

6. Programmatic Improvements

Improvements to and continued support of education, enforcement and evaluation programs are critical to increasing the number of pedestrian trips and safety. These programs can ensure that more residents know about new and improved facilities, learn the skills they need to integrate walking into their activities, and receive positive reinforcement about integrating walking into their daily lives. In essence, the new and enhanced programs market the idea of walking to local residents and ensure a shift to walking as a transportation option. The following section presents program recommendations intended to support walking in the City.

6.1. Encouragement

Everyone from young children to elderly residents can be encouraged to increase their rates of walking or to try walking instead of an alternative travel mode. Currently, San Mateo residents benefit from encouragement programs administered or funded by numerous organizations, including the Peninsula Traffic Congestion Relief Alliance (Alliance), City/County Association of Governments (C/CAG), San Mateo County Transportation Authority (SMCTA), Metropolitan Transportation Commission, the Bay Area Air Quality Management District, the California Office of Traffic and Safety, the County of San Mateo, and the City of San Mateo. The new and expanded encouragement programs should build on the successes of these programs and promote the role of walking in contributing positively to community life in San Mateo. The following additional programs are each designed to increase rates of walking in the City, increase safety for residents traveling by foot, and raise awareness of the benefits of walking.

Walk Score is a relatively new online tool that measures the “walkability” of an area. Walkscore approximates the frequency of amenities that are within walking distance within an examined region. Table 6-1 shows San Mateo’s Walkscore compared to its neighboring municipalities.³⁷

As Table 6-1 shows, San Mateo’s walkscore is very high compared to other Bay Area cities. This is indicative a very high concentration of amenities and destinations that are highly accessible to pedestrians.

Table 6-1: Bay Area Walk Scores

City	Walk Score
Oakland	68
San Mateo	67
Burlingame	67
Mountain View	66
Palo Alto	63
Redwood City	62
Belmont	59
San Bruno	58
San Jose	55
San Carlos	52
Foster City	52

³⁷ 2011 Walk Score Rankings, www.walkscore.com/CA (accessed July 25, 2011).

6.1.1. Local Transportation Demand Management

Physical inactivity costs California \$13.3 billion per year in medical care, workers' compensation and lost productivity. Employers shoulder most of the burden. If California's residents improved their physical activity and lose weight by 5 percent over the next 5 years, it will save more than \$1.3 billion per year.

David Chenworth for the Cancer Section and Nutrition Section of the California Department of Health Services. 2005. "The Economic Costs of Physical Activity, Obesity and Overweight in California Adults During the Year 2000: A Technical Analysis." p. 27-29.

The Peninsula Traffic Congestion Relief Alliance (Alliance) is the transportation demand management agency for San Mateo County. The Alliance is funded by the City/County Association of Governments, San Mateo County Transportation Authority, Metropolitan Transportation Commission and the Bay Area Air Quality Management District. The Alliance administers a range of programs that work to reduce the number of single-occupancy drivers and commuters, including a step-by-step guide to commute planning and as well as a pedestrian safety program (www.commute.org).

Recommendation

The City of San Mateo should support the Alliance's pedestrian related programs.

6.1.2. Safe Routes to School Program

A Safe Routes to School (SRTS) program can be an effective way to increase the number of students walking to and from local schools. SRTS programs generally try to increase rate of walking by funding infrastructure projects that remove the barriers that currently prevent students from doing so and adding encouragement and education programs to support these efforts. SRTS programs are usually run by a coalition of city government, school and school district officials, teachers, parents, students, and neighbors.

There are two separate Safe Routes to School grant programs administered by Caltrans: the State-legislated program referred to as SR2S and the federal program referred to as SRTS. The SRTS program includes grant funding for education and encouragement programs for kindergarten through eighth grade.

Recommendation

The City does not currently have a SRTS program and this Plan recommends the City work with the San Mateo – Foster City School District to institute a Safe Routes to School program.

6.1.3. Safe Routes to Transit Program

Walking and transit are complementary modes that together can provide transportation for a significant number of commuters, students, shoppers, and other travelers. The purpose of a Safe Routes to Transit (SR2T) program would be to evaluate existing pedestrian conditions near Caltrain stations and bus and shuttle stops and to

recommend ways to improve the safety and convenience of walking to transit.

The program is funded by Regional Measure 2, and is administered by TransForm and the East Bay Bicycle Coalition. Four million will be available for the nine-county Bay Area region for programming in Cycle IV (2011) to facilitate walking and bicycling to regional transit.

Recommendation

The City does not currently have a SR2T program. This Plan recommends the City work with Caltrain, SamTrans and San Mateo County to institute a SR2T program.

6.1.4. International Walk to School Day

International Walk to School Day was created to increase awareness of the need for communities to be walkable but has since evolved into a large-scale international event encouraging safe walking to school. The day is held annually and is next planned for October 5th, 2011 (www.walktoschool.org). In 2010, Beresford Elementary School participated in International Walk to School Day and created four walking bus routes to celebrate. In addition, Baywood Elementary School held an extravaganza with a D.J. and snacks for its student walkers on this day.

Recommendation

This Plan recommends the City work with the San Mateo – Foster City School District to expand International Walk to School Day events.

6.1.5. Streets Alive San Mateo County

Streets Alive is a county-wide program to encourage people to be active on streets in their own communities. The goal of the program is to transform San Mateo County to make everyday active transportation easy for everyone. Streets Alive is made possible through the cooperative effort of each participating city's staff and volunteers including the City of San Mateo.

Recommendation

This Plan recommends the City of San Mateo continue to participate in the Streets Alive San Mateo County program.

6.1.6. Walkable Community Events

With its transit access and compact street network, Downtown San Mateo is an opportune site to host community walking events. One local example of a community walking event is the San Mateo Wine



*Streets Alive San Mateo County is an annual event promoting healthy outdoor activity
Source: www.streetsalivesmc.org*

Walk, which the Downtown San Mateo Association, a non-profit organization representing more than 800 businesses in Downtown San Mateo, hosted from 1984 to 2009.

Recommendation

This Plan recommends the City work with the Downtown San Mateo Association to reinstate the San Mateo Wine Walk or a similarly walkable event in Downtown.

6.1.7. Walk Friendly Community Designation

Walk Friendly Communities (WFC) is a national recognition program developed to encourage towns and cities across the U.S. to establish or recommit to a high priority for supporting safer walking environments. The WFC program recognizes communities that have shown a commitment to improving walkability and pedestrian safety, mobility, access and comfort through comprehensive programs, plans and policies. Communities can apply to the program to receive recognition in the form of a Bronze, Silver, Gold, or Platinum designation. There is no cost to apply for a WFC designation although it is estimated to take approximately 20–60 hours of time to complete an application. Further information is available at www.walkfriendly.org. Questions about the program can be directed to info@walkfriendly.org. The WFC program is maintained by the University of North Carolina Highway Safety Research Center's Pedestrian and Bicycling Information Center, with support from a number of national partners.

Recommendation

This Plan recommends the City pursue a Walk Friendly Community designation.

6.1.8. Encouraging Seniors Program

It is anticipated that by 2017, over 35 percent of San Mateo's population will be age 50 or over. Seniors have a clear need for safe pedestrian environments that are designed with consideration of their rates of movement, sight, and reaction time. Opportunities exist to create programs for seniors that encourage them to start or increase their walking. An example of a successful program is *Sound Steps* operated by the Seattle Parks and Recreation Department. They created a volunteer-supported walking program for adults age 50 and up: www.seattle.gov/parks/seniors/SoundSteps.htm. It is a free, year-round community-based walking program designed to get older adults active and provides connections to other walkers, tools to measure progress, a number of weekly walks from various locations, monthly hikes, and training for longer walking events.

Another example is City of Sacramento Parks and Recreation Department 50+ Wellness Program (www.cityofsacramento.org/parksandrecreation/ohs/50+.htm) that encourages walking for health. It includes the Neighborhood Walk program which organizes walking groups in locations where the participants live, removing the need for transportation to and from the activity and strengthening community. The concept of walking in a group also encourages older residents who might otherwise not walk either because of safety concerns or lack of motivation.

Another way to address the needs of seniors is to start a Safe Routes for Seniors program. Seniors often experience limitations in mobility as they age, and are often left out of recreation programs. A Senior Strolls program will help seniors maintain physical fitness, improve health, and enjoy opportunities for social interaction. Senior Strolls can be organized as a walking and bicycling program that may include any of the following components:

- Group walks and/or bicycle rides
- Walk/bike maps at senior centers
- Senior participation in Safe Routes to Schools (e.g. crossing guard or Walking School Bus volunteer)
- Targeted infrastructure investments aimed at solving senior mobility problems
- Policy and traffic operations changes to assist seniors (such as LPI (leading pedestrian interval) and increasing walk cycle time)
- Sample Programs:
 - City of Seattle Sound Steps Program:
<http://www.seattle.gov/parks/seniors/soundsteps.htm>
 - City of Sacramento Parks and Recreation Department 50+ Wellness Program:
www.cityofsacramento.org/parksandrecreation/ohs/50+.htm
 - New York City DOT Safe Streets for Seniors Program:
www.nyc.gov/html/dot/html/sidewalks/safeseniors.shtml

Recommendation

This Plan recommends the City develop an Encouraging Seniors Program.

6.1.9. Pedestrian Advisory Committee

The City does not currently have a Pedestrian Advisory Committee. Such committees are typically composed of community members that advise the local government on pedestrian issues on an ongoing basis.

Recommendation

The City should consider forming a Pedestrian Advisory Committee as need arises. The committee would be made up of local residents representing a range of pedestrian interests and experiences and could meet monthly at a public facility.

The charges of the PAC may include some or all of the following:

- Review and provide citizen input on capital project planning and design as it affects walking (e.g., corridor plans, street improvement projects, signing or signal projects, and parking facilities)
- Review and comment on changes to zoning, development code, comprehensive plans, and other long-term planning and policy documents
- Participate in the development, implementation, and evaluation of Citywide Pedestrian Master Plan and pedestrian facility standards
- Provide a formal liaison between local government, staff, and the public
- Develop and monitor goals and benchmarks related to walking
- Promote walking, including safety and education

Because PAC members are volunteers, it is essential to have strong staffing supporting the committee in order for it to be successful.

The committee should be created through an enacting City Council resolution that calls it into being and defines the committee's charge, responsibilities, member composition, how members are chosen/appointed, what the decision making structure is, and how often the committee meets.

6.1.10. Volunteer Source

Volunteers play a key role in the successful operation and maintenance of pedestrian facilities and can get involved in several ways. Formalized maintenance agreements, such as adopt-a-trail programs, between the City and local businesses or organizations can improve the conditions of local facilities. Work parties may be formed to help clear the right-of-way where needed. Local schools or community groups, such as a scout group, may choose to adopt a facility project. Advantages of utilizing volunteers include increased community pride and personal connections to the City's pedestrian networks. The City's Volunteer Source program connects residents with opportunities to improve San Mateo.



Recommendation

The City should continue its Volunteer Source Program and consider using it to organize volunteers for light sidewalk and trail maintenance, such as garbage collection, pruning; conducting annual pedestrian counts; and identifying larger improvement opportunities.

6.1.11. Pedestrian Coordinator

A pedestrian coordinator works with local elected officials, public officials, business leaders, media, law enforcement, health officials, transit providers and the general public to build partnerships providing leadership and vision so these groups may embrace and implement facilities and programs that increase the number of residents safely bicycling and walking. The pedestrian coordinator can provide clarity of vision and a clear plan for how to proceed in the community. They can also assist with the encouragement aspects of the pedestrian program. Many new programs may require community outreach or coordination with existing agencies or businesses and may benefit from having a full- or part-time staff person dedicated to implementing the community vision.

Recommendation

This Plan recommends the City designate a Pedestrian Coordinator position.

6.1.12. Positive Publicity and Media

Local media have a high level of interest in stories related to public welfare, community successes and pedestrian safety. There are many opportunities for local agencies to gain publicity for pedestrian-related programs and safety issues. Developing and maintaining relationships with local media outlets can assist with publicizing pedestrian encouragement and safety programs. The media can be alerted to pedestrian-related efforts through press releases and invitations to staged publicity-related events. Positive stories such as ribbon cuttings or community walking events can encourage residents to participate as well as increase awareness and support for on-going efforts. Such local outlets as the San Mateo Patch can actively report on what is happening in the community (<http://sanmateo.patch.com/>).

Recommendation

This Plan recommends the City pursue publicity for pedestrian encouragement and safety programs.

6.2. Education

Education programs are important for teaching safety rules and laws as well as increasing awareness regarding walking opportunities and existing facilities. Education programs may need to be designed to reach groups at varying levels of knowledge and there may be many different audiences: pre-school age children, elementary school students, teenage and college students, workers and commuters, families, retirees, the elderly, new immigrants and non-English speakers. Education plays a key role for all these groups in reducing risk and the number of crashes involving pedestrians.

6.2.1. Traffic Safety Campaign

On a citywide scale, the City could start a StreetSmarts media campaign, similar to those in San Jose, Marin County, Davis and other California cities. Developed by the City of San Jose, StreetSmarts uses print media, radio spots and television spots to educate people about safe driving, bicycling, skateboarding, and walking behavior. More information about StreetSmarts can be found at www.getstreetsmarts.org.

Local resources for conducting a StreetsSmarts campaign can be maximized by assembling a group of local experts, law enforcement officers, businesspeople, civic leaders and dedicated community volunteers. These allies could assist with a successful safety campaign goals based on the local concerns and issues. It may be necessary to develop creative strategies for successful media placement in order to achieve campaign goals.

The Federal Highway Administration provides a resource on their website detailing the elements required to conduct a successful local safety campaign.

(http://safety.fhwa.dot.gov/local_rural/pedcampaign/guide.htm#2).

Recommendation

This Plan recommends the City consider implementation of a traffic safety program such as StreetsSmarts.

6.2.2. Pedestrian Safety Workshops

San Mateo's top ten employers employ more than 11,000 people. These employees constitute a large number of potential pedestrians. The Peninsula Traffic Congestion Relief Alliance (Alliance) offers employers free one-hour pedestrian safety workshops at their business. The workshop includes information encouraging walking as a safe, stress-relieving commute mode, as well as instruction about traffic

laws for pedestrians and other road users. Additional information including how to request a workshop is available at www.commute.org.

Recommendation

This Plan recommends the City work the Alliance to host pedestrian safety workshops at City Hall and encourage additional workshops in San Mateo.

6.2.3. Pedestrian Resource Website

A valuable local low-cost tool can be the creation of a Pedestrian Resource Center website. The site can include a variety of resources and information about walking for all ages and levels of expertise. Topics can include safety issues, important laws and policies, how to incorporate walking into trips to work or school, places to walk, special events, as well as walking trail maps. Maps are a tremendously useful resource for people who want to give walking a try.

With the increasing popularity of handheld mobile devices such as smart phones, the opportunity to create a multimodal trip planner could make it simpler to provide walking directions. Such tools as Google maps allow local pedestrian trip planning and provide detailed information through *Streetview*

(<http://maps.google.com/help/maps/streetview/>).

There are a number of free web resources that have been developed to support local agencies in their efforts to increase walking in their communities and may be considered as links on a resource website. These sites provide on-going information about new findings and model programs as well as free webinars on a range of issues:

- Pedestrian and Bicycling Information Center
www.walkinginfo.org
- Safe Routes National Partnership
www.saferoutespartnership.org
- Federal Highway Pedestrian & Bicycle Safety
http://safety.fhwa.dot.gov/ped_bike
- Association of Pedestrian and Bicycling Professionals
www.apbp.org
- American Public Health Association www.apha.org

Recommendation

This Plan recommends the City create a Pedestrian Resource Center website.

6.2.4. Diversion Class

Diversion classes are classes offered to first-time offenders of certain traffic violations, such as running a stoplight. The classes can be aimed at pedestrians, bicyclists, and/or motorists. In lieu of a citation and/or fine, individuals can take a one-time, free or inexpensive class. For example, in Marin County

(www.marinbike.org/Campaigns/ShareTheRoad/Index.shtml#StreetSkills), interested citizens can take the class even if they did not receive a ticket.

This program is a good way to educate road users about rights and responsibilities, and can also increase public acceptance of enforcement actions against pedestrians.

Recommendation

This Plan recommends the City consider offering diversion classes for first-time offenders of minor traffic violations.

6.2.5. City Walking Map

City Walking Maps can help to make pedestrians more aware of existing opportunities and facilities for walking within the City of San Mateo.

Recommendation

The Plan recommends the City provide a walking map that includes major destinations, trails, major hills, and approximate walking times between locations. The map could be made available on the City website and offered for sale in local retail stores.

6.3. Enforcement

Enforcement programs enforce legal and respectful use of the transportation network. The pedestrian safety analysis and community identified needs indicate enforcement programs will help educate both motorists and pedestrians about the rules and responsibilities of the road.

The following outlines recommended enforcement programs.

6.3.1. Traffic Enforcement

The City of San Mateo Police Department is responsible for enforcing the California Vehicle Code. This includes ticketing for red light violations, jaywalking, and other activities that potentially impact pedestrian safety. In addition to vehicular patrols, the Police Department deploys up to two bicycle patrol officers in the Downtown

area on an as needed basis which increase the officer mobility in dense areas.

Recommendation

This Plan recommends the City continue its traffic enforcement programs.

6.3.2. Targeted Police Enforcement

Targeted enforcement consists of focused efforts of police officers to enforce traffic laws in specific locations with a history of traffic violations. Enforcement campaigns designed to increase yielding behavior can produce a marked and sustained improvements in driver behavior depending on the length of the campaign.

Partnering with the Police Department on targeting drivers that fail to yield to pedestrians can help to raise awareness of the law.

Recommendation

This Plan recommends that the City coordinate with the Police Department to conduct targeted enforcement at locations known for noncompliance with traffic laws and at high conflict or high pedestrian collision areas.

6.3.3. Speed Feedback Signs

Higher speed traffic discourages walking, making pedestrians feel uncomfortable. At higher speeds, motorists are less likely to see and react to a pedestrian, and even less likely to actually stop in time to avoid a crash. Higher speed crashes are also much more lethal to pedestrians. Speed feedback signs display the speed of passing motor vehicles, with the intent that motorists will slow down if they are made aware of their speed.

Recommendation

This Plan recommends the Police Department and Public Works continue to operate mobile speed feedback signs.

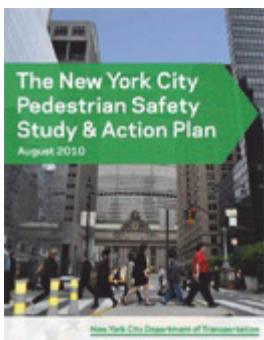
6.3.4. Parking Enforcement

It is illegal to block the sidewalk or crosswalks with a motor vehicle. Vehicles parked on sidewalks or crosswalks impede pedestrian travel, particularly those who use wheelchairs and strollers, and force pedestrians to travel in the street to pass. In San Mateo, parking on the sidewalks is a particular issue because of rolled curbs in many areas which enable drivers to easily mount the curb.

Recommendation

This Plan recommends the City increase its parking enforcement efforts. On a neighborhood level, distributing flyers letting offenders know that this practice is illegal may be enough of an education effort to solve the problem. In addition, residents can be encouraged to call local parking enforcement officials to request ticketing of repeat offenders.

6.4. Evaluation



The New York City Mayor's Management Report tracks implementation of pedestrian improvements, collision data, and performance statistics.

Evaluation programs help the City measure how well it is meeting the goals of this Plan, the General Plan and the Sustainable Initiatives Plan and evaluation is a key component of any engineering or programmatic investment. It is also a useful way to communicate success with elected officials as well as local residents.

6.4.1.1 Annual Pedestrian Counts and Survey Program

Evaluation programs measure and evaluate the impact of projects, policies, and programs. Data collected through these efforts can serve as a baseline each year and would be a key part of an annual performance report. Typical evaluation programs range from a simple year over year comparison of US Census Journey to Work data to pedestrian counts and community surveys. Pedestrian counts and community surveys act as methods to evaluate not only the impacts of specific pedestrian improvement projects but can also function as way to measure progress towards City goals such as increased pedestrian travel for trips one mile or less.

Recommendation

This Plan recommends an annual pedestrian related community survey and an annual pedestrian count program.

The community survey will allow San Mateo to be on the pulse of its pedestrian environment, knowing the top concerns as generated by community input. Before/after pedestrian counts provide invaluable evaluation information about pedestrian activity corresponding with physical improvements to the pedestrian environment. This data can show to what extent, physical improvements impact pedestrian behavior. Table 6-2 and Figure 6-1 present the recommended count locations. Count locations are presented in two tiers. Tier 1 count locations are high priority locations and are near attractor land uses such as schools, commercial areas, and transit. Tier 2 locations are recommended as volunteers are available.

Goals outlined in the Sustainable Initiative Plan include increasing pedestrian and bicycle mode share for trips under one mile and five miles in length, respectively. The pedestrian and bicycle surveys conducted as part of this Plan and the Bicycle Master Plan can serve as benchmarks for measuring pedestrian and bicycle activity. The pedestrian and bicycle survey recommended as part of this Plan would help measure progress toward this goal as additional facility improvements and programs are carried out.

The City may also produce an annual report or ‘report card’ on walking. Annual reports developed from count and survey efforts can help the City measure its success toward the goals of this Plan as well rate the overall quality or effectiveness of the ongoing efforts to increase walking in the City. In addition to pedestrian counts, the City could include measurements such as crash rates (both on- and off-road), fatality and injury rates, and school walking mode share.

Table 6-2: Recommended Annual Pedestrian Count Locations

ID	Location	Rationale
Tier 1		
	17 th Avenue at El Camino Real	This location is an important connector to retail, offices and the Hayward Park Caltrain Station.
	25 th Avenue at El Camino Real	This corridor is a neighborhood serving retail district, and is a connector to the Event Center and Bay Meadows.
	31 st Avenue at El Camino Real	This location is an important connector to regional retail and transit.
	37 th Avenue at Edison Street	This location is an important connector to transit and the County Medical Center.
	3 rd Avenue at Delaware Street	This location serves as an important gateway to Downtown.
	3 rd Avenue at El Camino Real	This location serves as an important gateway to Downtown.
	3 rd Avenue at Norfolk Street	This location is a well-traveled crossing over US 101. It connects eastern San Mateo with Downtown and has been identified as a potential area for improvement.
	4 th Avenue at El Camino Real	This location serves as an important gateway to Downtown.
	9 th Avenue at Palm Avenue	This location serves as an important gateway to Downtown.
	Alameda De Las Pulgas at West Hillsdale Boulevard	This intersection is adjacent to Hillsdale High School, Abbott Middle School and Laurel Elementary.
	Concar Drive at Delaware Street	This location is a connector to Caltrain and planned transit-oriented development.
	Franklin Parkway at Saratoga Drive	This location will serve as an important connection to the planned Hillsdale Overcrossing.

ID	Location	Rationale
	Hillsdale Boulevard at El Camino Real	This location provides access to both the Hillsdale Shopping Center and to the Hillsdale Caltrain Station.
	Hillsdale Boulevard at Norfolk Street	This location is an important north-south connector and will serve as a connector to the planned Hillsdale Overcrossing.
	Kehoe Avenue at Van Buren Street	This is a connector to Bayside Middle School and the proposed Bay to Transit Trail.
	Monte Diablo Avenue US 101 Bicycle and Pedestrian Bridge	This is an important pedestrian and bicycle connection over US 101.
	Poplar Avenue at San Mateo Drive	This is an important connection between the residential areas to the west and commercial activities to the east.
	Portola Drive at Alameda de las Pulgas	This is a connector to Beresford Park and Recreation Center and the San Mateo Senior Center.
	Saratoga Avenue at Pacific Boulevard	This location will serve the Bay Meadows 2 development project.
	Tilton Avenue at San Mateo Drive	This location serves as an important gateway to Downtown.
Tier 2		
	25 th Avenue at Hacienda Street	This corridor is a neighborhood serving retail district, and is a connector to the Event Center and Bay Meadows.
	37 th Avenue at El Camino Real	This corridor is a neighborhood serving retail district and is a connector to the County Medical Center.
	37 th Avenue at Colegrove Street	This corridor is a neighborhood serving retail district and is a connector to the County Medical Center.
	41st Avenue at El Camino Real and Beresford Street	This corridor is a neighborhood serving retail district.
	4 th Avenue at Humboldt Street	This location serves as an important gateway to Downtown.
	Downtown San Mateo Caltrain Station	This location was a part of the Bicycle Master Plan counts (which also counted pedestrian activity).
	Fashion Island Boulevard at Mariners Isl and Boulevard	This location is a key area of high density residential, commercial uses and retail.
	Hayward Park Caltrain Station	This location was a part of the Bicycle Master Plan counts (which also counted pedestrian activity).
	Hillsdale Caltrain Station	This location was a part of the Bicycle Master Plan counts (which also counted pedestrian activity).
	Laurie Meadows Drive at Pacific Boulevard	This location is an important connection from residential to retail.

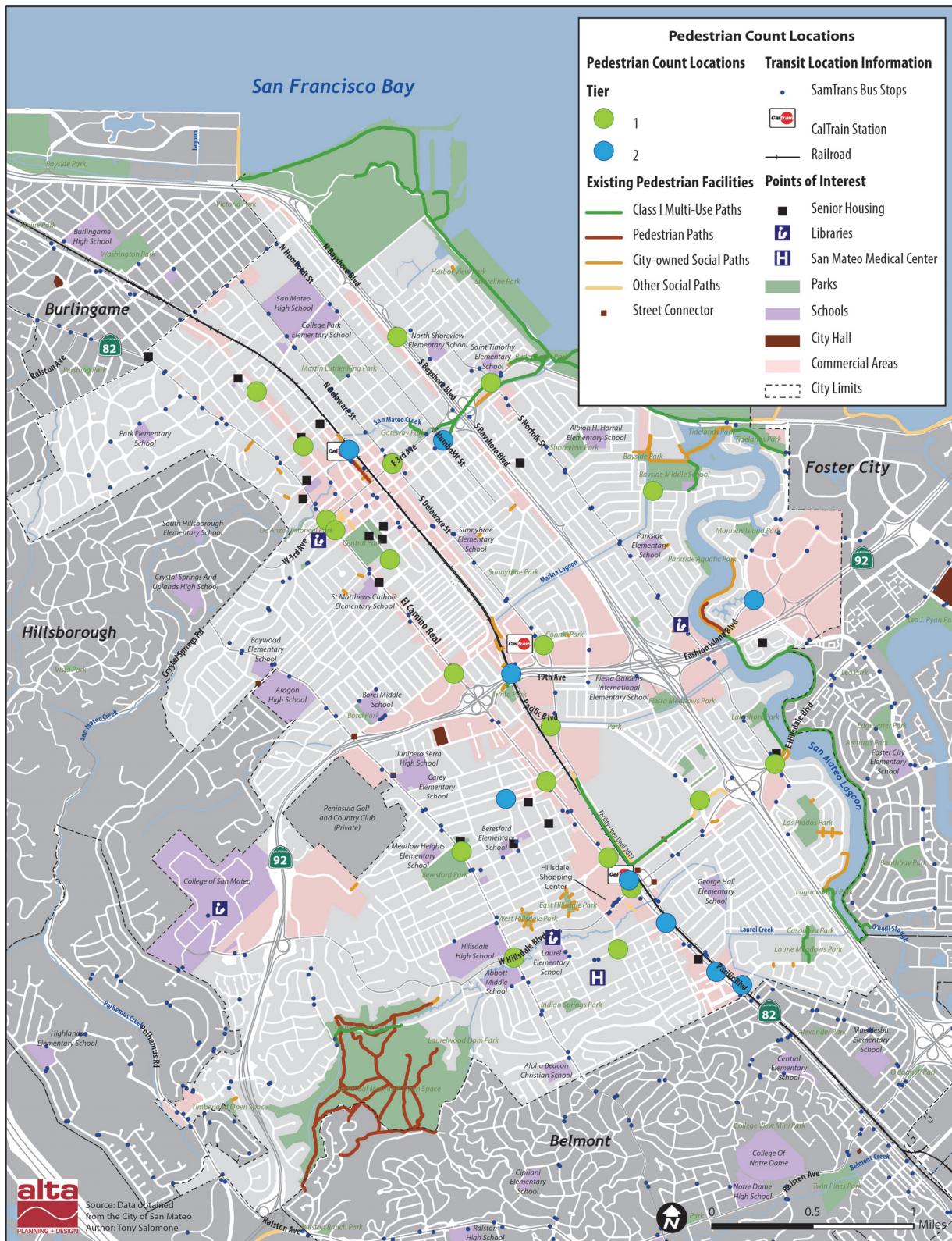


Figure 6-1: Recommended Count Locations

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