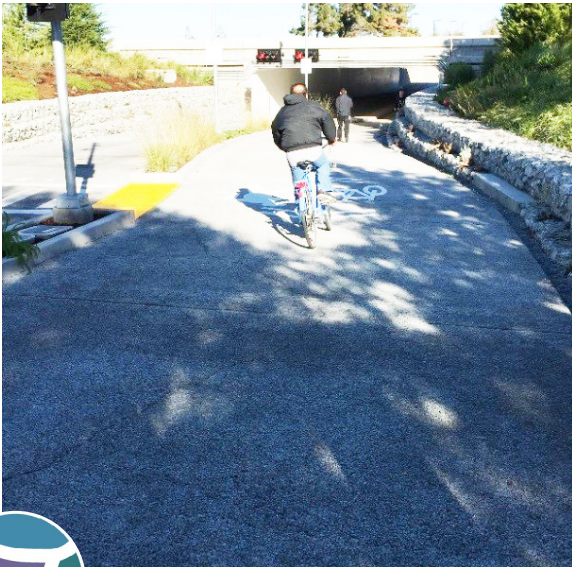


Menlo Park, CA

ConnectMenlo General Plan Update & Facebook Expansion



CONNECTMENLO

PROJECT OWNER:

City of Menlo Park

PROJECT DATE(S):

2014 - 2016

TJKM CLIENT REFERENCE:

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TJKM Fee:

\$400K

PROJECT DESCRIPTION:

TJKM assisted in updating the City's general plan to address regional commuting challenges, improve transit services, remedy gaps in pedestrian and bicycle networks, and parking. In addition, TJKM conducted a concurrent transportation impact study for both the General Plan EIR and Facebook Expansion EIR. TJKM prepared a new travel demand model, referred to as the Menlo Park Model (MPM). The MPM model was based on the latest City/County Association of Governments of San Mateo County (C/CAG) Model. TJKM refined the model to include new land use data and a refined transportation analysis zone system, conducted level of serve analysis as well as updated the City's circulation system assessment model. TJKM also provided forecasts of vehicle miles travelled (VMT) for both the General Plan land use scenarios and Facebook Expansion. In addition, an also produce VMT information for the entire trip length required by SB 743 guidelines because the Trip Generation, Distribution, and Mode Choice models were done at the regional scale. TJKM identified trip reduction strategies, including a substantial reduction in peak-hour vehicle trip generation related to the Facebook Campus expansion, and identified multimodal improvement options including buffered bike lane treatments, bicycle boulevard enhancements, and targeted sidewalk gap reduction.



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