

## 2. Vision, Goals, Objectives and Policies

The Vision, Goals, Objectives, and Policies of the City of San Mateo Bicycle Master Plan will guide the development and implementation of the City's bicycle network and programming for years to come. The vision is a broad inspirational statement that presents a desired future state. Goals are broad statements of what the City and its residents hope to achieve over time and that ultimately add up to the stated vision. Objectives are specific, action-oriented statements that mark progress toward the goal. Policies are specific actions that guide the City's programs, activities, and actions to achieve the objectives and goals.

This Plan lays out a framework of how to create and expand programs and capital improvements to increase bicycling in San Mateo. A number of the recommended Bicycle Master Plan goals and objectives are drawn from other adopted City of San Mateo plans. Goals from the City of San Mateo General Plan are indicated with (GP). Goals from the City of San Mateo Sustainable Initiatives Plan are indicated with (SIP).

### 2.1. Vision

This Plan envisions the City of San Mateo with a transportation system that supports the City's goals for sustainability, active living, and a sense of community where bicycling is an integral part of daily life. The system will include a comprehensive, safe, and logical citywide bicycle network that will support bicycling as a viable, convenient and popular travel choice for residents and visitors.

The following goals, objectives, and policies are identified steps towards achieving this vision.

### 2.2. Goals, Objectives, and Policies

**Goal 1: Develop and maintain a comprehensive bicycle and pedestrian circulation network which provides safe recreation opportunities and an alternative to automobile travel. (GP Goal C4)**

- Objective 1.1: Develop a bicycle master plan and prioritized capital improvement program that creates and maintains a safe and logical bikeways system; supports the City's Sustainable Initiatives Plan; and is coordinated with the countywide bikeway network. (GP Policy 4.1, SIP TI.3)
- Objective 1.2: Where the planned city route system interfaces with adjacent cities, the routes should be coordinated with those cities.
- Objective 1.3: Encourage additional bicycle capacity on Caltrain and SamTrans (particularly to the College of San Mateo). Provide an adequate supply of secure covered bicycle parking at Caltrain stations. (GP Policy C 4.2)
- Objective 1.4: Require dedication of necessary rights-of-way for bike lanes and paths shown on Figure C-5 (of the General Plan), which are deficient in land area. Dedication shall be required where the development project contributes to the need for the bikeways improvement and where the cost of dedication is not so disproportionate to the size of the project to make it unreasonable. (GP Policy 4.3)

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Objective 1.5: Pedestrian and Bicycle Mobility Needs. Balance pedestrian mobility and bicycle accessibility and safety with vehicular congestion when considering intersection improvements to address level of service degradation. (GP Policy 4.8)

Objective 1.6: Construct a bicycle and pedestrian overcrossing in the vicinity of Hillsdale Boulevard over US 101. (GP Policy 4.12)

**Goal 2: Increase mode share for pedestrian and bicycle travel to 30% for trips of one mile or less by 2020. (SIP Recommendation T.1).**

Objective 2.1: Work with private and public schools to increase the number of students walking or bicycling to school. (SIP Recommendation T.1 Potential Supportive Action 7)

Objective 2.2: Reduce single purpose school trips made by private automobile by 50% by 2020. (SIP Recommendation T.3)

Objective 2.3: Develop workshops and organized activities to encourage biking among seniors.

**Goal 3: Increase mode share of bicycle travel to schools.**

Objective 3.1: Support Safe Routes to School and other related efforts, including educational and incentive programs to encourage more students to bicycle or walk to school through a partnership with the school district and other interested parties.

**Goal 4: Ensure plentiful, high quality support facilities to complement the bicycle network.**

Objective 4.1: Amend bicycle parking requirements for public and private buildings to provide greater clarity on required rates, design, and location.

Objective 4.2: Develop and adopt a Downtown Bicycle Parking Plan.

Objective 4.3: Develop and implement an informative bicycle wayfinding signage program.

Objective 4.4: Encourage large commercial property development to include shower and locker facilities as part of a Transportation Demand Management Strategy.

**Goal 5: Maintain the bikeway network.**

Objective 5.1: Establish routine maintenance schedule and standards for sweeping, surface repair, litter removal, repainting of striping, signage and signal actuation devices.

**Goal 6: Supplement bikeways with education, encouragement, evaluation and enforcement programs.**

Objective 6.1: Develop and implement educational opportunities for bicyclists, pedestrians and motorists to learn about their rights and responsibilities.

Objective 6.2: Develop and implement encouragement programs to promote bicycling as a viable travel choice.

Objective 6.3: Develop and implement an annual evaluation program to count and survey the community on bikeway facilities and programs.

Objective 6.4: Develop and implement an enforcement program to encourage safe travel behavior and to reduce aggressive and/or negligent behavior of drivers, bicyclists and pedestrians.

**Goal 7: Ensure timely and efficient implementation of the bikeway network.**

Objective 7.1: Designate a City Bicycle Coordinator responsible for coordinating bicycle transportation within the City and externally. The Bicycle Coordinator's role could include:

- Reviewing development proposals to ensure bike requirements are incorporated
- Developing and implementing educational and promotional programs
- Researching sources of funding and writing project proposals
- Conducting annual bicycling counts
- Serving as the City contact for bicycling inquiries and complaints
- Staffing the Bicycle Pedestrian Advisory Committee
- Coordinating with neighboring cities, the County, and other agencies to implement policies, programs, and projects

Objective 7.2: Update the Bicycle Master Plan every five years to identify new facility improvements and programmatic opportunities as the bicycle network develops, assess their feasibility, gauge public support, identify funding sources and develop implementation strategies.

Objective 7.3: Identify and pursue reliable sources of revenue to implement projects identified in the Bicycle Master Plan.

## **2.3. Relevant Plans and Policies**

This Bicycle Master Plan builds on and supports a number of other plans and policies from the City of San Mateo and other public agencies. Planning and policy context is important to the successful implementation of this Plan because much of the money for bikeway projects comes from county sales tax, and federal and state money administered to regional and state agencies. A clear understanding of this policy context enables San Mateo to position projects that fulfill the policies adopted by Council and partner funding agencies.

City of San Mateo land use and transportation development are guided by a variety of plans with varying scopes. The General Plan guides future development and sets a foundation for Master and Specific Plans to follow. The Sustainable Initiatives Plan identifies strategies to reduce greenhouse gas emissions. San Mateo also has adopted several Specific Plans and Area Plans establishing land use and design standards for focused geographic areas of the city. The recommendations in this Plan are consistent with and support relevant goals, policies, programs and standards from each of these documents that will effect implementation of the Bicycle Plan.

Other planning efforts conducted by a variety of public agencies also occur at the county, regional and state levels. This Plan is also consistent with and supports the relevant goals, policies and standards of these documents.

Appendix E provides a review of planning and policy documents relevant to this Bicycle Master Plan. The review is organized by City, County, Regional and State documents and policies. Where applicable, the review of each document includes the most relevant policies to this Bicycle Master Plan.

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