



# **FOSTER CITY EXPLORES THE FEASIBILITY OF LOCAL TRANSPORTATION MANAGEMENT ASSOCIATION**

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## **SUMMARY**

Last year, the City of Menlo Park hosted a meeting with several cities in San Mateo and Santa Clara Counties to discuss common challenges and opportunities to address traffic congestion in the Silicon Valley. Menlo Park and Foster City (the Cities) have continued the conversation about feasible strategies both cities can implement to improve traffic conditions. As a result, the Cities issued a request from qualified public policy firms to provide an analysis of options for establishing a Transportation Management Association (or TMA). The proposals have been received and are being evaluated.

## **BACKGROUND**

Foster City is both a residential community - with a large number of employed residents working outside the City, and home to several major national employers – bringing in commuters from other bay area communities on a daily basis. As a result, the existing traffic flow patterns are characterized by significant outbound traffic in the morning hours and inbound traffic during the evening. This situation is further complicated by the fact that the regional traffic network on Hwy 92 and Hwy 101 are overburdened, causing congestion at key Foster City intersections during peak commute hours. In response, the City Council authorized the establishment of the 92 Corridor Alliance, which is a localized voluntary coalition of the cities, major employers, and other stakeholders working together to reduce commuter traffic congestion along the 92 Corridor. The City commissioned Fehr & Peers to conduct a Transit Opportunity Study to evaluate long, medium, and short-term strategies that the City and Alliance could implement to better serve the residents and employees of Foster City. The study identified several top-priority opportunities that the Alliance should further investigate. One of those top recommendations is to explore the feasibility of a formal non-profit TMA to further the goals of the community.

The City of Menlo Park is located in the San Francisco Bay Area, at the confluence of many destinations and transportation networks. Menlo Park is located approximately halfway between the major economic centers of the Silicon Valley. Additionally, Menlo Park is home to major employers such as Facebook, and is also located close to Stanford University and the base of the Dumbarton Bridge. The robust economy and Menlo Park's location has led the City to become more congested than ever, stemming from both additional regional traffic and those ending their journey here.

The goal of a TMA is to reduce congestion with transportation demand management (“TDM”). TDM includes promoting the use of non-single occupant vehicle trips, including but not limited to transit, transit benefits, shuttles, carpools, vanpools, bicycling, and incentives/rewards. TDM exists at many companies in Foster City already in various forms, however a TMA could expand the available programs by coordinating and leveraging partnerships between government and employers/organizations (both large and small). This is not be a new concept, as TMAs already exist in the region in Emeryville, San Francisco, and more locally Mountain View and Palo Alto.

Therefore, the Cities seek a Consultant that will undertake an options analysis to determine a preferred approach to create TMA’s in Foster City and Menlo Park.

## **ANALYSIS**

Menlo Park is requesting an exploration of options for a TMA, including a Sub-regional TMA, Large Employer/Organization TMA, Small Employer/Organization TMA, and a Citywide TMA. Foster City’s scope seeks to explore Small – Medium Employer/Organization and Citywide TMA options. The Cities will requests an itemized fee estimate for each task. The following is scope of work summary provides more information about analysis requested for Foster City. Details about tasks within each phase can be found in the attached Draft RFP for Menlo Park-Foster City Transportation Management Association Analysis document.

## **SCOPE OF WORK**

### **Phase 1: Gather Commute Habit Data**

The selected consultant will reach out to employers/organizations to collect and summarize background information for commute habit data to understand travel patterns. Additional analysis of data will come through collecting survey data administered to employers/organizations along with analyzing Bluetooth and geospatial data if necessary. This data will be key to developing a TMA structure and/or services offered to best mitigate congestion and increase mobility.

### **Phase 2: Detailed Analysis of TMA Options**

This phase will be dedicated to the options analysis report. The Cities will select criteria to identify the preferred option. At the end of Phase 2, the Consultant will recommend the best option(s) for the Cities to pursue based on cost-benefit analyses and City-defined criteria. The Consultant will then proceed with developing a framework for TMA implementation in Phase 3. The process will evaluate the benefits, risks, costs to employers, potential funding sources, fees required for operational costs, participation of key stakeholders, City resources needed (staff and costs), effectiveness of reducing congestion, and non-profit governance structure.

### **Phase 3: Implementation Plan for Transportation Management Association**

This phase shall lay out the framework for implementing a TMA that the City of Menlo Park and City of Foster City will choose from recommendations conducted in Phase 2. This phase will include a cost benefit analysis of the consultant’s recommendations.

## **FOR MORE INFORMATION CONTACT:**

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