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# GOALS, OBJECTIVES, AND PROGRAMS UPDATE REPORT

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C/CAG County Bicycle and Pedestrian Plan

July 22, 2020

**T'OOLE**  
DESIGN



**CHAPTER 6**  
**DRAFT PROGRAMMATIC**  
**RECOMMENDATIONS UPDATE**



This chapter summarizes existing CBPP programs and uses the key findings from this report to identify the recommended programs to be shown in addition to the existing programs.

## EXISTING CBPP PROGRAMS

Increasingly, public agencies are realizing the importance of providing programs and activities to support and promote walking and biking. These programs go beyond the typical public agency role of planning, designing, funding, and constructing bicycle and pedestrian infrastructure. Several local, regional, state and federal funding sources can be used for program implementation. The CBPP's companion document, *A Resource Guide for the Education, Promotion, Funding, and Design of Pedestrian and Bicycle Facilities*, describes programs local jurisdictions may wish to implement.

Several existing programs within San Mateo County complement and support walking and bicycling. Only one of these programs is managed by C/CAG and the others are managed by outside agencies.

## C/CAG RECOMMENDED PROGRAMS

### County Employees Commute Alternatives

San Mateo County Commute Alternatives Program (CAP) is dedicated to reducing traffic congestion and associated air pollution emissions, conserving energy, and improving the quality of life for employees and the community by offering commute incentives to its employees that promote the use of alternate transportation modes. This program is managed by Commute.org. CAP features a transit pass; vanpool, carpool, bike, and walk subsidies; a rideshare match service; a Guaranteed Ride Home Program; carpool-only parking facilities; and a bike locker program.

#### *Bike to Work Day*

Bike to Work Day is an annual Bay Area event managed by Commute.org in which people are encouraged to leave their car at home for a day and bicycle to work. Volunteers at Energizer Stations hand out snacks and beverages to commuting bicyclists, and companies are encouraged to participate in mileage contests such as the Team Bike Challenge. In 2004, the Metropolitan Transportation Commission (MTC) awarded the Bay Area Bicycle Coalition (BABC) with a contract to coordinate the regional Bike to Work Day event for the nine counties in the San Francisco Bay Area. Within San Mateo County, Energizer Stations are coordinated by the Commute.org in partnership with the Silicon Valley Bicycle Coalition.

### Regional Rideshare 511 Program

Regional rideshare programs can help encourage walking and bicycling by providing incentives for people who ride transit or participate in carpools and encouraging people to try alternatives to single occupancy vehicle trips. Participants in rideshare programs may not receive door-to-door service and instead may need to walk, bike, or ride transit to get to a central pick-up or drop-off location. The 511 Regional Rideshare Program is managed by 511 SF Bay and is funded by grants from the FHWA, U.S. DOT, MTC, the BAAQMD and county congestion management agencies. The 511 Rideshare program seeks to reduce traffic congestion and auto emissions by encouraging the use of carpools and vanpools and employer transportation demand management programs. Participants may receive tax benefits, free transit passes, discounted bridge tolls, and cash by carpooling. The San Mateo County CAP is linked with the 511 Ridematch Service and can assist commuters traveling into or out of San Mateo County.

## C/CAG MANAGED PROGRAMS

### San Mateo County Safe Routes to School Program

In 2011, C/CAG received funding from MTC to establish a countywide Safe Routes to School Program focusing on education, encouragement, and enforcement strategies to promote walking and bicycling to school. As of August 2011, the San Mateo County Office of Education began development of the program and operates it. C/CAG continues to provide funding for the program.

## RECOMMENDED ADDITIONAL PROGRAMS

### LOCAL JURISDICTION TRAINING AND GRANT SUPPORT

C/CAG should continue to provide technical assistance and training to local jurisdiction staff to increase their capacity to apply for funding and implement bicycle and pedestrian projects. C/CAG should increase the program visibility to ensure jurisdictions are aware and able to utilize it. C/CAG can provide additional resources to help increase local jurisdiction staff capacity and expertise and provide guidance on which grants communities should focus on to improve the efficiency of their efforts. As part of this effort C/CAG could develop an on-call contract to have consulting firms available to help provide guidance, resources, and technical support to local agencies pursuing grants.

C/CAG could coordinate best practice technical trainings for jurisdiction staff. A few suggested topics include NACTO design guidance, bicycle education from the League of American Bicyclists, and key topics such as Vision Zero and integrating equity into planning processes. Set up guidance to focus on a few grants

### MICROMOBILITY STRATEGY

Micromobility refers to rental programs like bikeshare that provide transportation devices, such as electric scooters, bicycles, or electric-bicycles to users on a per-trip basis. These programs are typically pay-per use and often have monthly or annual membership options and low-income assistance programs to increase accessibility to devices. C/CAG should provide micromobility policy and implementation guidance and develop a policy framework that local jurisdictions can easily adopt. This guidance should include actions such as:

- Encouraging local programs to include requirements for vehicle type, distribution, cash payment options, and accessible/adaptive vehicles to ensure that micromobility programs are equitable distributed and inclusive.
- Designating micromobility vehicle parking areas and increasing bicycle parking to reduce occurrences of parked vehicles blocking walkways.
- Encouraging communities to clearly communicate where e-scooters, and other new mobility devices can be operated (if at all) to reduce conflicts and increase safety.

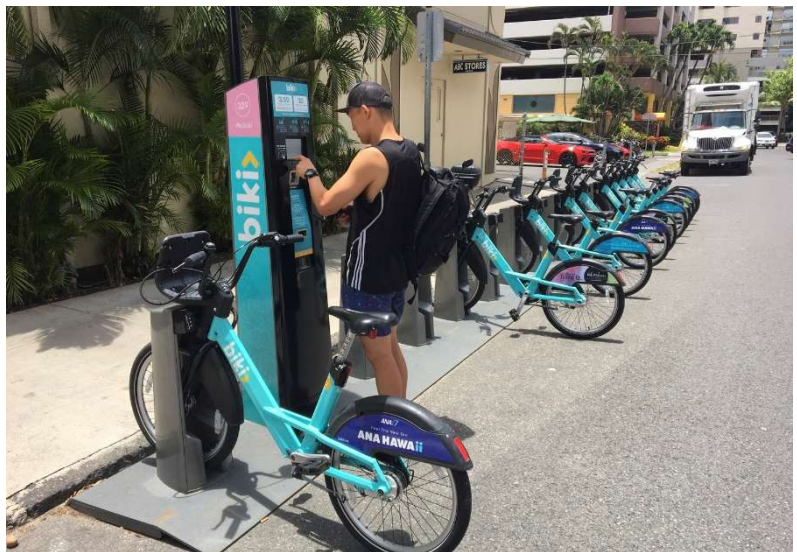


Figure 1. Bikeshare Station in O'ahu, HI

- Coordinating cross-jurisdictional policies that clearly outline authority, data standards, and small vehicle standards.

C/CAG can help local jurisdictions and unincorporated areas in San Mateo County to maintain communication and coordinate with each other to understand and promote cross-over opportunities. It can also encourage local jurisdictions to develop micromobility feasibility studies on their own or in collaboration with one another to identify where micromobility might have increased potential (typically higher density areas), what form it could take, what would be required to bring it, and providing implementation tools for those areas interested in it (e.g., developing template policies and permits). C/CAG could also coordinate research to better understand which jurisdictions are well suited to first- and last-mile transportation solutions like micromobility and then identify the different options available to jurisdictions to pursue (e.g., on-demand transit, feeder services, subsidized TNC, etc.).

## HIGH INJURY NETWORK AND SYSTEMIC SAFETY APPROACH

Systemic safety's central tenet is that traffic fatalities and serious injuries are preventable and unacceptable. The Safe System approach is a holistic, systems-based strategy that accounts for all roadway users, anticipates that humans will make mistakes, and shares responsibility for safety between individual road users, and system designers (i.e. planners and engineers). This approach to traffic safety is fundamentally different from business as usual.

A High Injury Network is a systemic safety tool that communities can use to help prioritize roadway improvements to ensure that treatments are installed where they are likely to be most effective. This approach can result in a more efficient use of limited resources. A high injury network is typically developed by identifying the roadways with the highest crash densities and weighting crashes by severity. Crashes that result in a fatal or life-altering injury typically receive a higher weight than other injury or non-injury crashes. High injury networks can be developed for specific modes, such as bicyclists or pedestrians, or for crashes involving all road users. A Countywide High Injury Network and local jurisdiction High Injury Networks could be developed to assess where overlaps may occur.

As part of this programmatic effort, C/CAG should:

- Develop a countywide High Injury Network.
- Provide technical assistance, funding, and data to help local jurisdictions develop transportation plans and projects that emphasize safety improvements along the local or county high injury network.
- Direct more funding to high-risk corridors and communities.

### *What is a High Injury Network?*

Several jurisdictions across the United States have analyzed their crash data to determine whether there are particular roadways and corridors where fatal and serious injury crashes are concentrated. This helps to prioritize corridor improvements as well as highlight the types of roadways and roadway design elements that are contributing to serious traffic safety problems, especially among vulnerable road users like people walking and bicycling. The Vision Zero Network recommends creating a HIN as way to, "focus limited resources on the most problematic areas, while also building greater public and political buy-in for changes."

<https://visionzeronetwork.org/hin-for-the-win/>

## First- and Last-Mile Connections

First- and last-mile connections fill the gap between a person's transit stop and their origin or destination. First- and last-mile solutions include walking, bicycling, micromobility devices, or ride-hailing services. C.CAG should partner with the San Mateo County Transportation Authority to assess access the regional and local transit stops or stations. Unsafe or uncomfortable conditions for bicycling and walking may deter active transportation or transit use or prevent it altogether. The Federal Transit Administration states that infrastructure improvements around

transit stations should be considered within a half-mile for pedestrians and within three miles for bicyclists. Transit stations should provide secure, long-term bike parking for personal bicycles and designated parking areas for micromobility devices such as bikeshare and e-scooters. To assist local communities in planning for first- and last-mile connectivity, C/CAG could set aside funding for safe routes to transit projects or studies, include transit access in project funding prioritization processes, and provide other funding or technical resources to help local jurisdictions to fill first- and last-mile connection gaps.

Resources for first- and last-mile connections include the Federal Transit Administration's "Manual on Pedestrian and Bicycle Connections to Transit," the Regional Transportation District's "First and Last Mile Strategic Plan" and the American Public Transportation Association's "First/Last Mile Solutions."

Safe Routes to Transit programs can help local and regional jurisdictions improve walking and bicycling connections to regional transit stations. As an example, Transform and Bike East Bay developed a partnership to implement a Safe Routes to Transit Program funded from Regional Measure 2 in Alameda County. Transform has since worked with the Sacramento and San Diego regions to establish Safe Routes to Transit programs. C/CAG should consider partnering with Transform or exploring other opportunities to fund and prioritize active transportation projects that increase connections to transit. The Delaware Valley Regional Planning Commission also has a Safe Routes to Transit Program which does not provide funding for bicycle and pedestrian improvements near transit stations and instead provides technical assistance to help local jurisdiction staff navigate the complex process of implementing these types of projects and supports them in finding their own funding sources. In Atlanta, Georgia, a Safe Routes to Transit Taskforce received funding from Kaiser Permanente to develop regional guidelines to help local jurisdictions implement their own bicycle and pedestrian improvements near transit stops. The Solano Transportation Authority also created resources to support local efforts to improve access to transit with their Safe Routes to Transit Plan (2011).