

TA

CORRESPONDENCE

as of 10-2-2019

From: Theresa Vallez-Kelly
To: [cacsecretary \[@smcta.com\]](mailto:cacsecretary [@smcta.com]); [Board \(@smcta.com\)](mailto:Board (@smcta.com))
Cc: Slavit, Joel
Subject: Another Letter - Thank you from Safe Routes to School
Date: Monday, September 30, 2019 8:40:00 AM
Attachments: [image001.png](#)
[TA_CAC_SMFC2019.pdf](#)

Hello again,

I received another letter from a Safe Routes to School district and have attached it.

Theresa

Theresa Vallez-Kelly, MPH
Coordinator, Safe Routes to School and TUPE
Student Services Division
San Mateo County Office of Education
(650) 598-2179
tvkelly@smcoe.org





SAN MATEO-FOSTER CITY SCHOOL DISTRICT

September 27, 2019

RE: Support for City of San Mateo Active Transportation Authority (TA) Strategic Plan

To Whom it May Concern:

I am pleased to write this letter in support of the San Mateo County Transportation Authority Board and to the San Mateo County Citizens Advisory Committee.

San Mateo-Foster City School District appreciates your ongoing commitment to safety in our county and we look forward to continuing to explore and identify potential locations for infrastructure improvement. We are hopeful that infrastructure improvements will increase safety and promote walking and biking for students and their families by providing additional bike racks, more pick and drop off zones, as well as adequate and visible striping, permanent signage, and enhanced education programs designed to educate students on how to safely commute to school.

Our School District appreciates the Transportation Authority Board and the San Mateo County Citizens Advisory Committees working collaboratively and requesting that their boards and their citizen advisory committees approve the proposed plan that **includes a designated category for *Safe Routes to School* which will bolster and expand the current *Safe Routes to School* program currently being managed by the San Mateo County Office of Education in behalf of our district schools and families.**

The San Mateo-Foster City School District supports the plan to increase safety surrounding our district schools within the City of San Mateo, and to benefit our students and their families. The Safe Routes to School program has positively impacted the SM-FC school community by helping to provide non-infrastructure programs which offer an opportunity for the San Mateo-Foster City School District schools to engage with City staff and with the local Police Departments for on-going communication regarding school transportation needs. The Safe Routes program educates students about walking or rolling safely to school and the pedestrian safety skills introduced in the fourth-grade bike-rideos give students the opportunity to learn how to navigate a walking commute safely. Additionally, the SRTS program gives students the confidence and information to share with their families to encourage fewer car trips to school. These programs are not only educating our youth, but promoting and enhancing our public health.

Thank you for working towards better communities for all citizens of San Mateo County!

Sincerely,

Suzi Riley
Safe Routes to School Coordinator
San Mateo-Foster City School District
sriley@smfcsd.net

From: Greg Greenway
To: [Board \(@smcta.com\)](mailto:Board@smcta.com); [Horsley, Don \[dhorsley@smcgov.org\]](mailto:Horsley.Don@smcgov.org)
Cc: [Epstein, Jessica](#); [Slavit, Joel](#)
Subject: Comments on TA Strategic Plan
Date: Wednesday, October 02, 2019 2:07:34 PM
Attachments: [SMCTA Strategic Plan Comments SIA 100119.pdf](#)

Dear Chair Horsley, Members of the SMCTA Board, and TA Staff,

Please see the attached letter from Seaport Industrial Association for the October 3 SMCTA board meeting. Our comments relate to the the TA Strategic Plan. We strongly support the staff recommendation for Measure W and A funding criteria. I have participated in the process as a member of the Stakeholder Advisory Group.

Thank you,

Greg Greenway



Seaport Industrial Association, 675 Seaport Blvd., Redwood City, CA, 94063

October 1, 2019

SENT VIA EMAIL to board@smcta.com

Don Horsley, Chair
San Mateo County Transportation Authority Board of Directors
1250 San Carlos Avenue
P.O Box 3006
San Carlos, CA 94070-1306

Subject: 2020-2024 TA Strategic Plan

Dear Chair Horsley and Members of the Board:

I am writing to express the strong support of Seaport Industrial Association (SIA) for the staff recommendation of evaluation criteria for Measure W and Measure A spending. SIA is a non-profit organization whose members include industrial businesses in the Redwood City port area.

The staff recommendation about how to weight core principles and evaluate funding decisions was based on extensive public outreach. As a member of the Stakeholder Advisory Committee, I can confirm that TA staff have done an excellent job of presenting complex material, encouraging feedback, and balancing multiple interests. The result is a fair and nuanced reflection of public input through many meetings, surveys, conversations and written comments.

SIA understands the importance of these sources of transportation funding, and we appreciate your hard work on behalf of the people and businesses of San Mateo County. We urge you to adopt the proposed funding matrix.

Sincerely,

Greg Greenway
Executive Director

From: Amy Buckmaster
To: [Board \(@smcta.com\)](mailto:Board@smcta.com)
Cc: [Felicia Basques](#); [Maggie Fahey](#); [Carol Marks](#); [Josh Pierry](#)
Subject: 2020-2024 TA Strategic Plan - Chamber Letter of Support
Date: Wednesday, October 02, 2019 1:59:20 PM
Attachments: [2020-2024 TA Strategic Plan.pdf](#)

Good Afternoon Chair Horsley and Members of the Board,

Please see our attached letter in strong support of the Staff Recommendation of evaluation criteria for Measure W and Measure A spending.

It has been a fantastic experience being a part of the Stakeholder Advisory Committee

Thank you for all you are doing for our community and for this opportunity to participate.

Warm regards,
Amy

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Amy Buckmaster
President and CEO
Chamber
Redwood City-San Mateo County
Office: [650-364-1722](tel:650-364-1722) | Fax: [650-364-1729](tel:650-364-1729)
Learn more about our Chamber at:





CHAMBER
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- Ben Paul, Cushman & Wakefield

October 2, 2019

SENT VIA EMAIL to board@smcta.com

Don Horsley, Chair
San Mateo County Transportation Authority Board of Directors
1250 San Carlos Avenue
P.O Box 3006
San Carlos, CA 94070-1306

Subject: 2020-2024 TA Strategic Plan

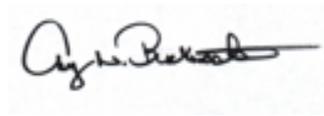
Dear Chair Horsley and Members of the Board:

I am writing to express the strong support of the Redwood City-San Mateo County Chamber of Commerce for the staff recommendation of evaluation criteria for Measure W and Measure A spending. The Redwood City-San Mateo County Chamber of Commerce. The Chamber's membership includes over, 1,000 businesses and organizations, including almost 60 non-profits and over 40 educational institutions representing over 75,000 employees throughout Redwood City, San Mateo County, and Santa Clara Counties. Chamber members are involved in many important issues, including education, housing, infrastructure, ransportation, economic development, and governmental initiatives – bringing together a wide spectrum of Community and Business members that help move San Mateo County forward in a positive way.

The staff recommendation about how to weight core principles and evaluate funding decisions was based on extensive public outreach. As a member of the Stakeholder Advisory Committee, I can confirm that TA staff have done a PHENOMENAL job of presenting complex material, encouraging feedback, and balancing multiple interests. The result is a very fair and nuanced reflection of public input through many meetings, surveys, conversations, and written comments.

The Chamber understands the importance of these sources of transportation funding, and we appreciate your hard work on behalf of the people and businesses of San Mateo County. We urge you to adopt the proposed funding matrix.

Sincerely,



Amy Buckmaster
President and CEO
Redwood City/San Mateo County Chamber of Commerce

October 2, 2019

San Mateo County Transportation Authority (SMCTA)
1250 San Carlos Ave.
San Carlos, CA 94070-1306
Via email

RE: Draft Measure W/A Strategic Plan

Dear Board of Directors and staff,

We are writing to you as some of the core organizations engaged with the Transportation Equity Allied Movement Coalition (TEAMC). Having participated in the formation of Measure W and in the campaign to get it passed, we are deeply invested in ensuring the visionary spirit of the measure is fulfilled, and we had been eagerly awaiting the process to develop the Measure W Strategic Plan after its passage.

We are about to mark the one year anniversary of the passage of Measure W, and we would like to thank the Board and staff for engaging us and other stakeholders in the important step that the Strategic Plan represents. Agency staff have worked with us to hear our ideas, concerns, and recommendations over the last several months, and importantly have taken into account the feedback of using all the Measure W Guiding Principles in each of the spending Categories.

That being said, it was only until this last month that we had a chance to see the agency's recommendations for the Draft Plan, less than one week before the Stakeholder Advisory Group (SAG) meeting. As a result, we have not had sufficient time to fully vet the recommendations internally with our partners and thereby share with you at this time. That being said, we would like to offer the following initial feedback from the organizations referenced in this letter. As you can see, we continue to have many questions, concerns, and recommendations related to how the agency invests this windfall of funding in the coming years.

Before we take a deeper dive into the weighting of the measure's Principles and the selection and weighting of the Evaluation Criteria within each of the spending Categories, we would like to raise some of the larger questions that we feel still need to be discussed and addressed.

In particular, we are very much interested in hearing what staff expects the process of evaluating projects and spending proposals will look like after the Strategic Plan is finalized, and we would like to have input into the structure of the process to ensure optimal outcomes. We have questions related to this process, in part because there has been little to no discussion within the context of the Strategic Plan process:

- How will staff ensure that projects are evaluated fairly and effectively?
- What kind of quality control will take place to ensure the data that is used to evaluate projects is consistent? Will there be a third party review or oversight of the data for projects submitted by various applicants?

- Who will score the projects? Is it simply SMCTA staff and/or staff from other agencies? What technical backgrounds and subject matter expertise will be considered to ensure a well rounded set of project evaluators? Will any elected officials be involved with the scoring?
- What is the role of the Public Oversight Committee and will it be limited to the past roles and responsibilities of the Measure A Citizens Oversight Committee? Will the committee have a role in providing input or recommendations in regards to project scoring and/or selection? How will the selection of members of the Public Oversight be made, and what are the key criteria that would be considered for selecting candidates?
- What are the mechanisms for accountability, especially in the spending category of Local Investment Share? There has been little discussion thus far about any system that would provide checks and balances in the use of return to source funds, including explaining to the public and decision makers how the funding is utilized over time in relation to the Guiding Principles.

These questions and concerns are outside of the bounds of what we and you are being asked to provide input on today, but we eagerly await the opportunity to discuss these important details with staff and the board moving forward.

In regards to breakdown of points in project scoring that staff is recommending at this time, one of our primary concerns is that there is far too much emphasis on criteria that have little or nothing to do with the outcomes oriented vision of Measure W and in some cases nothing to do with the Principles themselves. Specifically, as few as 30 and as many as 43 points out of 100 are allocated towards metrics such as “readiness”, “funding leverage”, and “project recognized in adopted statewide, regional, county or local planning and programming documents”. **To be sure, these are important considerations, but they should either be reduced in terms of their overall weight or eliminated from the point distribution and made baseline requirements for funding instead. If they are to be retained as Evaluation Criteria, we recommend cutting Readiness and Funding leverage in half from 30 points to 15 points out of 100 across each of the funding categories.** The overall points can then be adjusted by revisiting the evaluation criteria point guide. We also recommend combining different criteria regarding projects being identified in different documents into one as we specify further below.

Another concern pertaining to the Evaluation Criteria is cost-effectiveness is the Effectiveness criteria - “Value: Benefit relative to the amount of funding requested”. This is a critically important consideration but as the breakdown of points is currently structured, it represents only a small independent minority of points, divorced from any of the other metrics. Cost effectiveness or “value”, in our opinion, is something that should be considered across as many metrics as possible to ensure that projects are being evaluated on level footing and so that projects that truly provide the best bang for the buck are selected. For example, metrics like ridership and person throughput should be evaluated as ridership per dollar spent and person throughput per dollar spent. If this were to be done, then staff could presumably cut the separate cost-effectiveness metric and redistribute those points throughout by revisiting the evaluation criteria point guide.

Within the “Readiness” section of the Evaluation Criteria we feel that “demonstrates stakeholder support” is only part of the picture in choosing good projects. Missing from the metric is deep and meaningful community engagement. We suggest incorporating “demonstrated community engagement” in order to encourage agencies applying for funding to show how they engaged the community and reward those applicants that had a more extensive and inclusive process.

It may also come as no surprise that we would like to see a stronger emphasis on social equity and the housing/transportation connection in the scoring across categories. For example, equity and housing production are not considered at all in the grade separation category, and where equity and housing principles are reflected in other funding categories, they represent a very small number of the overall points. **We recommend a consistent point value for equity and housing evaluation metrics across funding categories at at least 10 points each.**

Finally, before we share our thoughts regarding individual funding categories, **we’d like to emphasize how important it is that metrics focus on and prioritize higher occupancy and sustainable modes (transit, carpooling, shuttles, etc.).** For example, travel time savings as a metric should be focused on high occupancy (3+) modes and active transportation rather than solo vehicles. Part of the rationale here is that to the extent that we can prioritize higher occupancy modes and take cars off the road, we will also improve the commute for solo drivers. The other part of the rationale of course, is the need to meet state targets for vehicle miles of travel and greenhouse gas emissions reduction.

The following are specific concerns and/or recommendations related to several of the funding Categories:

- Highways:
 - Combine under the Evaluation Criteria “Need” 3 & 5: “project recognized in adopted statewide, regional, county or local planning and fund programming documents” & regional/countywide significance, including where applicable, location and relevance...”. These are similar and should not add up to as many points as they independently represent as recommended by staff. Redistribute the additional points from one of these categories throughout the “need” section.
 - Combine Need 1 with Effectiveness 1: “severity of current and projected congestion” and “ability to relieve congestion/performance improvement (e.g. reduces/eliminates bottleneck)”. These too are very similar. Redistribute the additional points from one of these categories throughout the “need” or “effectiveness” sections. We also recommend stating what specific metric staff propose to use to measure bottlenecks and/or congestion/performance improvement. Our concern is that this code language for evaluating projects around automobile level of service (LOS), an outdated and flawed evaluation tool that can be counterproductive towards VMT and GHG reduction.
 - Technical assistance – Why is only technical assistance provided for the highway category? We propose the TA or related agency providing Complete Streets

training to all project sponsors so that cities understand how to score well/meet core principles in this for local roads, highways, grade separations, and more.

- Grade Separations:
 - Combine need #1 & need #4 “Project assessment based on factors from the California Public Utilities Commission Grade Separation Priority List (e.g. train & vehicle volumes, collision history, site configuration & community impact, including need for emergency vehicle access)” & “Project recognized in adopted statewide, regional, county or local planning and programming documents.” Redistribute the additional points from one of these categories throughout the “need” section.
- Bike-ped:
 - In regards to point allocation, there are some cases where a Principle (and therefore high, medium, or low points) were not applied to the Evaluation Criteria. For bike-ped, the Principle of “Maximize traffic reduction associated with the creation of housing...” should apply to the Criteria of Effectiveness #2 “Enhances first/last mile.....”.
 - Effectiveness 4. - How are you planning to measure this stress level degree? How would one compare this across all cities?
 - Effectiveness 8. Travel time savings – how is this measured for walking/biking?
- Regional Transit: There are two cases where a Principle was not applied to an Evaluation Criteria where we feel it should have:
 - The “Incentivize transit, biking, and walking” Principle should apply to the Criteria - Need #2 “A high level of non-single occupant vehicle (SOV) first/last mile access options/accommodations either exist or are part of the regional transit project”.
 - The “incentivize transit, biking, and walking” and “incorporate complete streets strategies” Principle should apply to the Criteria - Effectiveness #4 “Potential increase in transit ridership, mode shift from SOV trips”.\

Finally, in regards to weighting of Principles for each of the Funding Categories (starting on pg. 24 of the SAG PPT presentation), we suggest the following changes:

- P5 - “Maximize Opportunities to Leverage Investment” - higher weighting in the Highways and Grade Separation categories
- P9 - “Complete Streets” - higher weighting in the Local Investment Share category
- P10 - “Incentivize Transit, Bicycle, Pedestrian, Carpooling and Shared Ride Options” - higher weighting in the Highway category
- P11 - “Maximize Traffic Reduction Potential Associated with the Creation of New Housing Opportunities” - apply a “medium” weighting in all categories

We look forward to a continued dialogue to ensure the Measure A/W Strategic Plan is able to deliver the kind of visionary performance oriented spending intended by the measure’s Guiding Principles. Thank you for considering our questions and comments. Please feel free to follow up with us for clarification of the comments and recommendations in this letter.

Thank you for your consideration,



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