connections and access to the San Carlos Caltrain station while improving visual quality.

El Camino Real Landscaping and Lighting

Trees and new lighting will be installed on the west side of El Camino Real for approximately 3,200 feet from Oak Street to Arroyo Avenue. City Council will review the bid package in winter 2013, and construction is expected to be completed over a 6-month period.
Cedar Street Apartments

The Cedar Street Apartments residential project is 15 unit permanent supportive rental housing developed by Cedar Street Apartments Inc. and Mental Health Association of San Mateo County. The housing development is strategically located within walking distance to various retail and services, the Sequoia Station transit hub and Downtown District.

- AWARD WINNER!

Villa Montgomery

This multi-family rental project has 58 very low and extremely low income units, 1250 square feet of commercial space on the ground floor, and is consistent with the City’s Downtown Precise Plan. The building was the first LEED-certified multi-family building in San Mateo County. The building was developed by First Community Housing in conjunction with city and county partners, as well as Habitat for Humanity.

- AWARD WINNER!

The Lane on the Boulevard

The Lane on the Boulevard includes 141 market-rate apartments at 56 units/acre. It received 116 Build-It Green Points. It includes two electric vehicle charging stations and 8 pre-wired parking spaces for future electric vehicle chargers, 47 bike parking spaces, designated carsharing spaces, and free SamTrans passes for the first year during lease up.

- AWARD WINNER!

Redwood City Downtown Precise Plan

The Downtown Precise Plan is the new zoning document for Downtown Redwood City. The Plan is a very powerful force in stimulating housing and job growth in this strategic location, including El Camino Real. It simplifies the approval process for developers; reduces the need for environmental work from developers; and allows for a wide range of densities.

- AWARD WINNER!
500 El Camino Real

Stanford University is proposing to develop an 8.43-acre site at 500 El Camino Real that is part of the El Camino Real/Downtown Specific Plan area. The existing buildings (current and former auto dealerships) and site features would be replaced with a new mixed-use development consisting of offices, housing, and retail.

El Camino Real/Downtown Specific Plan

The overall intent of the El Camino Real/Downtown Specific Plan is to preserve and enhance community life, character and vitality through public space improvements, mixed use infill projects sensitive to the small-town character of Menlo Park and improved connectivity.

389 El Camino Real

The 389 El Camino Real Project will demolish an existing single-family house and residential triplex, and construct 26 residential units.

555 Glenwood Avenue

The 555 Glenwood Ave project will convert an existing senior citizens retirement living center to a 138-room limited-service, business-oriented hotel.
Tree House Apartments

The project provides 33 studios and two one-bedroom affordable residential units. Project amenities include onsite parking, bicycle storage, trash compactor, coin operated laundry facility, a large community room with open kitchen and a computer room. The project was constructed using sustainable building materials and a number of ‘green’ features which will ensure its long-term energy-efficiency and sustainability. Tree House Apartments currently has the highest Green Point Rating of any multi-family apartment building in Palo Alto, 193 points.

El Camino Real/Stanford Ave Streetscape Improvements

This project upgraded the entire El Camino Real/Stanford Ave intersection area with streetscape, multimodal and safety enhancements, including the installation of new corner bulbouts and widened sidewalks, planting and gathering areas, straightened crosswalks with colored and textured paving, pedestrian median refuges, widened landscaped medians, bike lane markings, street furniture, ADA upgrades and ornamental sidewalk lights and traffic signal poles.

101 Lytton

The 101 Lytton Project is a Trophy Transit-Oriented Mixed-Use Development directly across the street from the premier Caltrain Station in California - the Historic University Avenue Downtown Palo Alto Caltrain station. The building features 58,647 square feet of office, 3,801 square feet of retail, and 1,600 square feet of non-profit office - supported by 134 parking stalls contained largely in a secure, subterranean on-site parking structure.
Los Altos Gardens

Located at 960 North San Antonio Road, this project includes approximately 18,000 square feet of commercial area, 46 condominium units and 56 garden apartments on an approximately 8.7-acre site. The project includes six below-market-rate rental units. The project adjacent to a neighborhood commercial district, and walking distance to El Camino Real and the VTA bus transit hub, and the San Antonio Road CalTrain stop.

Colonnade

Colonnade is a mixed-use project with 15,000 square feet of retail area, 167 apartments and 38 townhouse condominiums. The project provides a bike corral within the project for 50 to 60 bikes. The project is within the Sherwood Gateway neighborhood commercial district and walking distance to a regional shopping center and public transit.
1585 Studios
A 27-unit development of affordable units for special-needs adults, located in close proximity to transportation and retail amenities vital to this population.

Domus on the Boulevard
A four-story, 192-unit apartment project over underground parking. The project also includes new public open space along the Hetch-Hetchy water property.

Mountain View 2030 General Plan
In 2012, the City adopted the 2030 General Plan. El Camino Real is a Change Area, where a new mix of land uses and intensities are established along a multi-modal corridor.

El Camino Real and San Antonio Precise Plans
These precise plans will implement policies and land use direction form the General Plan. They will contain standards, frameworks and guidelines for new buildings and public improvements. They are scheduled for completion at the end of 2014.

San Antonio Center
A five-story, 330-unit mixed-use project with about 135,000 square feet of retail, including a new Safeway. The project also includes new open space along the Hetch-Hetchy water property.

MEMBER ACHIEVEMENTS
AWARD WINNER!
### Palo Alto Medical Foundation Clinic

This newly completed 120,000 square foot medical clinic replaces a smaller one built years ago. The location on Old San Francisco Road is a short walk to El Camino Real and restaurants, grocery stores and other uses. The clinic includes a two-level parking garage, and was designed in close coordination with adjoining neighbors. Roadway configurations were also made to provide improved bus access to the clinic.

### Las Palmas and Marriott Courtyard Hotel

This mixed use project of 103 multi-family homes and a 145 unit hotel is located in the Downtown Node across the street from the Sunnyvale City Hall. The hotel fronts El Camino Real, with the new homes behind adjacent to an existing residential neighborhood. Within easy walking distance to the Cherry Orchard shopping center which includes a grocery store and restaurants, it will take advantage of its location at the most active intersection in the City.

### Precise Plan for El Camino Real

The 2007 Precise Plan provides guidelines and implementation measures for the El Camino Real corridor through Sunnyvale. More intensive mixed-use development is anticipated at newly designated Nodes at four locations along the street. Also included in the plan are specific submittal requirements for projects on El Camino Real that are adjacent to residential neighborhoods.
Presidio Santa Clara

A mixed-use development consisting of a 3,025 sq. ft. retail space and 40 studio affordable housing units with 50 vehicle parking spaces and 40 bicycle parking spaces for shared residential and commercial use on a 0.82 acre site located at 1430 El Camino Real. The site is proximate to parks and a significant bus corridor on El Camino Real.

AWARD WINNER!

Santa Clara Town Centre

The Santa Clara Town Centre at 2000 El Camino Real is the substantial renovation of the former Mervyns Plaza. The new retail anchor is scheduled to open in early 2015. New retail stores will have frontage on El Camino Real where a BRT station is planned.

2010-2035 General Plan

The City of Santa Clara is moving forward with projects that promote higher density housing and mixed use along El Camino Real in accordance with the Grand Boulevard Initiative Guiding Principles and the City’s adopted 2010-2035 General Plan. The El Camino Real Focus Area within the General Plan promotes residential densities ranging from 19 to 36 and from 37 to 50 dwelling units per acre in concert with retail services to support existing and new residents, workers and visitors.
The Alameda Beautiful Way

The Alameda “The Beautiful Way”, is a vision designed to reinvigorate a commercial center, encourage multi-modal transportation, serve residents of surrounding neighborhoods, transit users, and business owners; contribute to a more livable and cohesive community; and foster economic and residential development. The first phase of the Beautiful Way project is currently under construction, and Phase 2 will begin the preliminary engineering in late 2013.

Diridon Station Area Plan

This Station Area Plan presents an overview, a direction, and many critical aspects for the successful future of the Diridon area. The Plan integrates open space, transportation and land uses to create an expansion of Downtown San José, while respecting existing environments. The plan weaves new ideas and new development possibilities within existing city fabric and strong neighborhoods. Large proposals, such as the California High Speed Rail Diridon Station and a new Major League Baseball Stadium, are incorporated into the plan.
City and Neighborhood Health Profiles
Santa Clara County Public Health Department has created city and neighborhood health profiles for all of the cities within the County. The profiles contain data on: demographics; income and job opportunities; opportunities for high quality and accessible education; safe, sustainable, accessible, and affordable transportation options; affordable, accessible, and nutritious foods; affordable and high quality housing; and access to affordable and safe opportunities for physical activity. The profiles will be updated as new data become available.

Safe Routes to School Program
Santa Clara County Public Health Department’s Safe Routes to School program has been working intensively with schools in the Grand Boulevard Initiative member cities of Sunnyvale, Santa Clara, and San Jose for the last two years to increase the numbers of children walking and biking to school in safe environments. Activities include: walkability/bikeability assessments, student travel tallies, parent and student safety education, team planning with city engineering and law enforcement staff, pedestrian and biking advocates, and the school community, school events such as bike rodeos and walking days, and community wide education and events.
North Fair Oaks Community Plan

The North Fair Oaks Community Plan, adopted in 2011, is a comprehensive area plan for North Fair Oaks, an urbanized, unincorporated community located along El Camino Real at the junction of the Caltrain and Dumbarton rail lines, and bordered by Redwood City, Menlo Park, Atherton, and Hwy 101. With approximately 16,000 residents and 5,000 housing units in this 1.2 square mile enclave, North Fair Oaks is the unincorporated County’s largest urbanized area. The Community Plan addresses land use, circulation, health and wellness, parks and recreation, infrastructure, and other policy areas, with the intent of generating new, beneficial, transit-oriented development and redevelopment in North Fair Oaks, to achieve a healthier, more affordable, more transit friendly, walkable and bikeable community. Creation of the Plan was funded in part by a grant from Metropolitan Transportation Commission’s FOCUS Planning Grant Program, and the Plan is specifically intended to be consistent with the principles of the FOCUS program, Plan Bay Area, and the Grand Boulevard Initiative.

A Healthy Plan Bay Area

San Mateo County Health System staff worked with diverse stakeholders and MTC to shape policies and grant distribution formulas associated with Plan Bay Area, the region’s first integrated long-range land use and transportation strategy (described further on page 48). The OneBayArea Grant (OBAG) streamlined several smaller programs and grew the amount of capital funds available to support a flexible block-grant strategy that enhances each county’s flexibility and progress towards its goals, such as those embodied in the GBI. By requiring that 70% of a county’s funds be directed to its Priority Development Areas (PDA), the OBAG program directly supports key findings and recommendations from the GBI Multimodal Corridor Plan, ECHO Phases I and II, and TIGER II Infrastructure Needs Assessment. By requiring housing elements and local institutionalization of complete streets, the

Health System’s investment in shaping OBAG brings it significantly closer to its long-term goal of equitable communities that offer businesses, workers, and residents of all ages and abilities healthy and accessible mobility options.
MEMBER ACHIEVEMENTS

SANTA CLARA VALLEY TRANSPORTATION AUTHORITY (VTA)

Bus Rapid Transit (BRT) Strategic Plan

The Santa Clara Valley Transportation Authority’s (VTA) Bus Rapid Transit (BRT) Strategic Plan, adopted in May 2009, outlines VTA's vision for BRT service in Santa Clara County and describes the proposed operating and capital infrastructure components of the project and the process for selecting the BRT alignments. The Plan studied six corridors in Santa Clara County for possible BRT implementation and ultimately recommended three of the six corridors for near-term implementation - Santa Clara-Alum Rock Avenue, Stevens Creek Boulevard, and El Camino Real.

BRT Conceptual Engineering

VTA began the conceptual engineering process for BRT service along the El Camino Real corridor, from Palo Alto to San Jose, in 2010. VTA is currently conducting an environmental analysis for several project alternatives. Once the environmental analysis is completed—which is estimated to be around the spring/summer of 2014—VTA will release a Draft Environmental Impact Report (DEIR), which will be open to public review. The BRT line is expected to begin operation in 2018.
Route El Camino Real

The new route streamlines bus service on El Camino Real and makes it easier for customers to use, while increasing the frequency and reliability as well. El Camino Real provides service to Caltrain and BART stations along the route, as well as other key transit centers. The El Camino Real line is the first service improvement under the SamTrans Service Plan, an initiative carried out by SamTrans to reinvent the bus system.

Caltrain Modernization Program

The Caltrain Modernization Program (CalMod) will electrify and upgrade the performance, operating efficiency, capacity, safety, and reliability of Caltrain’s commuter rail service. CalMod includes the electrification of the existing Caltrain corridor between San Francisco and San Jose; the installation of an advanced signal system; and the replacement of Caltrain’s diesel trains with high-performance electric trains called Electric Multiple Units. The $1.5 billion program is funded through a nine-party agreement that leverages local, regional, and federal funding to match $705 million in voter-approved high-speed rail bond revenues.

In September 2013, Caltrain began work installing an advanced signal system that will significantly improve the performance and enhance the safety of the rail system. Called the Communications Based Overlay Signal System (CBOSS) Positive Train Control (PTC) Project, it will enhance safety, increase system capacity, and improve grade crossing functions as well as meet federal requirements to implement PTC by 2015. The project includes the installation of a fiber optics communications backbone that will support fast and reliable CBOSS/PTC communications and future Caltrain customer and business uses. With this milestone underway, Caltrain has formally kicked off the first element of CalMod.

Bus Rapid Transit Phasing Plan Study

SamTrans is exploring new options to improve transit service for those that live, work, or play along the El Camino Real corridor. BRT can provide faster bus service that could reduce travel times by up to 30 percent over local bus routes by employing skip stop service, traffic signal improvements, and other operational enhancements. This type of “development-oriented transit” would expand transportation options and complement the Grand Boulevard Initiative’s efforts.

SamTrans has kicked-off a BRT Phasing Plan Study, funded by a Caltrans planning grant that will identify the optimal features for a BRT type service for the 26-mile El Camino Real corridor from Daly City in the north to the Palo Alto Transit Center in the south. The study will look at what low-cost operational improvements can provide faster bus service in the next two to three years while also analyzing the value of more capital-intensive improvements like dedicated bus lanes and improved transit stations in the long-term.
MEMBER ACHIEVEMENTS

Smart Corridor Project
C/CAG has spearheaded the San Mateo County Smart Corridor project which is an Intelligent Transportation System (ITS) project extending 20 miles along El Camino Real from the Santa Clara County line to I-380 and includes major local streets connecting to US-101. The Smart Corridor project provides a countywide traffic management system infrastructure that enables local agencies and Caltrans to cooperatively monitor traffic operations, obtain traffic data, and implement traffic management strategies remotely.

State and Federal Funding
C/CAG distributes numerous state and federal funding sources to jurisdictions in San Mateo County. Funding awarded to cities through C/CAG grant programs such as the Regional Bicycle Program, Transportation for Livable Communities Program and OneBayArea Grant Program have provided pedestrian, bicycle and streetscape infrastructure improvements along the Corridor.

El Camino Real Transportation Model Refinement
C/CAG updated the transportation model to better reflect the El Camino Real corridor. This work included expanding the transportation analysis zone (TAZ) structure to a finer grain of El Camino Real TAZs along the Corridor.

Transit Oriented Development (TOD) Housing Incentive Program
C/CAG has a TOD Housing Incentive Program that provides transportation funds to award jurisdictions that approve high density housing (greater than 40 units per acre) projects that are within 1/3 mile of fixed rail transits stations in San Mateo County. To further support the Initiative, C/CAG additionally approved frontage properties along the El Camino Real as eligible to compete for these grant funds.

El Camino Real Incentive Program
C/CAG adopted an El Camino Real Incentive Program to provide grant funds for planning projects along the Corridor. This program was designed to enable cities to complete planning documents that would help make the Corridor more development ready. C/CAG awarded planning grant funds to four jurisdictions along the corridor through this program in support of the Grand Boulevard Initiative vision.

El Camino Real Priority Development Area
C/CAG worked with the Association of Bay Area Governments to obtain approval for a Priority Development Area (PDA) for the length of the Corridor in San Mateo County. The PDA is approximately 1/4 mile wide on both sides of the roadway and compliments PDAs that were individual designated by cities. For some jurisdictions this is their only approved PDA and they have used this PDA status to obtain funding and assistance from regional agencies. The El Camino Real PDA also enabled jurisdictions to compete for regional planning funds, technical assistance and transportation infrastructure grants.

Traffic Signal Coordination Project on El Camino Real
C/CAG provided over $5,000,000 in State Transportation Improvement Program (STIP) funds for Caltrans in support of a traffic signal coordination project along the El Camino Real in San Mateo County.

Grand Boulevard Initiative Collaborations
C/CAG was a funding partner in the development of the Grand Boulevard Initiative Multimodal Corridor Plan and the three TIGERII-funded projects. For more information about these projects see the “Grand Boulevard Initiative Collaborations” section of this report.
Plan Bay Area

The Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC) adopted Plan Bay Area on July 18, 2013. Plan Bay Area is an integrated transportation and land-use strategy through 2040 that marks the nine-county region’s first long-range plan to meet the requirements of California’s landmark 2008 Senate Bill 375.

Working in collaboration with cities and counties, the Plan advances initiatives to expand housing and transportation choices, create healthier communities, and build a stronger regional economy. Projecting a healthy regional economy, the Plan anticipates that the Bay Area’s population will grow from about 7 million today to some 9 million by 2040.

The region’s Priority Development Areas (PDAs) are the organizing framework for implementing Plan Bay Area, since they are expected to accommodate most of the Bay Area’s new homes and jobs. PDAs are locally-nominated neighborhoods within walking distance of frequent transit service, offering a wide variety of housing options, and featuring amenities such as grocery stores, community centers, and restaurants. In particular, ABAG and MTC plan to focus their implementation efforts on the region’s major transportation corridors adjacent to the Bay—El Camino Real, International Boulevard/East 14th Street/Mission Boulevard, and San Pablo Avenue.

Together, these three corridors link the region’s major population and employment centers and are expected to accommodate over 2/3 of the Bay Area’s housing and job growth over the next 30 years. They also are the focus of the Plan’s major transportation investments. ABAG and MTC are now working with local jurisdictions and other partner agencies on strategies to overcome obstacles to housing and job growth, with an emphasis on development feasibility and entitlement, while supporting adopted PDA plans.

Some of the regional and local Plan Bay Area transportation projects specific to the Grand Boulevard Initiative include:

- Caltrain electrification and frequency improvements
- New Bus Rapid Transit service along the corridor
- Infrastructure improvements at key intersections

Cities along the corridor also have the opportunity to apply for capital improvement grants through the new One Bay Area Grant (OBAG) program administered by the City/County Association of Governments in San Mateo County and the Valley Transportation Authority in Santa Clara County. Funding is available for projects that provide better access to transit, jobs and housing, such as bicycle and pedestrian improvements, intersection safety upgrades and local streets and roads rehabilitation. The amount of funding available through this program through 2016 is $26 million in San Mateo County and $88 million in Santa Clara County.
Transportation Planning Grants
The Caltrans Planning Grant Program awards approximately $9 million through six grant programs annually, including Community Based Transportation Planning Grants, Environmental Justice Grants, Transit Planning Grants, and Partnership Planning Grants. Transportation planning grants promote a balanced, comprehensive multi-modal transportation system. These programs provide monetary assistance for transportation planning projects to improve mobility and lead to the programming or implementation phase for a community or region.

The Caltrain Modernization (CalMod) Transit Planning Intern Program was awarded for the 2013/2014 Transportation Planning Grant. Up to four graduate or undergraduate interns over the next two years will engage in a variety of transit planning activities supporting the efforts of the CalMod program, which will upgrade the performance, operating efficiency, capacity, safety and reliability of Caltrain.

US Department of Transportation
TIGER II Planning Grant - Grand Boulevard Initiative: Removing Barriers to Sustainable Communities
Caltrans was a partner in developing the four complete and sustainable streets demonstration projects on El Camino Real/Mission Street (State Route 82) in San Mateo County. Model preliminary streetscape designs provide highly-transferable guidance for local jurisdictions and urban State highways across the nation.

Crosswalk Enhancement Small Capital Value Project Initiation Document
Caltrans is developing a Crosswalk Enhancement Small Capital Value Project Initiation Document. This intends to encourage drivers to yield to pedestrians, enhance driver awareness of crossings, and to provide active warning of the presence of pedestrians at uncontrolled crossing locations on state routes, including El Camino Real.

Grand Boulevard Multimodal Corridor Plan
The Grand Boulevard Multimodal Corridor Plan, funded by Caltrans, explored alternative transit options within the communities along the corridor and examines multimodal opportunities and innovative approaches to achieve these improvements.
MOVING FORWARD

A basic premise of local government in America is that each community should be free to govern itself and set its own priorities, focusing on what makes sense for community needs and desires. However, local communities often face larger, regional issues that cannot be addressed solely on a local level. Rather than working through mandates from higher level of governments, communities are increasingly turning to locally-based, collaborative structures that promote citizen activism. The Grand Boulevard Initiative provides a positive structure for this increased interest in civic engagement.

Through the years some people have viewed the Grand Boulevard Initiative as a project with a start and end date. They sometimes ask questions about the percent of completion, assuming there is a defined final goal. This is not the case.

The Grand Boulevard Initiative is a process. It is an extensive communication operation that is ongoing among agency staffs, among agency elected officials, between the public and private sectors, and among local, regional, and State agencies. This process not only empowers the Grand Boulevard Initiative member agencies to meet any number of problems the future may bring, it also positions the agencies for enhanced revenue that can be directed towards the solution of these problems, be it through grants, fees or assessments.

We cannot predict the challenges the future will bring to El Camino Real and its many communities and neighborhoods. However, we are confident that the Grand Boulevard Initiative places the member communities in the very best position to combine civic engagement and multiple agency expertise to address any congestion, mobility, transparency, greenhouse gas, wellness, and sustainability problems the future may bring.
EL CAMINO REAL...

In California, the entire El Camino Real (“The Kings Highway”) has resonated for generations. The Grand Boulevard Initiative highlights the 43 miles of this historic highway and surrounding communities from Daly City, where it is called Mission Street, to Diridon Station in San Jose, where it is called The Alameda. On the San Francisco Peninsula, El Camino Real is the site of the Santa Clara Mission de Assisi, the path of the Juan Bautista de Anza expedition of the first European settlers to San Francisco, the road parallel to the first commercial railroad on the Wagon Trails which eventually became the the first transcontinental railroad through the region. Today, it is the main transportation and land use corridor between San Francisco and San Jose.

EL CAMINO REAL... 2029

By 2029, High Speed Rail will travel down the Peninsula from San Francisco to Los Angeles.

AND TOMORROW!

The corridor population will grow by 43% between 2016 and 2040...

Future household growth can be accommodated on 3-9% of the land in the Corridor and in new construction.

Jobs in the corridor will increase by 38% by 2040...

Jobs in financial and professional services sectors will increase by 62%.

In 2018, VTA will operate Bus Rapid Transit on El Camino.

By 2040, the entire Bay Area will grow by 2 million people and 660,000 homes.

The proportion of growth expected will range from 12% to 22% of the total population.

PLAN BAY AREA

Plan Bay Area is a long-range integrated transportation and land-use plan promulgated in the recently adopted Plan Bay Area to achieve our region’s first comprehensive strategy to accommodate our future growth sustainably. The Grand Boulevard Initiative focuses on growth along the San Francisco Peninsula to create healthier communities, and build a stronger economy.

CONCLUSION:

The El Camino Real Corridor presents the best opportunity along the San Francisco Peninsula to accommodate our future growth sustainably. The Grand Boulevard Initiative focuses on growth along the San Francisco Peninsula to create healthier communities, and build a stronger economy.

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