

2. Vision, Goals, Objectives and Policies

The City of San Mateo seeks to increase walking by residents of all ages and abilities. The goals, objectives and policies of this Citywide Pedestrian Master Plan will guide the development and implementation of the City's pedestrian network and programming for years to come. They should support the City's vision and describe the most important aspects of the City's priorities.

Goals, objectives and policies direct the way the public improvements are made, where resources are allocated, and how programs are operated. The following vision, goals, objectives and policies are consistent with and support the City of San Mateo's 2030 General Plan (GP) (October 2010), the City of San Mateo Sustainable Initiatives Plan (December 2007), and San Mateo County's Strategies for Improving Food and Physical Activity in San Mateo County (Spring 2010). The vision, goals, objectives and policies address the pedestrian environment on both public and private property.

This chapter presents this Plan's goals, objective and policies.

2.1. Vision

The City of San Mateo envisions a continuous pedestrian network that supports active living, provides for safe and healthy transportation, and enables people of all ages and abilities to access jobs, recreation, school, shopping and transit by foot as a part of daily life. The City of San Mateo will provide and promote pedestrian friendly environments including streets, sidewalks, and multi-use paths that are attractive, convenient, and safe for pedestrian activity.

2.2. Goals, Objectives and Policies

Goal 1: Mobility. Increase and improve pedestrian access to employment centers, transit, community destinations and recreation across the City of San Mateo for all ages and abilities.

Objective 1.A: Increase the mode share of bicycle and pedestrian travel to 30% for trips one mile or less by 2020.

Policy 1.A.1: Accommodate the need for pedestrian mobility, accessibility and safety when planning, designing, and developing transportation improvements. Such accommodations could include:

- a. Review capital improvement projects to make sure that needs of nonmotorized travel are considered in planning, programming, design, reconstruction, retrofit, maintenance, construction, operations, and project development activities and products,
- b. Accommodate the needs of all travelers through a “complete streets” approach to designing new transportation improvements. Complete streets are roadways designed to facilitate safe, comfortable, and efficient travel for all roadway users. Accommodations include sidewalks, crosswalks, pedestrian cut-throughs, or other pedestrian improvements, and
- c. Create and implement an ADA Transition Plan that includes actions such as retrofitting street corners, crossings, and transit stops that do not meet current accessibility standards.

Objective 1.B: Work to eliminate barriers to pedestrian travel.

Policy 1.B.1: Identify opportunities to remove barriers, improve or add pedestrian crossings of US Highway 101, State Routes 82 (El Camino Real), State Route 92, the Caltrain railroad tracks, and major arterials

Policy 1.B.2: Identify gaps in the pedestrian facilities network and needed improvements to and within key pedestrian activity centers and community areas, and define priorities for eliminating these gaps by making needed improvements.

Objective 1.C: Work with transit providers to develop high quality and pedestrian accessible transit stops and stations.

Policy 1.C.1: Work with Caltrain and SamTrans to establish appropriate designs for transit stops and station accessways.

Objective 1.D: Regularly evaluate pedestrian activity levels, facilities and programs.

Policy 1.D.1: Develop and implement an annual evaluation program to count and survey the community on pedestrian facilities and programs.

Goal 2: Safety. Improve pedestrian safety through the design and maintenance of sidewalks, streets, intersections, and other roadway improvements such as signage and lighting, and landscaping; as well as best practice programs to enhance and improve the overall pedestrian safety.

Objective 2.A: Reduce the number of pedestrian related collisions, injuries and fatalities by 50 percent from 2010 levels by 2020.

Policy 2.A.1: Annually review pedestrian complaints and collisions to implement ongoing improvements at intersections and throughout the pedestrian network.

Policy 2.A.2: Utilize pedestrian safety and exposure modeling to track improvements to the pedestrian environment and provide data to help identify and prioritize improvement projects.

Policy 2.A.3: Identify opportunities to reduce pedestrian exposure by reducing crossing distances or providing facilities.

Objective 2B: Work to improve walking conditions at intersections with the highest rate of collisions.

Policy 2.B.1: Coordinate with Caltrans to provide median refuge islands on El Camino Real.

Goal 3: Infrastructure and Support Facilities. Maintain and improve the quality, operation and integrity of the pedestrian network infrastructure that allows for convenient and direct connections throughout San Mateo. Increase the number of high quality support facilities to complement the network and create public pedestrian environments that are attractive, functional and accessible to all people.

Objective 3.A: Incorporate pedestrian facilities and amenities into private and public projects.

Policy 3.A.1: Support and encourage local efforts to require the construction of pedestrian facilities and amenities, where warranted, as a condition of approval of new development and major redevelopment projects.

Policy 3.A.2: Facilitate pedestrian travel during and through public and private construction zones.

Policy 3.A.3: Establish and maintain pedestrian design guidelines that address topics such as sidewalk zones, street corners and street crossings.

Objective 3.B: Provide maintained walkways that are clean, safe and encourage use.

Policy 3.B.1: Provide routine maintenance of pedestrian network facilities, as funding and priorities allow. Programs to support these maintenance efforts could include:

- a. Sidewalk repair programs, including incentive to property owners to improve adjoining sidewalks beyond any required maintenance,
- b. Develop and administer a Pedestrian Service Request Form Program, and
- c. “Adopt a Trail” programs that involve volunteers for trail clean-up and other maintenance.

Policy 3.B.2 Work with property owners of vacant land adjacent to public walkways to identify and implement beautification opportunities on the vacant property, such as landscaping, fencing and/or art installations.

Objective 3.C: Adopt a Green Streets policy that facilitates environmentally sensitive design of the public right of way.

Goal 4: Programs. Increase awareness of the value of pedestrian travel for commute and non-commute trips through encouragement, education, enforcement and evaluation programs that support walking.

Objective 4.A: Establish and enhance safe routes to schools that will enable and encourage more students to walk to school.

Policy 4.A.1: Identify and develop education and encouragement projects working with the school community through the Safe Routes to School program. This program could include:

- a. Identify Capital Improvement Programs (CIPs), working with the school community,
- b. Apply for Safe Routes to School state funding and other grants to construct and implement educational and encouragement programs and capital improvements, and

- c. Development and distribution of maps that identify the most appropriate routes for children to walk to school.

Objective 4.B: Establish and enhance a safe routes for seniors program that will enable more seniors to walk to services, access transit and complete other walking trips safely and conveniently.

Policy 4.B.1: Work with the senior community to identify and address barriers to increased walking and transit use.

Policy 4.B.2: Identify and develop education and encouragement programs working with seniors through the safe routes for seniors program. This program could include:

- a. Identify Capital Improvement Programs (CIPs) working with the senior community, prioritizing access to key senior origin and destination points, and
- b. Develop senior pedestrian mobility and safety training working through senior centers and senior organizations.

Objective 4.C: Introduce and promote education, encouragement and outreach for pedestrian programs.

Policy 4.C.1: Support programs that encourage and promote pedestrian travel. These programs could include:

- a. Creation of a social marketing campaign to promote the benefits of active lifestyles, active transportation, walking, focusing on the role of walking in promoting health and lowering obesity,
- b. Development and implementation of effective safety programs for adults and youths to educate drivers and pedestrians as to their rights and responsibilities, and
- c. Inform interested agencies and organizations about available education materials and assistance such as those programs administered by the National Safe Routes to School Partnership.

Objective 4.D: Establish a Safe Routes to Transit program that will facilitate walking and biking to transit.

Policy 4.D.1: Identify and implement Safe Routes to Transit projects.

Goal 5: Equity. Improve pedestrian accessibility for all residents through equity in public engagement, service delivery and capital investments.

Objective 5.A: Assist neighborhoods that desire to improve pedestrian access to, from, and within their neighborhood.

Policy 5.A.1: Develop a residential partnership program that enables neighborhoods to identify, prioritize and move forward with pedestrian access improvements.

Objective 5.B: Identify low-income and transit dependent communities that require pedestrian access to, from and within their neighborhood.

Policy 5.B.1: Implement pedestrian projects providing access to local services, schools and transit identified in the North San Mateo Community-Based Transportation Plan.

Policy 5.B.2: Improve pedestrian access to facilities that serve low-income and transit dependent community members.

Goal 6: Implementation. Implement the Pedestrian Plan over the next 20 years.

Objective 6.A: Determine funding needs for expanding and improving pedestrian facilities and programs, and seek funding for those needs.

Policy 6.A.1: Develop and update a 20-year Financial Plan on a five year basis.

Policy 6.A.2: Apply for local, State, and Federal grants for major pedestrian projects and programs, including Safe Routes to School and Safe Routes to Transit.

Policy 6.A.3: Develop requirements and incentives for private property owners to incorporate pedestrian features into new projects.

Policy 6.A.4: Explore partnerships with private and public organizations (e.g., the County of San Mateo Health Department) to fund incentive programs and events that encourage walking.

Objective 6.B: Incorporate pedestrian projects into the City's Capital Improvement Program (CIP) that will create a walkable environment in San Mateo and support the City's Sustainable Initiatives Plan.

Policy 6.B.1: Prioritize the top ten Pedestrian Plan projects for inclusion in the CIP.

Policy 6.B.2: Identify dedicated pedestrian project funding by 2017.

Objective 6.C: Ensure pedestrian transportation is coordinated within the City and externally.

Policy 6.C.1: Designate a City Pedestrian-Bicycle Coordinator responsible for coordinating pedestrian and bicycle transportation within the City and externally. The Pedestrian-Bicycle Coordinator will be a regular participant at the City's Development Review Board and have the authority to comment on private and public development projects as it relates to implementation of the Pedestrian and Bicycle Master Plans' visions, goals, objectives and policies.

Objective 6.D: Review the Pedestrian Plan recommendations at regular intervals to ensure it reflects the most current priorities, need and opportunities.

Policy 6.D.1: Update the Citywide Pedestrian Master Plan every five years to identify new facility improvements and programmatic opportunities as the pedestrian network develops, assess their feasibility, gauge public support, identify funding sources and develop implementation strategies.

Policy 6.D.2: Conduct an in-depth update to the Citywide Pedestrian Master Plan in 2020 to evaluate progress as measured by the successful completion of this Plan's Objectives, identify new facility improvements and programmatic opportunities, assess their feasibility, gauge public support, identify funding sources and develop implementation strategies.

2.3. Performance Measures

Performance measures monitor the progress made towards achieving the goals of this Pedestrian Master plan. The measures outlined below should be reviewed and updated on a regular basis. The performance measures include target dates. The 2017 targets assume a five year time frame from Plan adoption and a reasonable expectation of ability to meet the measure. The 2020 targets are those identified in this Plan and have not been changed for consistency purposes.

Goal	Performance Measure
<p>Goal 1: Mobility.</p> <p>Increase and improve pedestrian access to employment centers, transit, community destinations and recreation across the City of San Mateo for all ages and abilities.</p>	<p>Measure 1. A: Increase the mode share of bicycle and pedestrian travel to 30% for trips one mile or less by 2020.</p> <p>Measure 1.B: Develop and implement an annual evaluation program to count and survey the community on pedestrian facilities and programs by 2017.</p>
<p>Goal 2: Safety.</p> <p>Improve pedestrian safety through the design and maintenance of sidewalks, streets, intersections, and other roadway improvements such as signage and lighting, and landscaping; as well as best practice programs to enhance and improve the overall pedestrian safety.</p>	<p>Measure 2.A: Reduce the number of pedestrian related collisions, injuries and fatalities by 50 percent from 2010 levels by 2020.</p>
<p>Goal 3: Infrastructure and Support Facilities.</p> <p>Maintain and improve the quality, operation and integrity of the pedestrian network infrastructure that allows for convenient and direct connections throughout San Mateo. Increase the number of high quality support facilities to complement the network and create public pedestrian environments that are attractive, functional and accessible to all people.</p>	<p>Measure 3.A: Provide routine maintenance of pedestrian network facilities, as funding and priorities allow.</p> <p>Measure 3.B: Develop and administer a Pedestrian Service Request Form Program by 2017.</p>
<p>Goal 4: Programs.</p> <p>Increase awareness of the value of pedestrian travel for commute and non-commute trips through encouragement, education, enforcement and evaluation programs that support walking.</p>	<p>Measure 4.A: Establish a Safe Routes to School Program by 2017.</p> <p>Measure 4.B: Establish an Encouraging Seniors Program by 2017.</p>
<p>Goal 5: Equity.</p> <p>Improve pedestrian accessibility for all residents through equity in public engagement, service delivery and capital investments.</p>	<p>Measure 5. A: Implement pedestrian projects providing access to local services, schools and transit identified in the North Central San Mateo Community-Based Transportation Plan by 2017.</p>
<p>Goal 6: Implementation.</p> <p>Implement the Pedestrian Plan over the next 20 years.</p>	<p>Measure 6.A: Implement this Plan’s priority projects by 2017.</p> <p>Measure 6.B: Identify dedicated pedestrian project funding by 2017.</p>