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COMMUNITY OUTREACH

The framework of this Plan is the input and support of the community and stakeholder agencies. Staff from SamTrans and City of San Mateo partnered to involve residents, community-based organizations (CBO's), and agencies serving the North Central San Mateo community throughout the planning process. This chapter contains an explanation of the community outreach process and a summary of the outreach findings.

OUTREACH STRATEGIES

Community outreach was conducted from February to April 2010. Based upon input from the Stakeholder Committee meeting in 2009, outreach strategies were designed to elicit information on transportation needs and gaps and potential solutions. Objectives of the community outreach include:

- Maximize one-on-one contact with residents, organizations and other stakeholders;
- Gain a more thorough understanding of the community's transportation needs and service gaps; and
- Learn about potential transportation solutions and available resources.

Resident Survey

Staff created and distributed approximately 5,710 postage-paid surveys (2,855 in both English and Spanish) targeted to North Central San Mateo neighborhood residents. The survey asked residents to identify where they travel and by what mode, transportation gaps and barriers, and potential solutions to transportation issues. Surveys were mailed in English and Spanish to every household in the area, and were also distributed at the following locations:

- San Mateo Project Read Program (College Park Elementary)
- Samaritan House
- Peninsula Conflict Resolution Center
- Saint James AME Zion Church
- Home Association of North Central San Mateo (HANCSM)
- San Mateo Homework Center.

Two-hundred twenty (220) resident surveys were returned by April 2010; this is a 4% return rate (5,710 mailed). Of these, 175 (80%) were in English and 45 (21%) were in Spanish.

Staff also worked with two schools to evaluate the walking and bicycling needs of students. At San Mateo High School, 100 school travel surveys were distributed as a homework assignment. As an incentive, students were offered a chance to win a \$25 Cinemark Movie gift card for participating. The staff received 15 copies of the surveys. At San Mateo Adult School, staff received 400 completed surveys describing their transportation preferences. A sample of each survey is included in Appendix C.

CBO/Agency Interviews

One-on-one interviews were conducted over the phone with agencies and community-based organizations that serve clients living in the North Central San Mateo neighborhood. Interviewees were asked to identify the unmet transportation needs of their clients and help identify solutions to those gaps. Interviews were completed with representatives of San Mateo High School, San Mateo Union High School District, Samaritan House, and Peninsula Conflict Resolution Center. Detailed results of the CBO/agency interviews are included in Attachment C.

Presentations

Presentations consisted of a brief summary of the CBTP, its purpose and process, and a discussion regarding transportation gaps and solutions. Presentations were given at seven CBOs, including:

- San Mateo High School (March 8, 2010);
- Project Read Program (College Park Elementary School) (March 9, 2010);
- Samaritan House (March 11, 2010);
- Peninsula Conflict Resolution Center (March 12, 2010);
- Project SCOPE (March 22, 2010);
- Family Service Agency of San Mateo (April 15, 2010); and

- Home Association of North Central San Mateo (April 29, 2010).

Detailed results of the CBO/agency interviews are included in Appendix C.

Public Service Announcements

Public service announcements were sent to local newspapers notifying the press of the CBTP planning process. The announcements invited community members to respond to the resident survey and provided information on CBO presentations. An article on the project was run in the San Francisco Chronicle (April 1, 2010). Information was also submitted to the Peninsula Library System's Community Information Program.

Targeted Mailing List

All individuals, agencies, businesses, and CBOs that provided their contact information at any meeting, via e-mail, or via phone were added to a project mailing list. Notification of the release of the draft CBTP and request for comments were mailed to this list.

Hotline

All of the outreach materials - the resident survey, press release, fact sheet, and meeting materials - included the project manager's name and contact information. Two calls were received during the outreach process.

Project Website

A website was created in both English and Spanish with basic information about the project and a link to download the travel survey or complete it online. A page was also created by the City of San Mateo with information on the plan, and a link to the travel survey.

COMMUNITY STATED TRANSPORTATION NEEDS

The following is a list of the most commonly stated transportation needs collected from all of the outreach efforts described in the previous section, including: the resident survey, CBO/agency interviews, stakeholder meetings, community meetings, and the telephone hotline.

These transportation needs are organized into the following three categories:

- Access to places outside the project area;
- Access to transit and community facilities within of the project area; and
- Information and cost.

The three categories are used throughout the remainder of this report to categorize transportation needs and their corresponding transportation strategies.

POTENTIAL SOLUTIONS

The following table shows the transportation needs from the previous section and potential solutions that were identified through the outreach process. These transportation needs and potential solutions were reviewed by the Technical Advisory Committee, Stakeholder Committee, and SamTrans staff.

Table 2: Community Stated Transportation Needs and Potential Solutions Matrix

COMMUNITY STATED TRANSPORTATION NEEDS from the Outreach Process		POTENTIAL SOLUTIONS
Access to places outside of the Project Area:		
Getting to destinations north and south of the area for shopping, grocery, and medical appointments is costly and time-consuming on transit. Destinations include:		Increased frequency of El Camino Bus service in off-peak hours.
1	Hillsdale Mall	60 31st Avenue, San Mateo
	Samaritan House -- Client Services	4031 Pacific Blvd., San Mateo, CA
	Samaritan House -- Workers Resource Center	400 E. 5th Avenue, San Mateo
	San Mateo Medical Center	222 West 39th Avenue, San Mateo
	Tanforan Mall	1150 El Camino Real, San Bruno
2	Taking transit to downtown San Francisco is expensive, time-consuming, and buses can be overcrowded.	
	More frequent bus service to San Francisco Discounted transit fares for low-income residents	
3	It can be difficult to access schools outside of the project area. Schools mentioned by residents include:	
	North Shoreview Elementary School	1301 Cypress Avenue, San Mateo, CA
	Albion H. Horrall Elementary School	949 Ocean View Avenue, San Mateo, CA
	Bayside Middle School	2025 Kehoe Avenue, San Mateo, CA
	Baywood Elementary	600 Alameda De Las Pulgas, San Mateo, CA
	Aragon High School	900 Alameda De Las Pulgas, San Mateo, CA
	Borel Middle School	425 Barneson Avenue, San Mateo, CA
	Abbott Middle School	600 36th Avenue, San Mateo, CA
4	Residents need better access to transit that serves the College of San Mateo.	
	Extend Route 250 or 260 into the project area	
5	East-West travel without an automobile is difficult.	
	Shuttle service connecting the project area with areas to the East of US 101 and to the west of Caltrain and El Camino Real Improved east-west pedestrian and bicycle connections.	
6	Crossing El Camino as a pedestrian is dangerous.	
7	Residents need better connections to hospitals, including:	
	San Mateo Medical Center	300 Pasteur Drive, Palo Alto
	Kaiser Permanente Medical Center	1150 Veterans Blvd, Redwood City
	Stanford Hospital & Clinics	300 Pasteur Dr

COMMUNITY STATED NEEDS from the Outreach Process		POTENTIAL SOLUTIONS
Accessing transit and community facilities within the Project Area		
	The lack of school bus service makes it difficult for families with more than one child to drop them off at multiple schools in the area. Accessing schools outside of SamTrans service hours is also problematic. Schools include:	Local Safe Routes to School Program (e.g. Walking School Bus, bicycle safety program, etc.)
8	San Mateo Adult School College Park Elementary School San Mateo High School	789 East Poplar Avenue, San Mateo, CA 715 Indian Avenue, San Mateo, CA 506 North Delaware Street, San Mateo, CA
9	Travel with out an automobile at night, on weekends, and to school during non-school service is difficult.	Extend service hours of existing transit routes in the area
10	Poor or nonexistent transit stop amenities in the area.	Increase comfort and safety by adding transit amenities such as lighted shelters, trash receptacles, benches, information, and map displays.
11	Residents do not feel safe waiting at transit stops.	
12	Walking is dangerous in some locations because of fast-moving traffic, insufficient pedestrian crossing times, poor lighting, and harassment by loiterers.	Pedestrian safety and comfort improvements (streetscape improvements, pedestrian-scale lighting, longer signal timing, increased crosswalk visibility, median pedestrian sanctuaries, etc.).
13	Bicycling is common on sidewalks but is perceived as dangerous on the streets.	Bicycle improvements (marked routes, lanes, signposting, sharrows, etc.)
Information and Cost		
14	There is a lack of information available about transportation options for residents without an automobile.	Provide more information about available transportation options, such as a specialized map of the area showing bus routes, shuttle information, etc.
15	There is a need for information about transportation options in languages other than English.	Provide a transportation information center in the neighborhood at the community center and other key destinations; also advertise the 511 service.
16	There are no free bus transfers; trips that require more than one bus are costly.	Provide information about transportation options, transit schedules and routes, and transit signage in different languages.
17	The cost of SamTrans service is too high for many low-income residents, particularly for families paying for children.	Provide free or discounted transfer between SamTrans buses.
		Subsidize individual trip fares and monthly passes for low-income riders.
		Simplify and advertise process for agencies providing passes for low-income riders.
		Create a family pass, non-commute hours pass, and/or weekly pass.

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