



Grand Boulevard Initiative

The Grand Boulevard Initiative is a collaboration of 19 cities, San Mateo and Santa Clara counties, local and regional agencies and other stakeholders united to improve the performance, safety and aesthetics of El Camino Real.

The Vision

El Camino Real will achieve its full potential as a place for residents to work, live, shop and play, creating links between communities that promote walking and transit and an improved and meaningful quality of life.

The Challenge

The Grand Boulevard Task Force is a broad federation of interested public and private parties that challenges communities to rethink the corridor's potential for housing and urban development, balancing the need for cars and parking with viable options for transit, walking and biking.

Task Force members are working to transform El Camino Real into a *grand boulevard of meaningful destinations* shaped by all the cities along its length and with each community realizing its full potential to become a destination full of valued places.

Progress to Date

The Initiative is directed by a 43-member Task Force with representatives from cities, counties, regional agencies, labor, business, housing and the environmental community. The Task Force began meeting quarterly in March 2006. Accomplishments to date include:

- Adopted a *Vision and Challenge Statement*
- Adopted *Guiding Principles* (April 2007)
- Developed an *Existing Conditions Report*
- Conducted monthly meetings of a Working Committee comprised of city and agency staff and three subcommittees - Land Use, Finance and Multimodal Design Standards - and developing a Work Program to measure the Initiative's progress
- Received an award to San Mateo County Transit District of a federal earmark for the Grand Boulevard Initiative
- Supported San Mateo County Transit District's awarding \$2 million of the Federal earmark grant



- for projects that conform to the Guiding Principles
- o Created and maintained a list of anticipated and ongoing projects in the corridor
- o Developed and maintained a web-based, interactive Google Earth version of the Project List
- o Created and maintained Grand Boulevard web site, www.grandboulevard.net
- o Received a Caltrans Statewide Planning Grant for San Mateo County Transit District, Santa Clara Valley Transportation Authority (VTA), and City/County Association of Governments (C/CAG) to develop a Multimodal Transportation Corridor Plan
- o Transmitted a standard staff report and resolution for cities to endorse the Guiding Principles and creating a sample presentation for their use
- o Developed and maintained a web-based interactive wiki toolkit to address barriers to land use development along the corridor
- o To date, 13 cities and 4 non-land use controlling agencies have adopted or endorsed the Grand Boulevard Initiative Guiding Principles

Ongoing Work

- o Drafting and Implementing a *Grand Boulevard Initiative Outreach Plan*
- o Developing a *Multimodal Transportation Corridor Plan*
- o Working with Caltrans to facilitate the design exception process for projects along El Camino Real within the Caltrans right of way
- o Creating a Grand Boulevard Progress Report for member agencies
- o Securing funding for an El Camino Economic and Housing Opportunities Assessment

Task Force Membership

Santa Clara County	City of San Mateo	Committee for Green Foothills
San Mateo County	City of Santa Clara	Electronic Arts
City of Belmont	City of South San Francisco	The Greenbelt Alliance
City of Burlingame	City of Sunnyvale	Joint Venture: Silicon Valley Network
City of Daly City	Town of Atherton	Metropolitan Transportation Commission (MTC)
City of Palo Alto	Town of Colma	Safeway
City of Los Altos	Town of Hillsborough	SAMCEDA
City of Millbrae	Association of Bay Area Governments (ABAG)	San Mateo County Transit District
City of Menlo Park	BT Commercial / Terranomics	Santa Clara Valley Transportation Authority (VTA)
City of Mountain View	Building Trades Council	Stanford University
City of Redwood City	Caltrans, District 4	
City of San Bruno	City/County Association of Governments (C/CAG)	
City of San Carlos		
City of San Jose		

For additional information, please contact:
 Corinne Goodrich , Manager of Strategic Development
 San Mateo County Transit District
 650-508-6369; goodrichc@samtrans.com
www.grandboulevard.net

