



Sustainable Street Public Engagement Reports

To: Matt Fabry, Reid Bogert – San Mateo Countywide Water Pollution Prevention Program

From: Otto Melara, Alta Planning + Design

Date: June 24, 2019

Re: DRAFT San Mateo Countywide Sustainable Street Master Plan Phase 1 Outreach Summary

Introduction

Phase 1 of the community engagement for the San Mateo Countywide Sustainable Streets Master Plan (SSMP) took place in the spring months of 2019 as part of the project kick-off. Project team members this planning effort engaged with the community to convey technical issues in a clear manner, explain tradeoffs, and ask for feedback on priorities and preferences. Past and future public comments gathered from engagement activities will help guide the decision process and will support successful network development, priority project designs and implementation plans that meet the needs of the community, ultimately resulting in a publicly supported and implementable Master Plan.

The events attended during the first phase of the project included:

- Earth Day by the Bay – Redwood City, CA. April 13, 2019
- Earth Day and Eco Fest – Pacifica, CA. April 27, 2019
- Streets Alive! Parks Alive! – South San Francisco, CA. May 4, 2019

Event Selection and Materials

Throughout the spring months in 2019, Alta attended Pop-up workshops at high profile community events in the cities of Pacifica, South San Francisco, and Redwood City. Pop-up event locations and dates for Phase I of this plan were selected based on the following criteria:

1. Geography – are the targeted communities for each event representative of the county's vast area and nearby vulnerable communities?
2. Event type – what is the event's association to sustainability planning?
3. Budget – will each event receive a sufficient amount of through-traffic to justify utilizing outreach resources and man hours?

The following materials were used at each Pop-up workshop in order to engage with community participants and inform them of the SSMP, gather support, and introduce the Sustainable Streets Design Toolkit:

- Welcome!* – project intro board (24" x 36" plot on foam core backing)
- What are Sustainable Streets?* – sustainable streets educational board (24" x 36" plot on foam core backing)

- Sustainable Streets Design Toolkit* – toolkit graphics board (24" x 36" plot on foam core backing)
- Make Your Own Sustainable Street! – interactive street design activity (24" x 36" plot magnetic dry erase board backing)
- Comment Cards
- Sign-in sheets
- Other promotional materials (flyers, info-sheets, etc)
- Pens, markers, post-it notes
- Tent canopy, table, chairs

**Spanish translated boards also available during Pop-up event*

Event Summary and Photos

Earth Day by the Bay – Redwood City, CA. April 13, 2019

- Event Attendance: 1,600
- Booth Attendance: Approx. 100 adults (2x-3x children)
- Email Sign-ups: 20 families

Earth Day and Eco Fest – Pacifica, CA. April 27, 2019

- Event attendance: 3,000
- Booth Attendance: Approx. 150 adults
- Email Sign-ups: 20 adults

Streets Alive! Parks Alive! – South San Francisco, CA. May 4, 2019

- Event Attendance: 1,000
- Booth Attendance: Approx. 100 adults (2x children)
- Email Sign-ups: 29 families

A complete set of photographs and email sign-up sheets gathered can be found here:

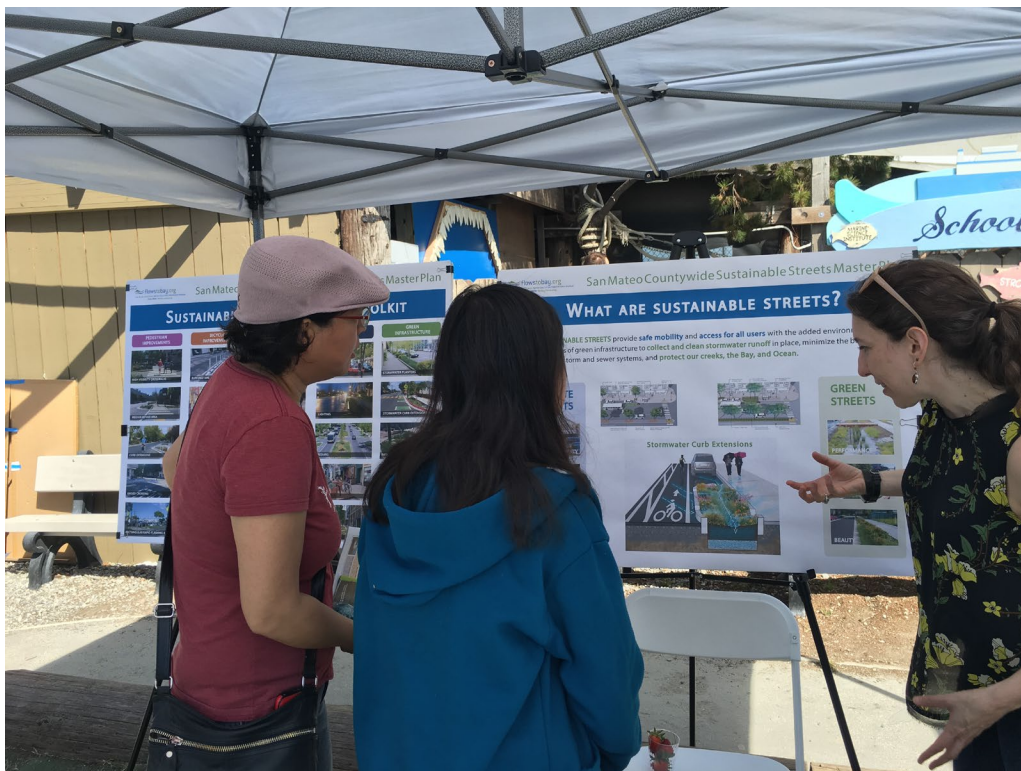
Phase 1 Event Photos

<https://altaplanning.egnyte.com/fl/156MyKYGUG>

Password:DBM6FXx9

Community Engagement Strategy

Earth Day by the Bay – Redwood City, CA. April 13, 2019





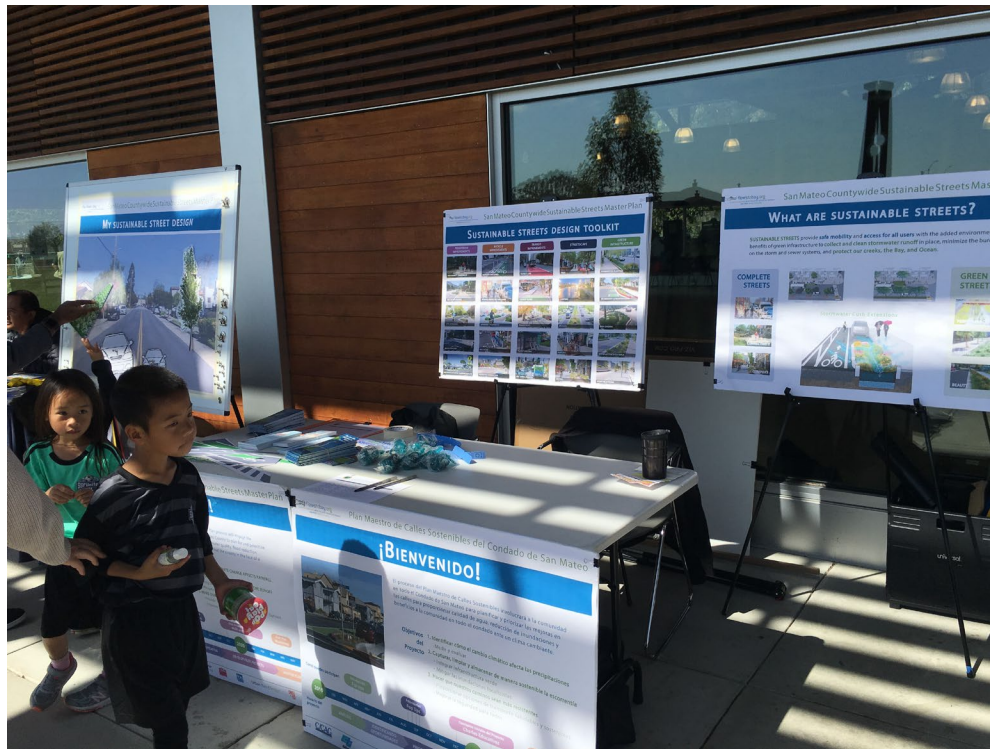
Earth Day and Eco Fest – Pacifica, CA. April 27, 2019





Community Engagement Strategy

Streets Alive! Parks Alive! – South San Francisco, CA. May 4, 2019



Community Engagement Strategy



WELCOME!

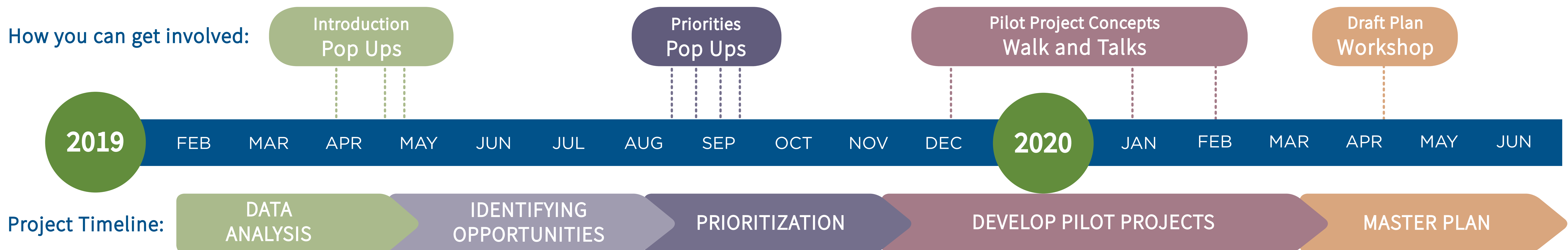


The Sustainable Streets Master Plan process will engage the community throughout San Mateo County to plan for and prioritize street improvements to provide water quality, flood reduction and community benefits throughout San Mateo County in the face of a changing climate.

PROJECT GOALS

1. IDENTIFY HOW CLIMATE CHANGE AFFECTS RAINFALL
 - Measure and Assess
2. SUSTAINABLY CAPTURE, CLEAN AND STORE RUNOFF
 - Integrate Green Infrastructure
 - Plan for Flood Control
3. MAKE OUR ROADWAYS MORE RESILIENT
 - Provide Transportation Options
 - Improve Safety for All

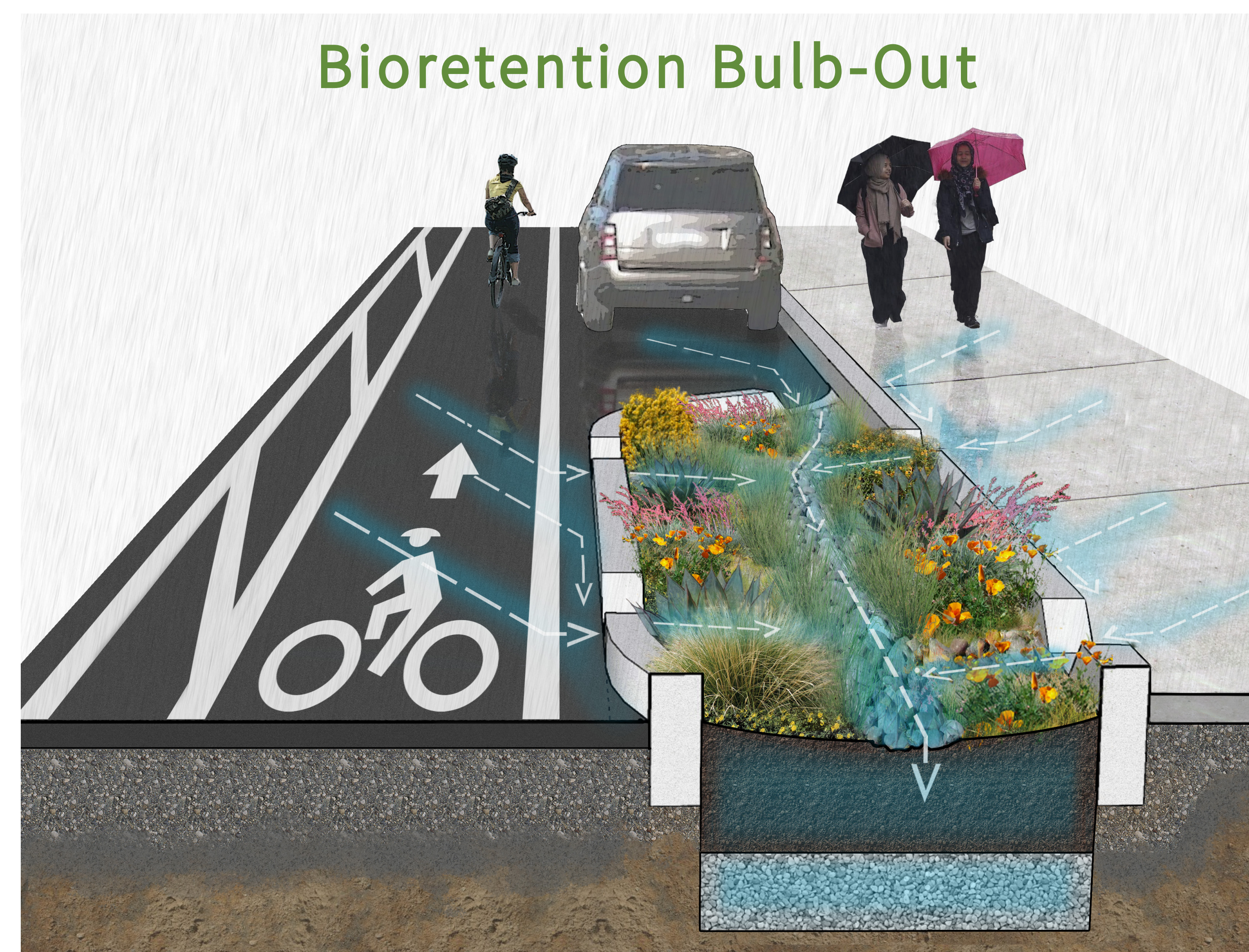
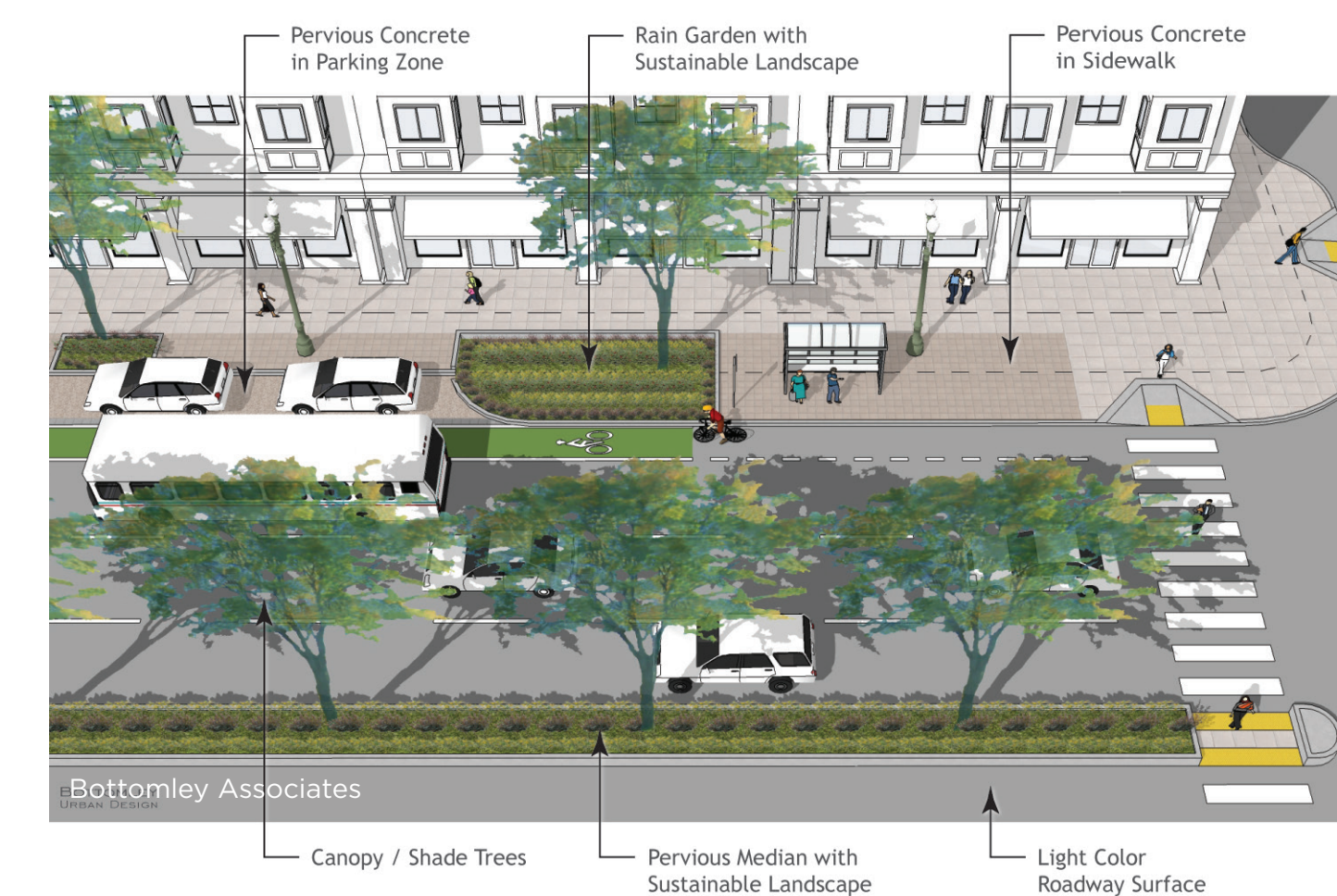
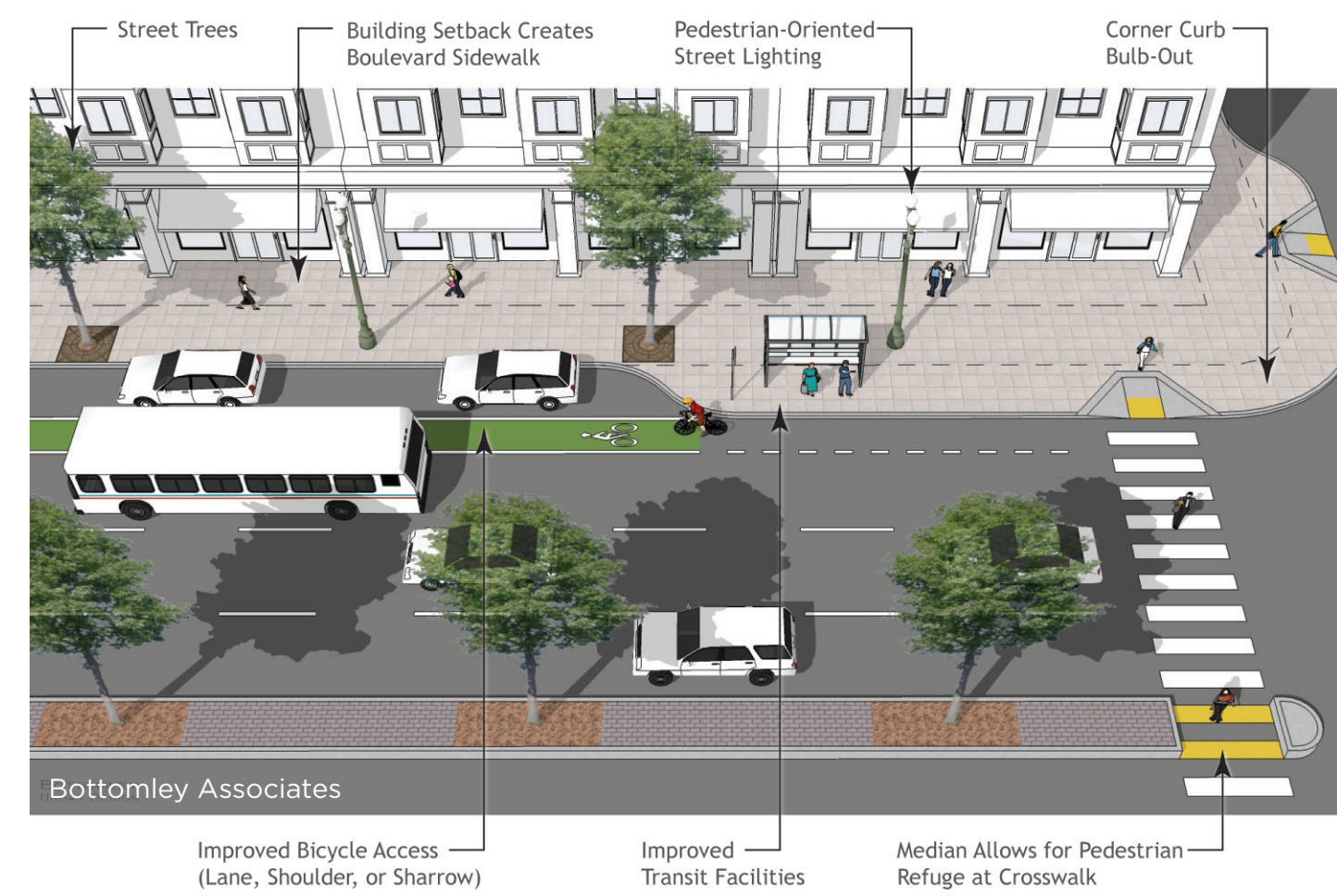
How you can get involved:



WHAT ARE SUSTAINABLE STREETS?

SUSTAINABLE STREETS provide **safe mobility** and **access for all users** and integrate the environmental benefits of green infrastructure to **collect and clean stormwater runoff** in place, minimize the burden on the storm and sewer systems, and **protect our creeks, the Bay, and Ocean**.

COMPLETE STREETS

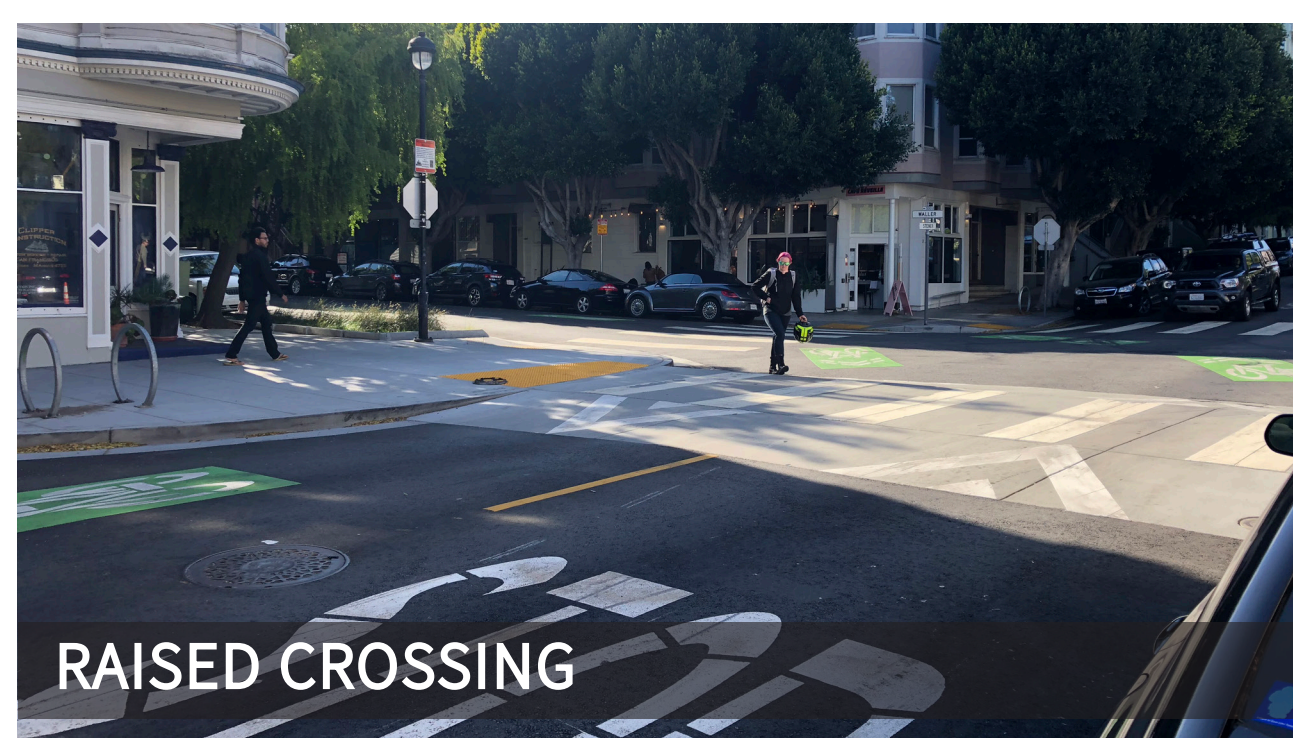
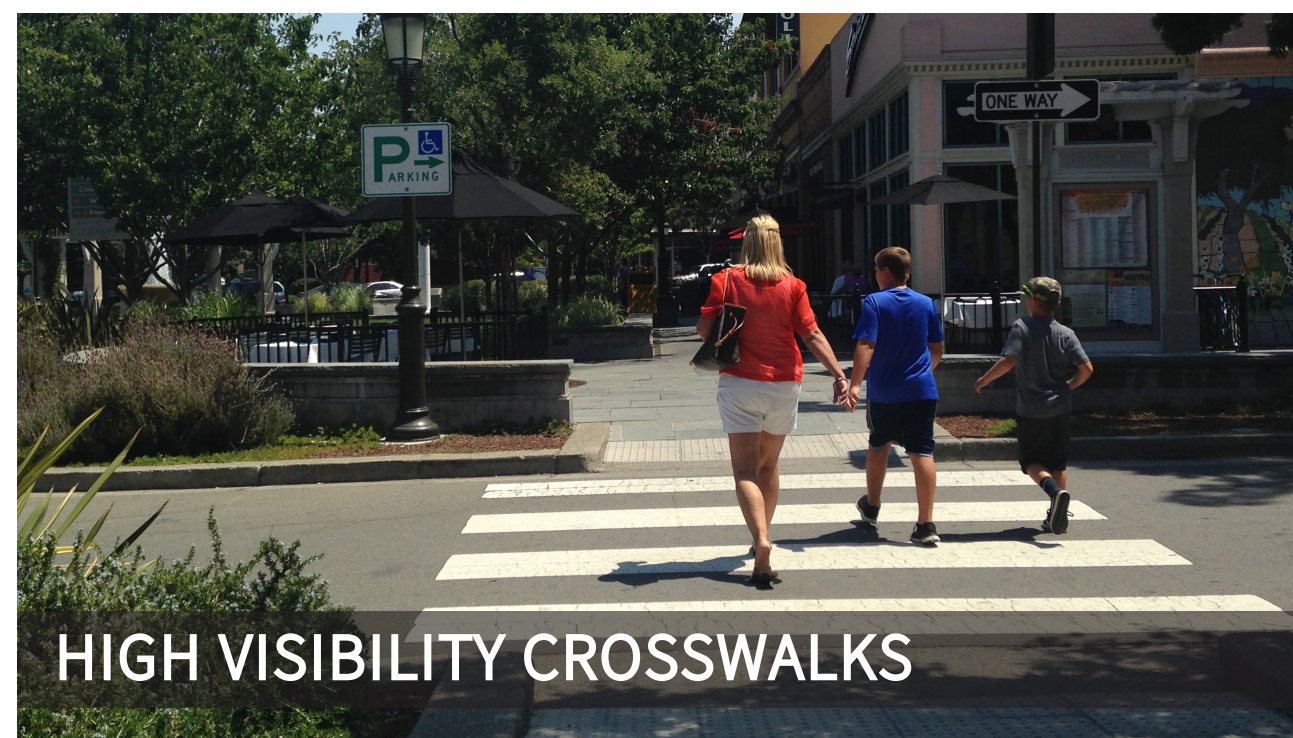


GREEN STREETS



SUSTAINABLE STREETS DESIGN TOOLKIT

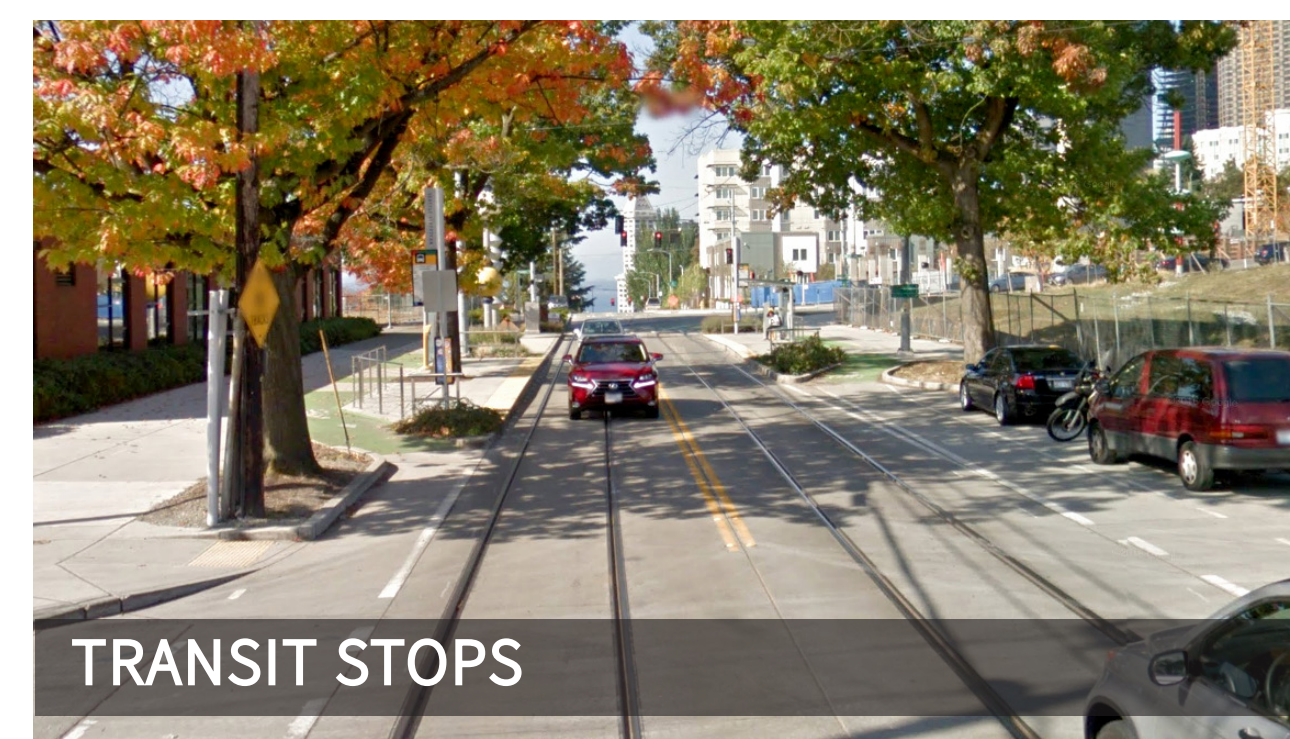
PEDESTRIAN IMPROVEMENTS



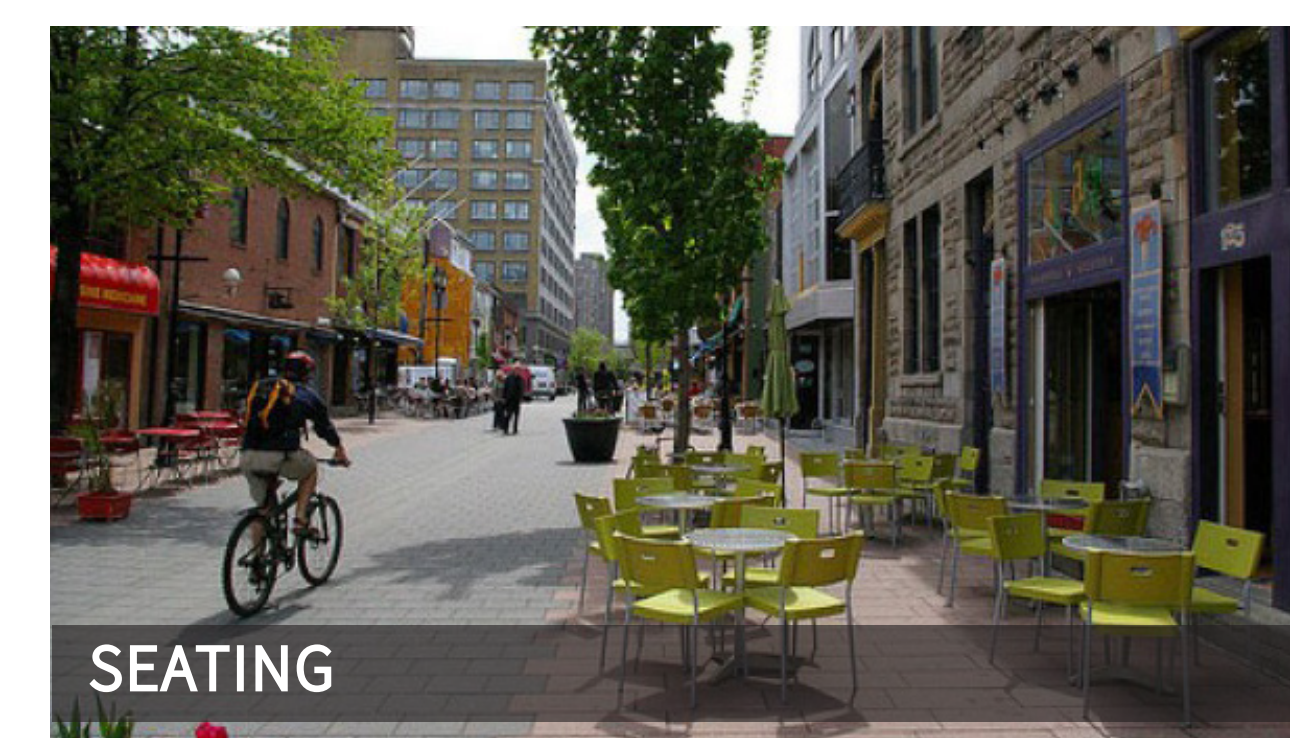
BICYCLE IMPROVEMENTS



TRANSIT IMPROVEMENTS



STREETSCAPE



GREEN INFRASTRUCTURE





100 Webster Street, Suite 300
Oakland, CA 94607
(510) 540-5008
www.altaplanning.com

To: Steve Carter – Paradigm Environmental

From: Otto Melara and Nick Aguilera - Alta Planning + Design

Date: February 24, 2020

Re: San Mateo Countywide Sustainable Street Master Plan Phase 2 Outreach Summary

Introduction

Phase 2 of the community engagement for the San Mateo Countywide Sustainable Streets Master Plan (SSMP) took place in January and February of 2020 as part of sustained project community outreach. During Phase 2 of the outreach, the planning team engaged with the community to educate people about the project, convey technical issues in a clear manner, continue collecting feedback on priorities and preferences, and publicize upcoming public participation opportunities. Public feedback gathered during the outreach activities will help guide the final stages of the project development, ensure that, priority project designs and implementation plans that meet the needs of the community, and publicize upcoming community engagement opportunities to help gather public support for the plan.

The events attended during the first phase of the project included:

- Millbrae Lunar New Year Festival – Millbrae, CA. January 26, 2020
- Redwood City Lunar New Year Festival – Redwood City, CA. February 1, 2020
- Cardenas Market Pop-Up – East Palo Alto, CA. February 22, 2020

Event Selection and Materials

In January and February 2020, Alta attended pop-up workshops at high profile community events and popular community destinations in the cities of Millbrae, Redwood City, and East Palo Alto. These events were identified as locations to reach both a high volume of people, engage with diverse communities, specifically near Communities of Concern, and target a wide range of locations within San Mateo County.

The following materials were used at each Pop-up workshop in order to engage with community participants and inform the public of the SSMP, gather support, introduce the Sustainable Streets Design Toolkit, and collect feedback on public priorities, comments, and concerns:

- Welcome!* - project intro board (30" x 40" plot on foam core backing)
- What are Sustainable Streets?* - sustainable streets educational board (30" x 40" plot on foam core backing)
- Sustainable Streets Design Toolkit* - toolkit graphics board (30" x 40" plot on foam core backing)

- What Matters Most To You? – interactive board (30”x40”) allowing the public to designate which project prioritization criteria are the most important to them
- Project Prioritization Process – informative board (30”x40”) explaining the project prioritization process
- Comment Cards
- Sign-in sheets
- Other promotional materials (flyers*, info sheets)
- Pens, markers, post-it notes
- Tent canopy, table, chairs

** Materials translated into Mandarin were available during the Lunar New Year Festival pop-up events and English-Spanish and Spanish-language only materials were available during the pop-up at Cardenas Market*

Event Summary and Photos

Lunar New Year Festival – Millbrae, CA. January 26, 2020

- Event Attendance: 1,000 +
- Booth Attendance: 101 adults
- Email Sign-ups: 15 families

Lunar New Year Festival – Redwood City, CA. February 1, 2020

- Event attendance: 1,000 +
- Booth Attendance: Approx. 90 adults

Cardenas Market – East Palo Alto, CA. February 22, 2020

- Event Attendance: Approximately 150 people
- Booth Attendance: Approximately 40 adults

A complete set of photographs and email sign-up sheets gathered can be found here:

Phase 2 Event Photos

<https://altaplanning.egnyte.com/fl/GPJkViAKsr>

Password: q2JpwHcb

PDFs of the boards Alta brought to each outreach event have been attached as PDFs at the end of this memo.

What We Heard

The Phase 2 Outreach events raised public awareness about the San Mateo Sustainable Streets Master Plan Project. Alta staff had conversations to educate the public about the SSMP project and collect public feedback with almost 300 people who work, live, and visit San Mateo County. Hundreds more walked by the Alta pop-up events, reading the project boards, and learning that the county is working to improve sustainable transportation and green infrastructure efforts. Detailed descriptions of each outreach event can be found in the following sections of the memo.

Overall, staff learned that:

- **School Safety Plans, Streetscape Characteristics. Bicycle and Pedestrian Improvements, and Vulnerable Communities stood out as the most important prioritization criteria** for the public. Low Vehicle Ownership Rates and the Urban Heat Island Effect were less important to the people Alta talked to.
- **People responded positively to the idea of maximizing public investment** by constructing green infrastructure alongside transportation projects.
- **Climate change, bicycle and pedestrian safety, and overburdened transportation systems are public concerns in San Mateo County.** The public is supportive of the project and appreciates San Mateo County's work to address these issues.

"What Matters Most to You?"	
Prioritization Criteria	Percentage of Vote
School Safety Plans	18%
Streetscape Characteristics	14%
Bicycle and Pedestrian Improvements	11%
Vulnerable Communities	10%
Green Infrastructure Plans	8%
Pavement Condition	8%
Rainwater Capture	7%
Vegetation	7%
Neighborhood Scale Plans	6%
Ground Conditions	5%
Urban Heat Island	4%
Low Vehicle Ownership	1%

Lunar New Year Festival – Millbrae, CA, January 26, 2020



The Millbrae Lunar New Year Festival attracted hundreds of people to downtown Millbrae and high volumes of foot traffic past the San Mateo County Sustainable Street Master Plan booth. Alta staff had conversations about the project with 101 people, including local politicians and staff from Millbrae’s planning and public works department.

The public was largely enthusiastic, supportive, and curious about the SSMP project. People shared concerns about flooding and stormwater management in San Mateo County and wanted to know the specific locations of upcoming projects in the county. Some people shared particular areas of concern with the project team. Most of the conversations involved Alta answering questions about green infrastructure and its potential overlap with transportation projects. When discussing prioritization criteria, people emphasized the importance of considering existing planned bicycle and pedestrian projects and safe routes to schools projects in San Mateo County.

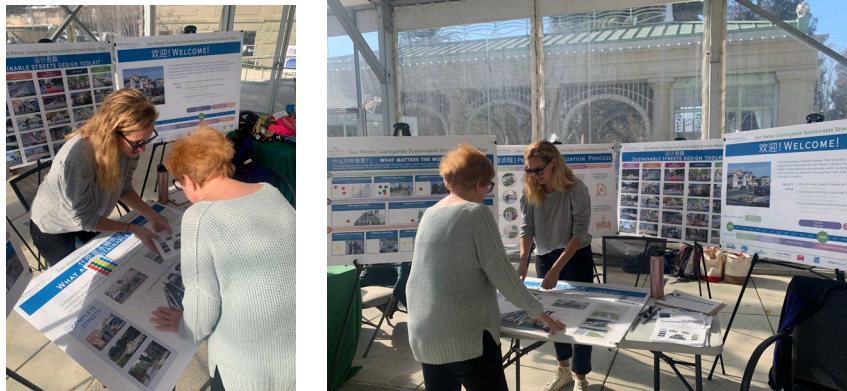
People were interested in upcoming walk and talk events and 15 people signed up for project and outreach event updates. Over 50 flyers in Mandarin and English were distributed.

Lunar New Year Festival – Redwood City, CA. February 1, 2020

Alta staff interacted with approximately 90 people at the Redwood City Lunar New Year Festival. The public provided feedback on the priorities of the SSMP project and indicated the importance of incorporating bicycle & pedestrian plans, safe routes to schools plans, and green infrastructure plans from San Mateo County into the project analysis. People were interested in learning more about green infrastructure and its relationship to transportation improvements.



People showed interest in learning about the specific locations of upcoming improvements in San Mateo County and more specific project details. These were not available at the time, but people were directed to the project website and invited to sign up for project updates and invitations to upcoming outreach events.



Cardenas Market Pop-Up – East Palo Alto, CA. February 22, 2020

Alta staff talked to approximately 40 people outside of Cardenas Market in East Palo Alto, CA. Staff hosted a pop-up outreach event between 10 AM and 1 PM. Most outreach was conducted in the Spanish language, although the shopping center attracted a wide range of people and Alta staff also interacted with the public in English.

People liked the idea of maximizing public investment to build both transportation infrastructure and green infrastructure at the same time. Safe Routes to School improvements and prioritization of vulnerable communities were identified as the most important criteria to the people Alta interacted with; however, people understood and identified the importance of all prioritization criteria.

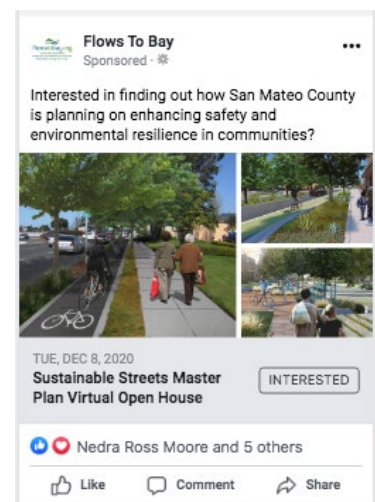
The outreach event served as a good opportunity to educate people about both green infrastructure and active transportation infrastructure as well as the counties effort to address public concerns about climate change and bicyclist and pedestrian safety.



Event & Registration Promotion

To promote the San Mateo Countywide Sustainable Streets Master Plan (SSMP) “Virtual Open House” on December 8th and receive public feedback on the Master Plan draft by January 6th, Flows To Bay launched two promotional campaigns that each included various tactics to reach San Mateo County residents and stakeholders. Below is a summary of these tactics and their results which ran from November 24 to December 6, 2020.

- Paid Facebook Ad campaign: 25,1387 impressions; 282 link clicks
- Facebook Posts (organic reach): 985 reach; 87 engagements; 69 reactions; 1 comment; 1 share
- Facebook Story (1): 267 reach; 7 engagements
- Instagram posts (2): 219 impressions; 18 likes; 1 comment; 4 shares; 3 saves
- Instagram Story posts (3): data are not available
- Trackable Registration link (bit.ly/SSMPHub): 480 clicks
- Flows To Bay Newsletter - Mailchimp data: 1,417 reach; 87 clicks
- Zoom registration page data (registrants and visitors by source):
 - Facebook Posts: 1 registrant; 42 visitors
 - 3 Facebook Ads linked to Zoom registration: 1 registrant; 224 visitors
 - Facebook Event: 31 registrants; 1,539 visitors
 - Instagram Posts: 2 registrants; 35 visitors
 - Nextdoor: 14 registrants; 45 visitors
 - PIP Subcommittee: 37 registrants; 268 visitors
 - Promotional Flier: 11 registrants; 108 visitors
 - Flows To Bay Newsletter: 40 registrants; 133 visitors
 - Event on Flows To Bay’s Calendar: 7 registrants; 25 visitors
 - Save SF Bay: 23 registrants; 146 visitors
 - San Mateo County Partners (Organizations and Jurisdictions): 10 registrants; 144 visitors

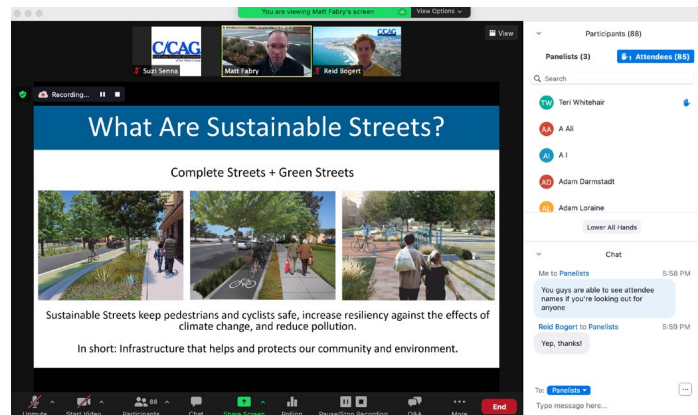


To supplement the digital campaign, the team sent out an informational flyer (pictured right) and distributed to multiple jurisdictions, including the San Mateo Countywide Pollution Prevention Program Public Information and Participation (PIP) subcommittee as well as partnering community based organizations such as UC Master Gardeners of San Mateo and San Francisco Counties, Visit Half Moon Bay, Sea Hugger, and San Mateo Resource Conservation District.

Sustainable Streets Master Plan “Virtual Open House” - December 8th

The SSMP Virtual Open House was an online event that allowed stakeholders to:

- Have a greater understanding of the tools and resources for municipalities to advance sustainable streets in San Mateo County;
- Explore example design concepts for potential project opportunities via a web-based [Sustainable Streets Master Plan Community Engagement Hub](#);
- Learn how to provide input on the public draft Master Plan by January 6th; and
- Ask questions about the Sustainable Streets Master Plan.



The Virtual Open House received a total of 177 registrations and 101 attendees (57% attendance rate). A recording can be viewed here: flowstobay.org/ssmp. A screenshot of the session is seen below.

During the Virtual Open House presentation, co-presenters asked a series of poll questions to gauge interest and engagement with the plan and with the concept of sustainable streets. The poll questions and response summary can be viewed below.

Poll data (4 questions)

1) Please select any of the following that you have heard of before today's webinar (select all that apply):

- City/County Association of Governments (C/CAG) of San Mateo County [45]; Flows To Bay [44]; The Sustainable Streets Master Plan [38]; None of the above [4]

2) What type of organization/interested party do you represent?

- Local Government [23]; Interested Resident [20]; Consulting [6]; Other government [4]; Non-profit [3]; Elected Official [2]; Business [1]; Other [1]

3) How concerned are you about climate change and its impact on your community in the next 10 years?

- Very concerned [62]; Moderately concerned [13]; Not very concerned [2]

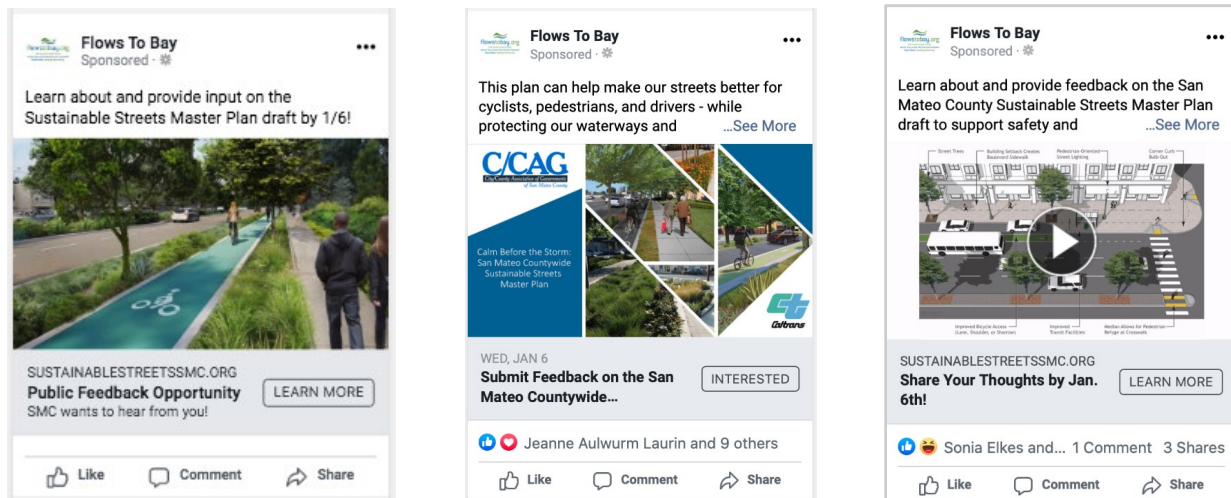
4) Do you have any Sustainable Streets in your community?

- Yes [28], No [17]; I'm not sure [20]

Digital Campaign for Public Outreach and Public Review/Comment on the Draft Master Plan

After the event, there was a public commenting period from December 8, 2020 to January 6, 2021. To promote feedback during this time, Flows To Bay launched a digital outreach campaign from Dec. 16 to Jan. 6 and the results were as such:

- Paid Facebook Ads campaign: 4 ads; 40,493 impressions; 371 link clicks
- Facebook Event: 1,505 impressions; 8 link clicks; 5 event responses
- Facebook Posts (Organic reach): 2,609 reach, 107 engagements, 42 reactions, 0 comments, 2 shares
- Facebook Story (1): 263 reach, 6 engagements
- Instagram Post (1): 90 impressions, 6 likes, 0 comments, 1 shares, 0 saves
- Instagram Story (2): 17 accounts reached





An online [community engagement hub](http://www.sustainablestreetssmc.org) (www.sustainablestreetssmc.org) was created to allow the general public an opportunity to learn about the core elements and drivers for the Master Plan, the various analyses and outputs and a chance to review draft documents and provide feedback during the course of the public commenting period. The community engagement hub was a central feature of the public engagement effort of the third phase of the project, serving as a month-long “workshop” available to the public outside of the Virtual Open House window. Due to the County, and much of the Country’s, shelter-in-place restrictions due to the COVID-19 pandemic, having multiple channels of online digital engagement for this plan was important to the success and efficacy of the public engagement planning process.

The community engagement hub served as both a portal for the public to provide general comments on the Sustainable Street Master Plan and an educational resource where the public could learn about all aspects of the project in a simplified and graphic-oriented approach. Several tabs were available for the

public to visit, each providing a high-level description of the effort and results of certain aspects of the plan. The purpose of this hub was to showcase key results of the plan without the text heavy format of the Master Plan. The hub will online and active throughout the course of the upcoming year.

[HOME](#)
[SUSTAINABLE STREETS](#)
[CLIMATE CHANGE](#)
[PROJECT OPPORTUNITIES](#)
[PRIORITIZED PROJECT MAP](#)
[COMMUNITY ENGAGEMENT](#)
[PROJECTS IN ACTION](#)
[TOOLS FOR THE FUTURE](#)
[VIEW THE MASTER PLAN](#)

Calm Before the Storm: San Mateo Countywide Sustainable Streets Master Plan

Welcome to the Virtual Engagement Hub for the San Mateo Countywide Sustainable Streets Master Plan!

This site describes what Sustainable Streets are and why San Mateo County agencies are pursuing them, an overview of what is included in the draft Master Plan, links to download and review all the Master Plan materials.

Thank you to everyone who provided public comment on the draft Master Plan during the comment period (December 8, 2020-January 6, 2021). We appreciate your time and input!

Thank you for your interest in Sustainable Streets and we look forward to hearing from you!

GET STARTED

[HOME](#)
[SUSTAINABLE STREETS](#)
[CLIMATE CHANGE](#)
[PROJECT OPPORTUNITIES](#)
[PRIORITIZED PROJECT MAP](#)
[COMMUNITY ENGAGEMENT](#)
[PROJECTS IN ACTION](#)
[TOOLS FOR THE FUTURE](#)
[VIEW THE MASTER PLAN](#)

Projects in Action


Development of the Master Plan included creation of eleven project concepts representing the four typologies of Sustainable Streets projects and spread geographically throughout San Mateo County. The following images highlight four of the concepts.



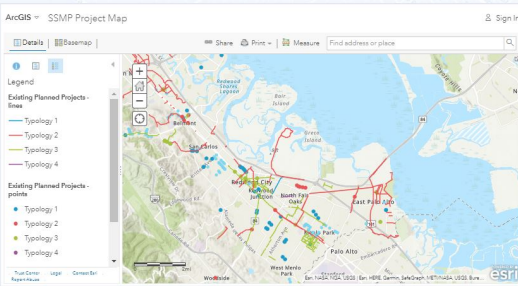
Typical Concept Site Plan Detail: El Camino Real, Colma

Concept Plan and Cross Section for El Camino Real in Colma, CA

[HOME](#)
[SUSTAINABLE STREETS](#)
[CLIMATE CHANGE](#)
[PROJECT OPPORTUNITIES](#)
[PRIORITIZED PROJECT MAP](#)
[COMMUNITY ENGAGEMENT](#)
[PROJECTS IN ACTION](#)
[TOOLS FOR THE FUTURE](#)
[VIEW THE MASTER PLAN](#)



The maps above present the existing planned project opportunities and the "new" project opportunities after they have been run through the automated prioritization process and scored based on technical suitability and co-benefits. Stronger opportunities are shown in greens and blues. To learn more about near-term projects that are funding-ready, check out the "Projects in Action" tab at the top of the website.



ArcGIS SSMP Project Map

Legend:

- Existing Planned Projects:
 - Typology 1
 - Typology 2
 - Typology 3
 - Typology 4
- Existing Planned Projects:
 - Typology 1
 - Typology 2
 - Typology 3
 - Typology 4

This dynamic map of prioritized project opportunities shows all the project opportunities that were recommended for inclusion in the final Master Plan. The opportunities are a subset of the complete list, after removing second-tier projects (low feasibility for integrating green infrastructure) and further vetting with municipal staff. Click around on the map to see project opportunities displayed as street segments and intersection or mid-block crossings and categorized by typology. Click on individual projects on the map to display specific project details, including the prioritization scores, project location, referenced local plan (if applicable) and more.

During the month-long commenting period between 12/8/20 and 1/6/21, the hub received 2.4K pageviews by 718 different users. In addition, the [Sustainable Streets webpage](#) on flowstobay.org was viewed 383 times during the comment period, with the average time on the page being almost 8 minutes. Via the community engagement hub and the Sustainable Streets webpage, the public was invited to submit comments electronically via a form on the hub, or to email C/CAG staff directly. As a result of this last phase of public engagement, the project team received 58 comment submissions for consideration in the final Sustainable Streets Master Plan. Generally, comments reflected overall excitement and support for the Master Plan. A significant number of comments were direct requests for using native plants in green infrastructure facilities. Others included specific feedback on local bike/pedestrian safety. A small number of comments included more detailed recommendations regarding the content of the Master Plan. The Public Draft Master Plan Comment Table is attached to this summary report for reference.

欢迎! WELCOME!

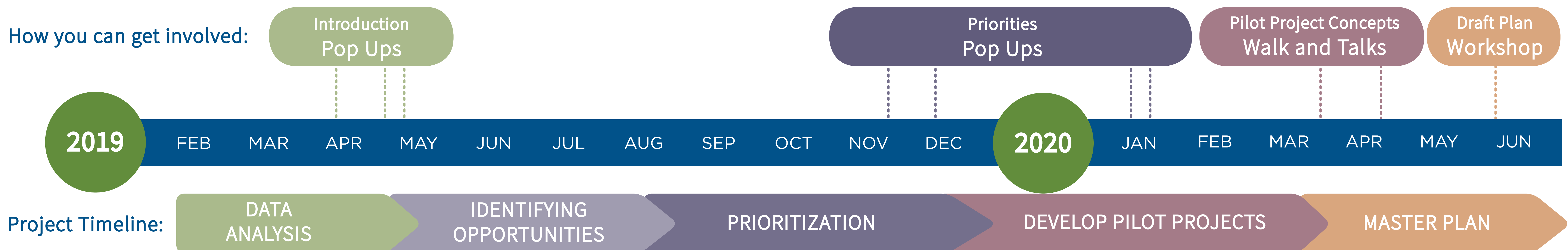


The Sustainable Streets Master Plan process will engage the community throughout San Mateo County to plan for and prioritize street improvements to provide water quality, flood reduction and community benefits throughout the county in the face of a changing climate.

PROJECT GOALS

1. IDENTIFY HOW CLIMATE CHANGE AFFECTS RAINFALL
 - Measure and Assess
2. SUSTAINABLY CAPTURE, CLEAN AND STORE RUNOFF
 - Integrate Green Infrastructure
 - Mitigate Localized Flooding
3. MAKE OUR ROADWAYS MORE RESILIENT
 - Provide Healthy, Sustainable Transportation Options
 - Improve Safety for All

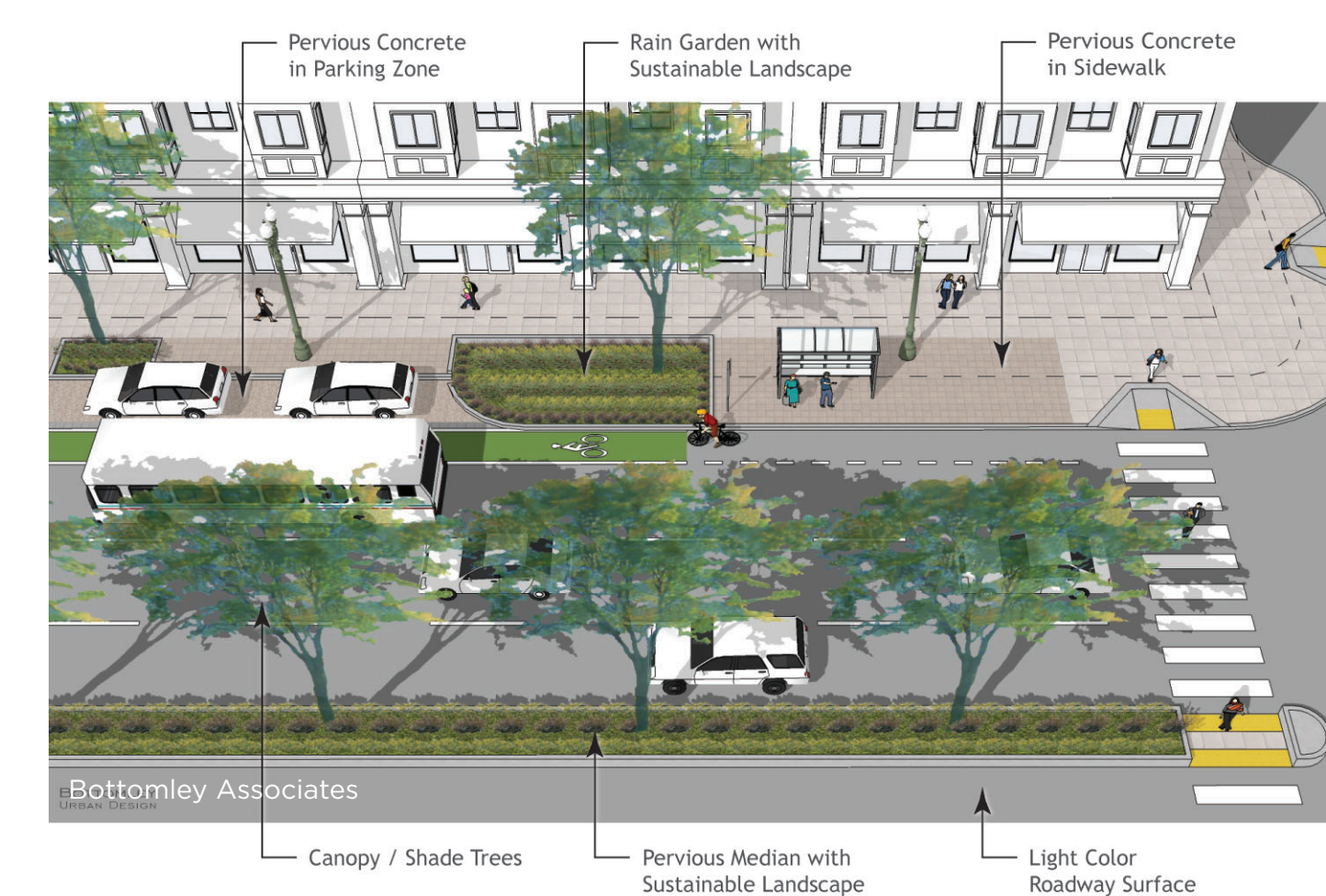
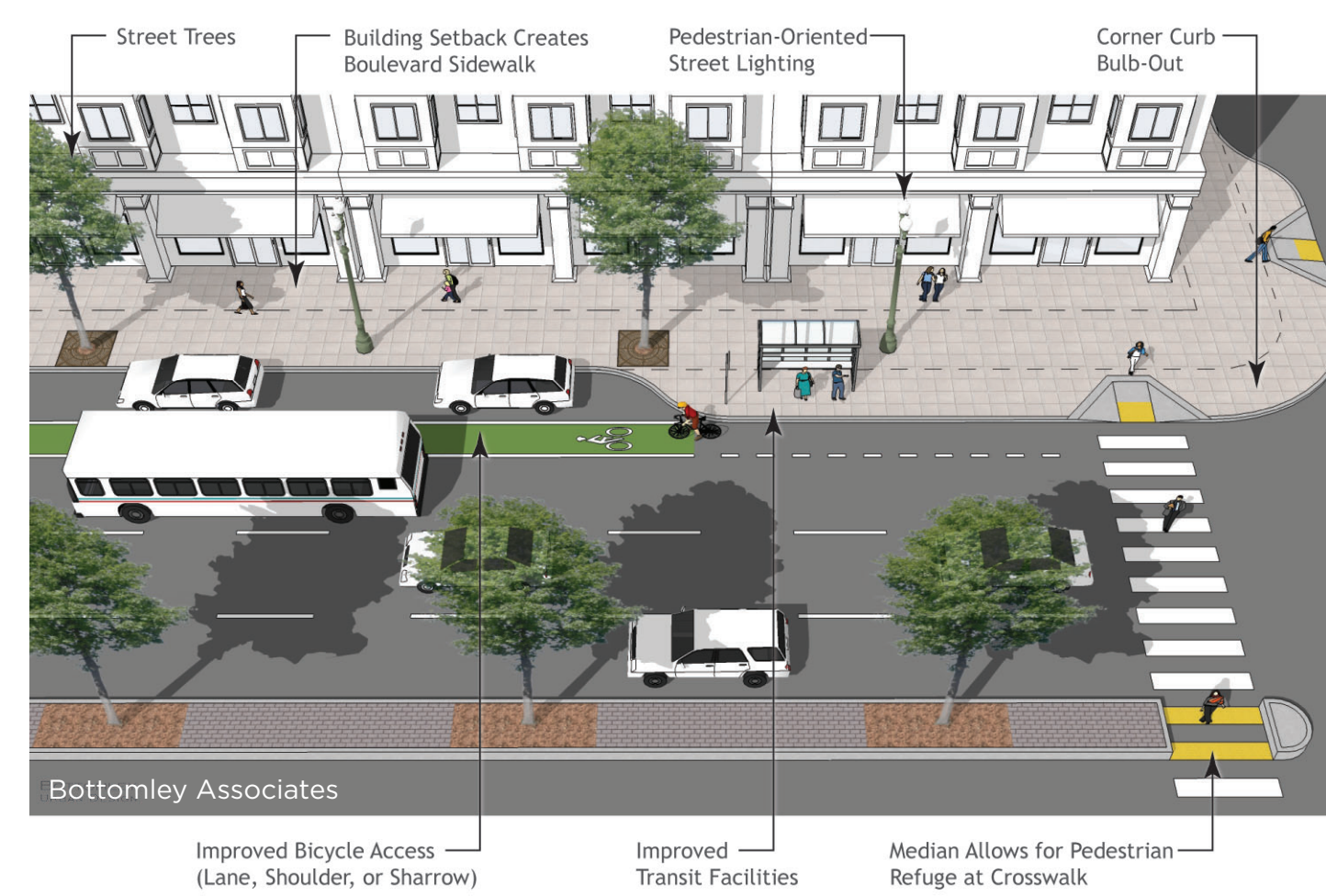
How you can get involved:



什麼是永續街道？ WHAT ARE SUSTAINABLE STREETS?

SUSTAINABLE STREETS provide **safe mobility** and **access for all users** with the added environmental benefits of green infrastructure to **collect and clean stormwater runoff** in place, minimize the burden on the storm and sewer systems, and **protect our creeks, the Bay, and Ocean**.

COMPLETE STREETS

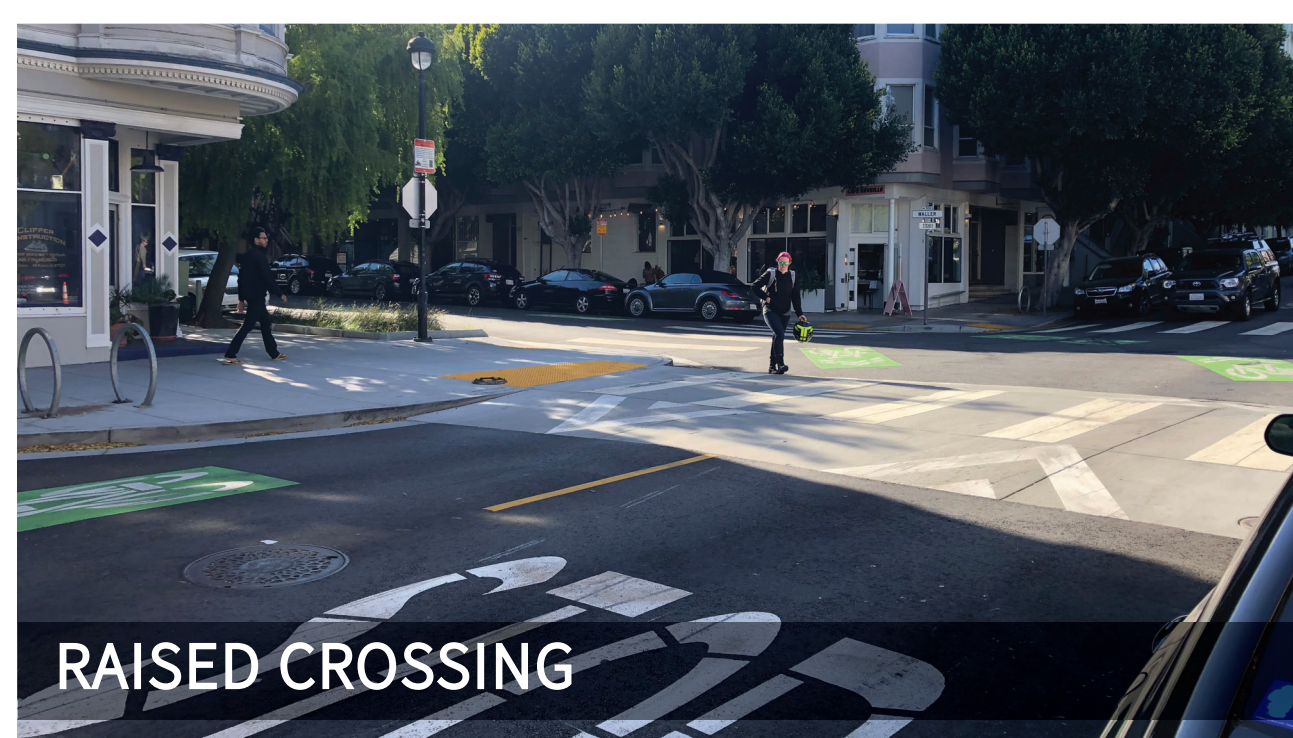


GREEN STREETS



设计思路 SUSTAINABLE STREETS DESIGN TOOLKIT

PEDESTRIAN IMPROVEMENTS



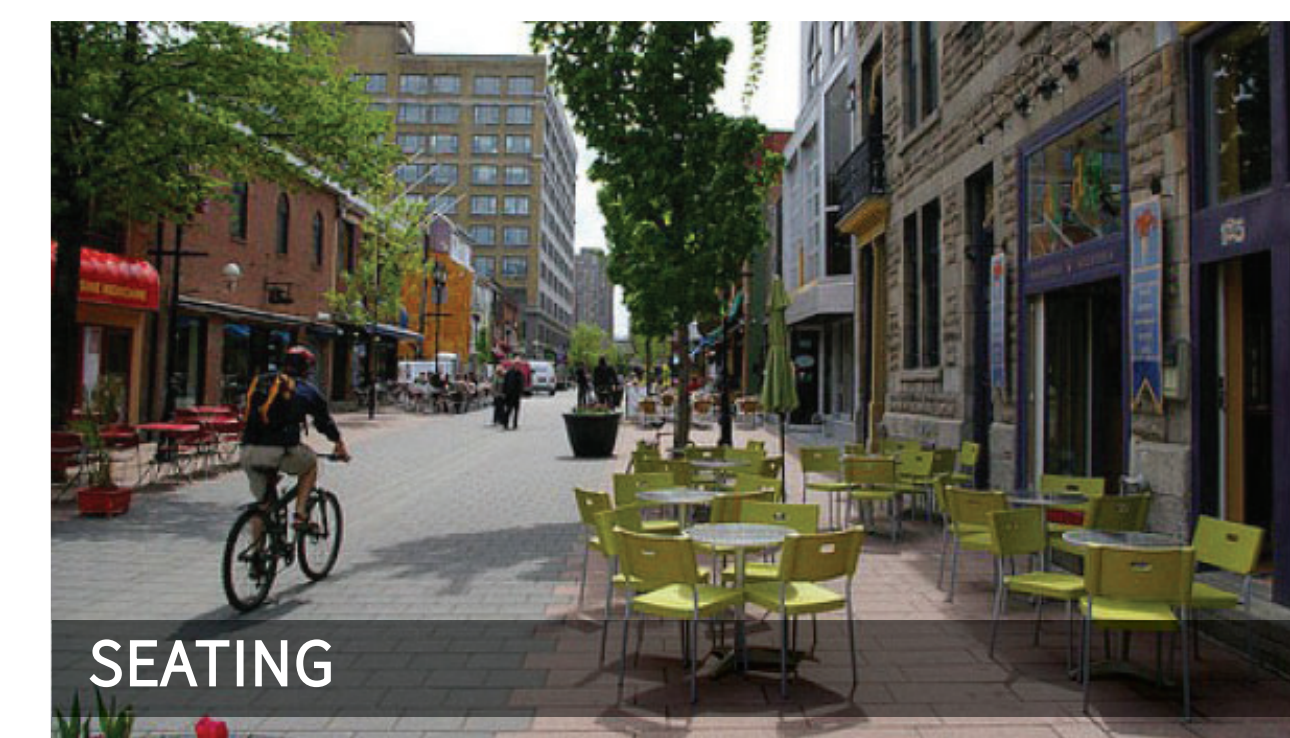
BICYCLE IMPROVEMENTS



TRANSIT IMPROVEMENTS



STREETSCAPE



GREEN INFRASTRUCTURE



San Mateo Countywide Sustainable Streets Master Plan

什么对你重要? | WHAT MATTERS THE MOST TO YOU?

The following criteria were selected to help the project team determine where sustainable street improvements should be implemented. Place up to 3 dots on the criteria that are most important to you.



Planned Opportunities

Bicycle & Pedestrian Improvements

Existing plans for future bicycle and pedestrian projects in San Mateo County.



School Safety Plans

Existing plans for bicycle and pedestrian infrastructure so that children can safely walk and bike to school.



Neighborhood Scale Plans

Existing plans to guide future development in individual neighborhoods or districts.



Green Infrastructure Plans

Existing plans for green infrastructure projects in cities throughout San Mateo County.



Technical Suitability Conditions

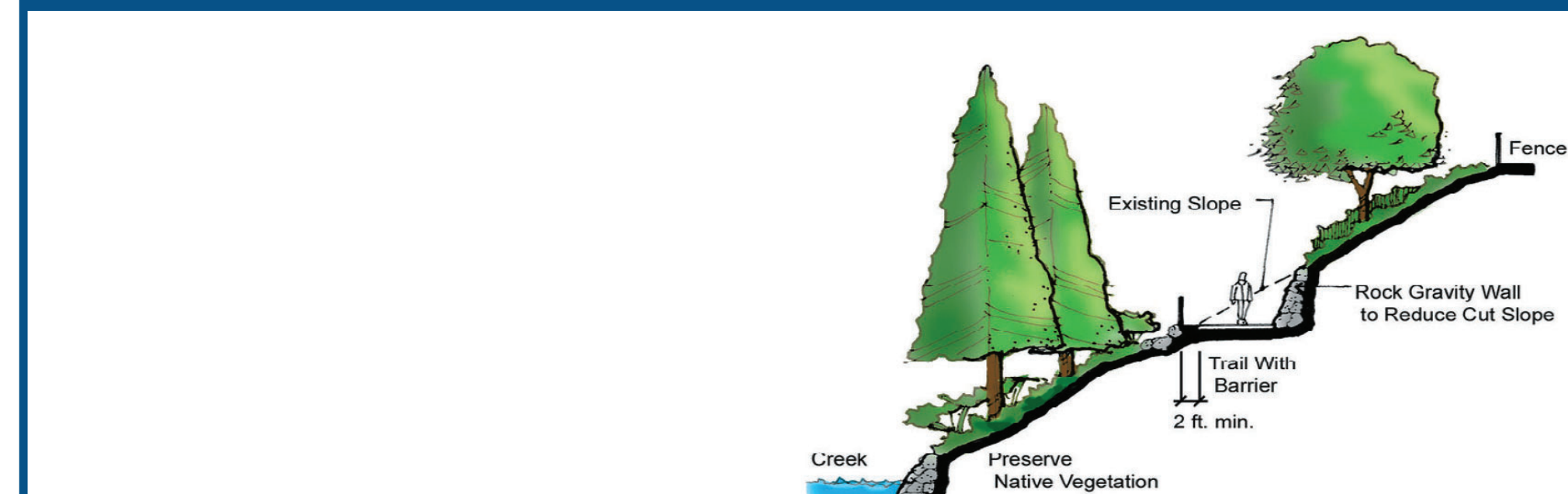
Rainwater Capture

Information about a location's ability to capture stormwater runoff effectively.



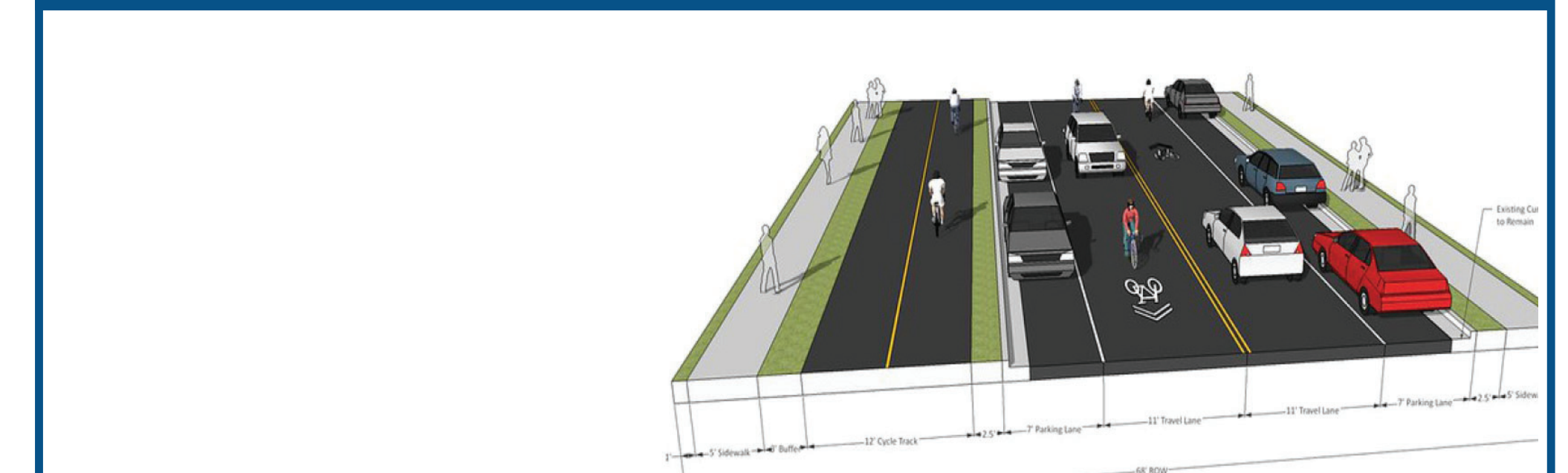
Ground Conditions

Information about slope, soil conditions, groundwater, permeability, and other characteristics of the water and earth in San Mateo County.



Streetscape Characteristics

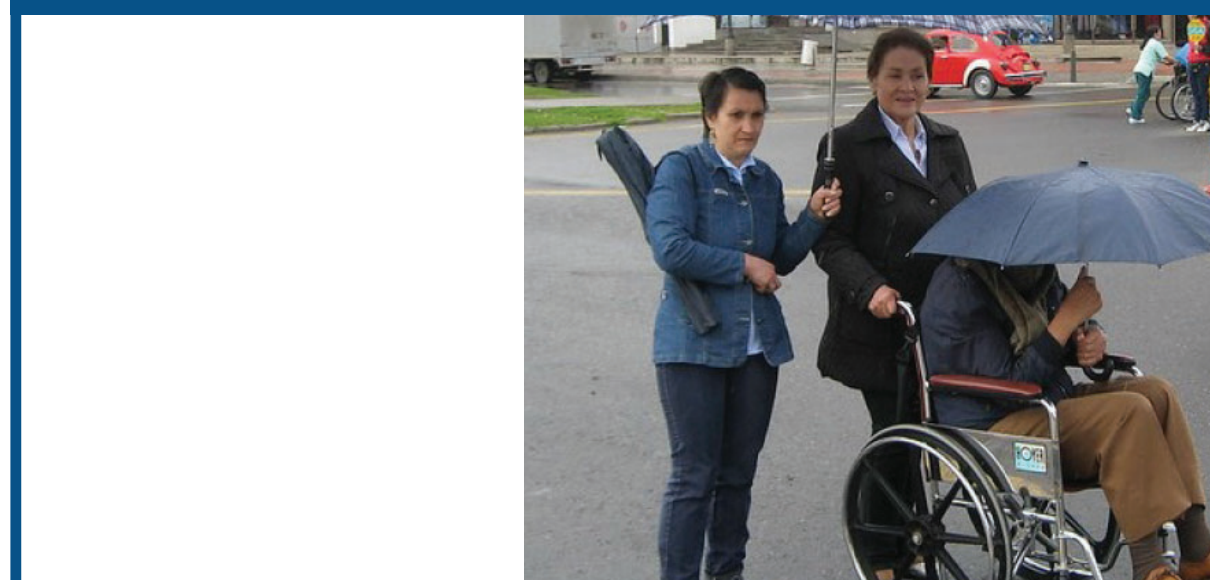
Information about roadway lengths, widths, and classification (primary/arterial, secondary/collector, local/residential).



Co-Benefit Criteria

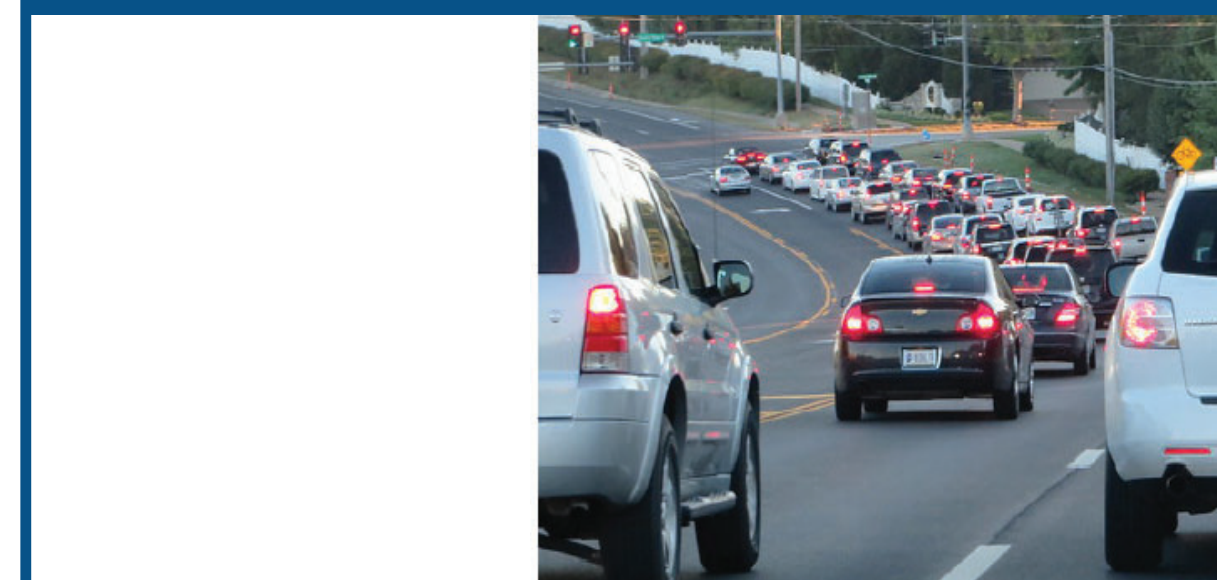
Vulnerable Communities

Indicators for communities that are vulnerable or burdened by health, economic, or environmental factors.



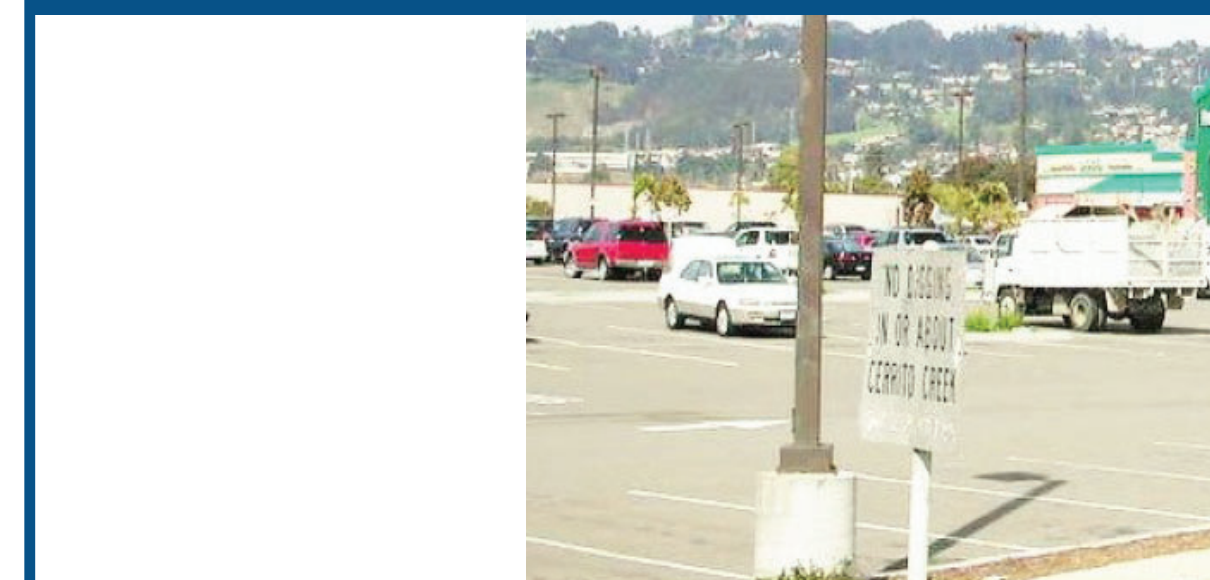
Vehicle Ownership

Data about communities with low vehicle ownership which may be more dependent on alternative modes of transportation.



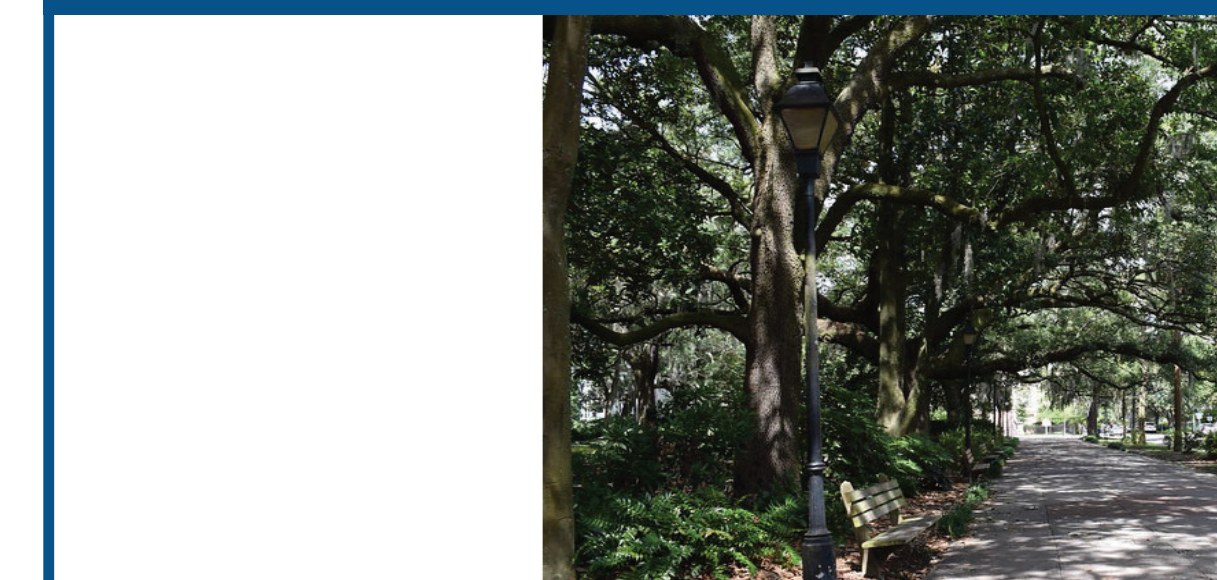
Urban Heat Island

Indicators for areas most impacted by the urban heat island effect, which impacts temperature, air quality, water quality, & health in urban areas.



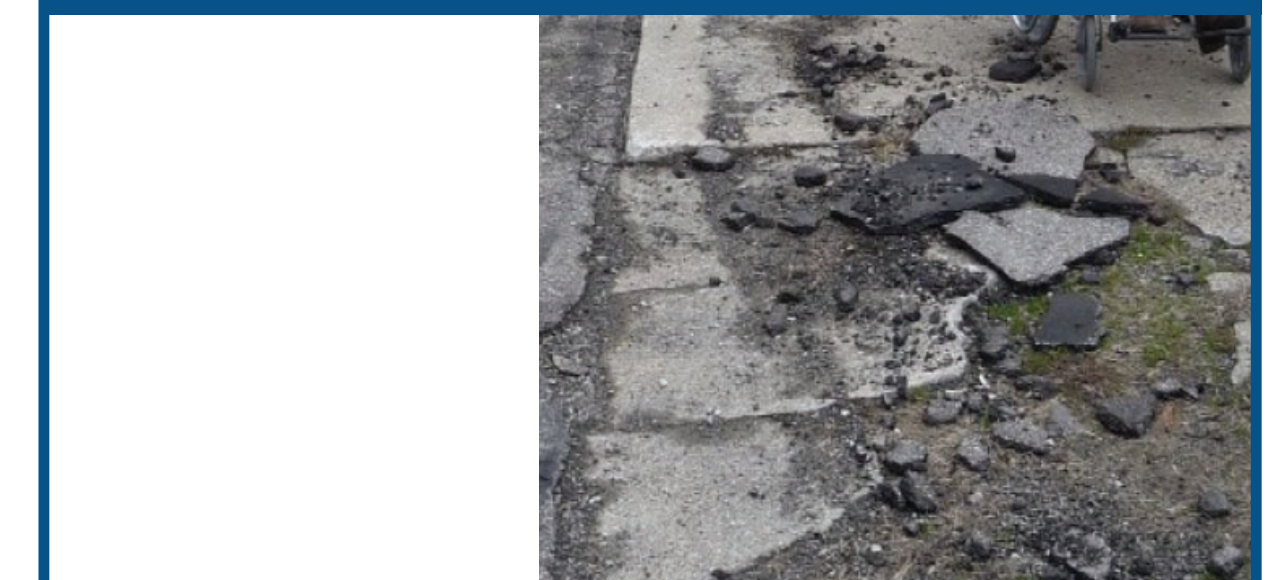
Vegetation

Indicators for vegetation density can help identify areas that would benefit from increased vegetation in the urban landscape.



Pavement Condition

Pavement condition data identifies streets in need of paving and reconstruction.



项目流程 | PROJECT PRIORITIZATION PROCESS

Select Project Type

Identify Opportunities

Define Project Boundaries

Define Project Timing

Recommend Implementation Methods

Bulb Outs and Curb Extensions



Find planned active transportation projects.



Pair with stormwater analysis.



Prioritize communities who will benefit the most.

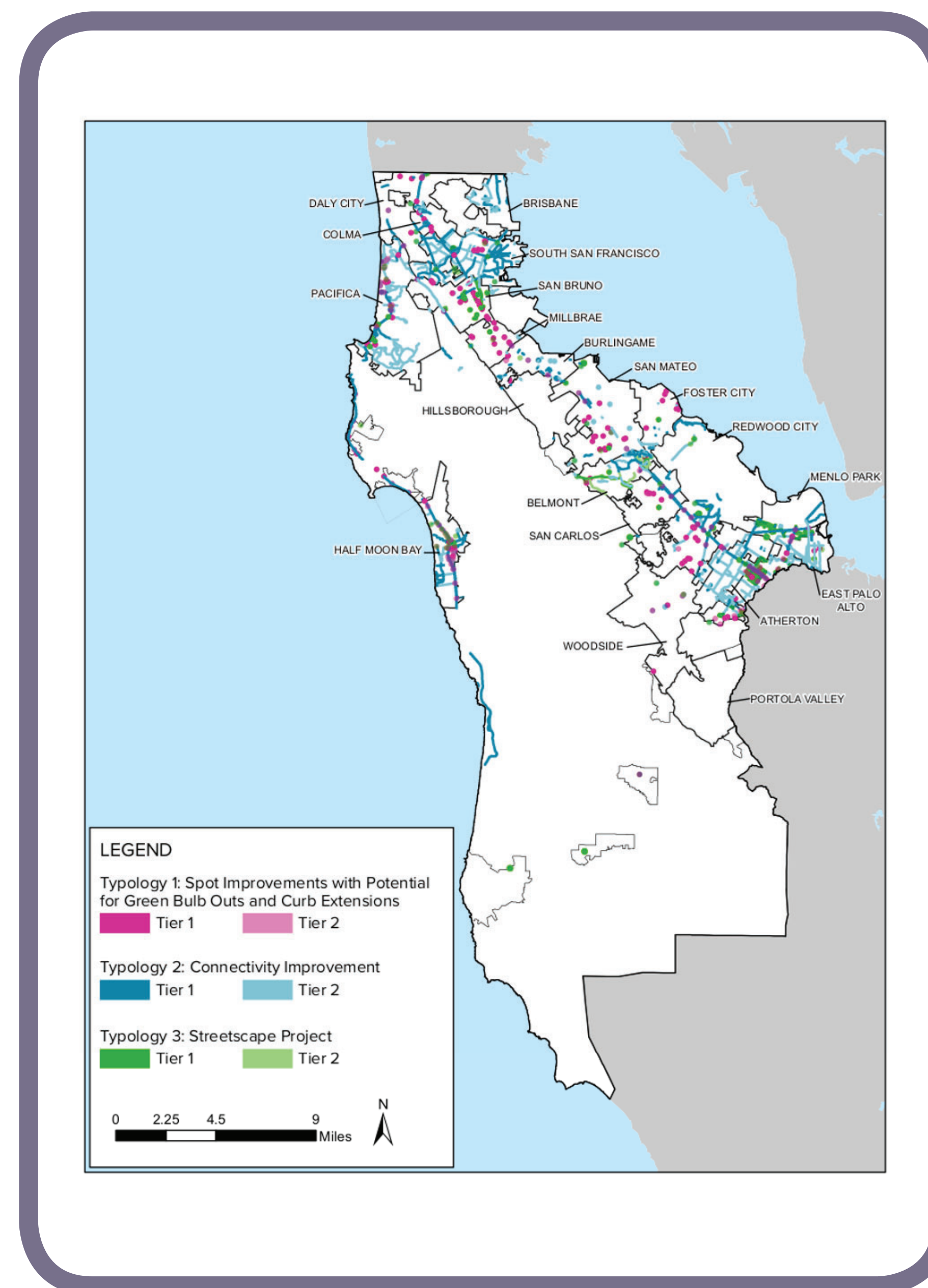
Connectivity Improvements



Streetscape Projects

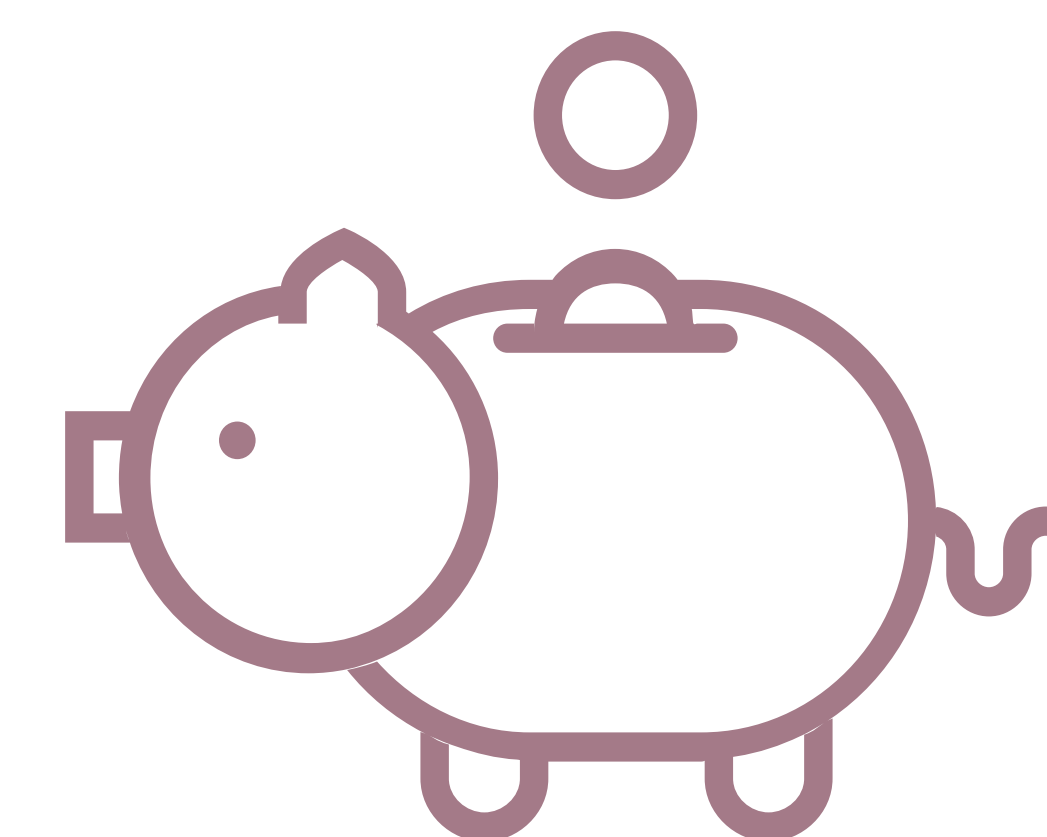


Frontage Improvements



Preliminary map of project opportunities.

How can projects be timed to maximize **cost-effectiveness**?



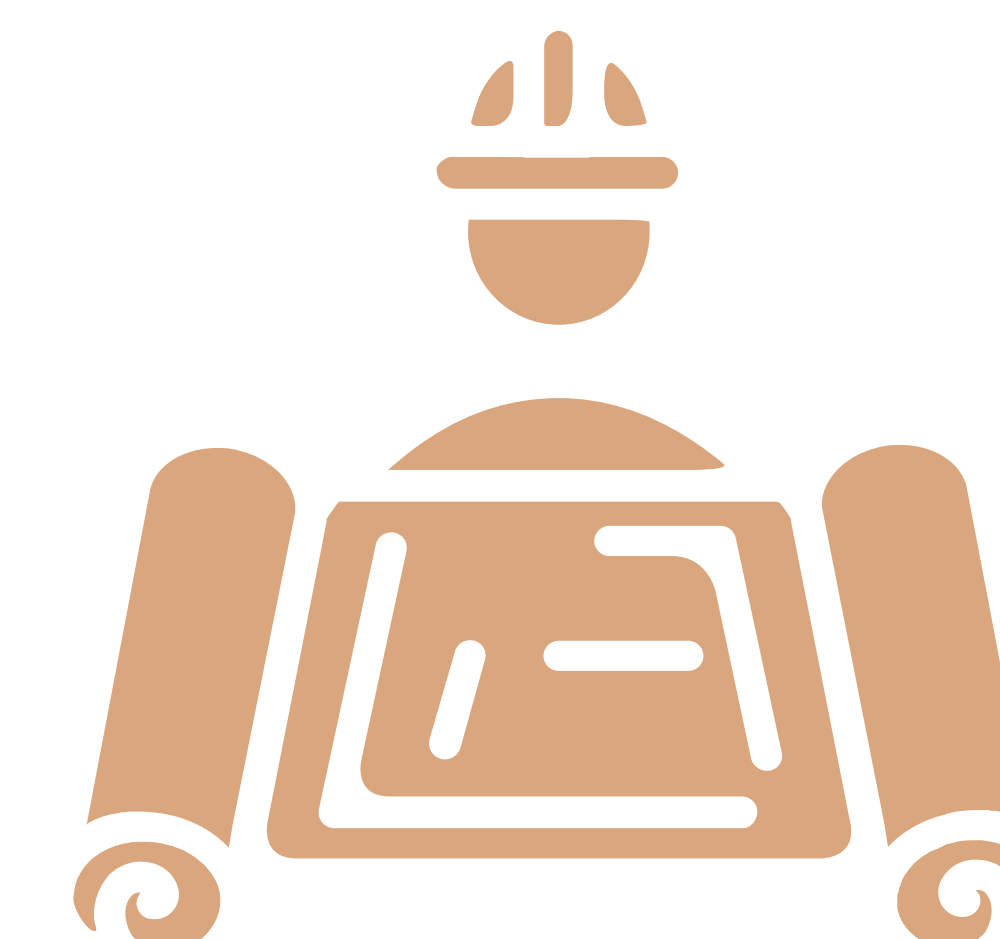
When do projects need to be **completed**?



Are there **policies** to support project construction?



Are there **funding programs** to support project construction?



¡BIENVENIDOS!

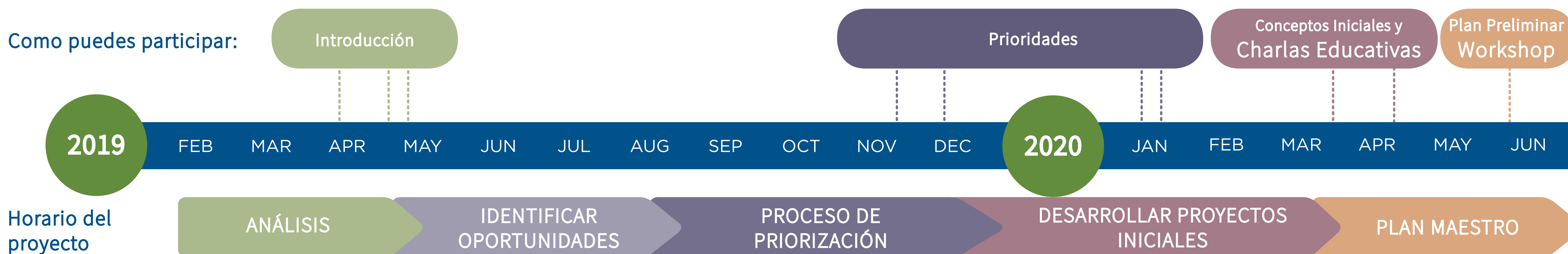


El proceso del Plan Maestro de Calles Sostenibles involucra a la comunidad en todo el Condado de San Mateo para planificar y priorizar las mejoras en las calles para proporcionar calidad de agua, reducción de inundaciones y beneficios a la comunidad en todo el condado ante un clima cambiante.

Objetivos del Proyecto

1. Identificar cómo el cambio climático afecta las precipitaciones
 - Medir y evaluar
2. Capturar, limpiar y almacenar de manera sostenible la escorrentía
 - Integrar infraestructura verde
 - Mitigar las inundaciones localizadas
3. Hacer que nuestros caminos sean más resistentes
 - Proporcionar opciones de transporte saludables y sostenibles
 - Mejorar la seguridad para todos

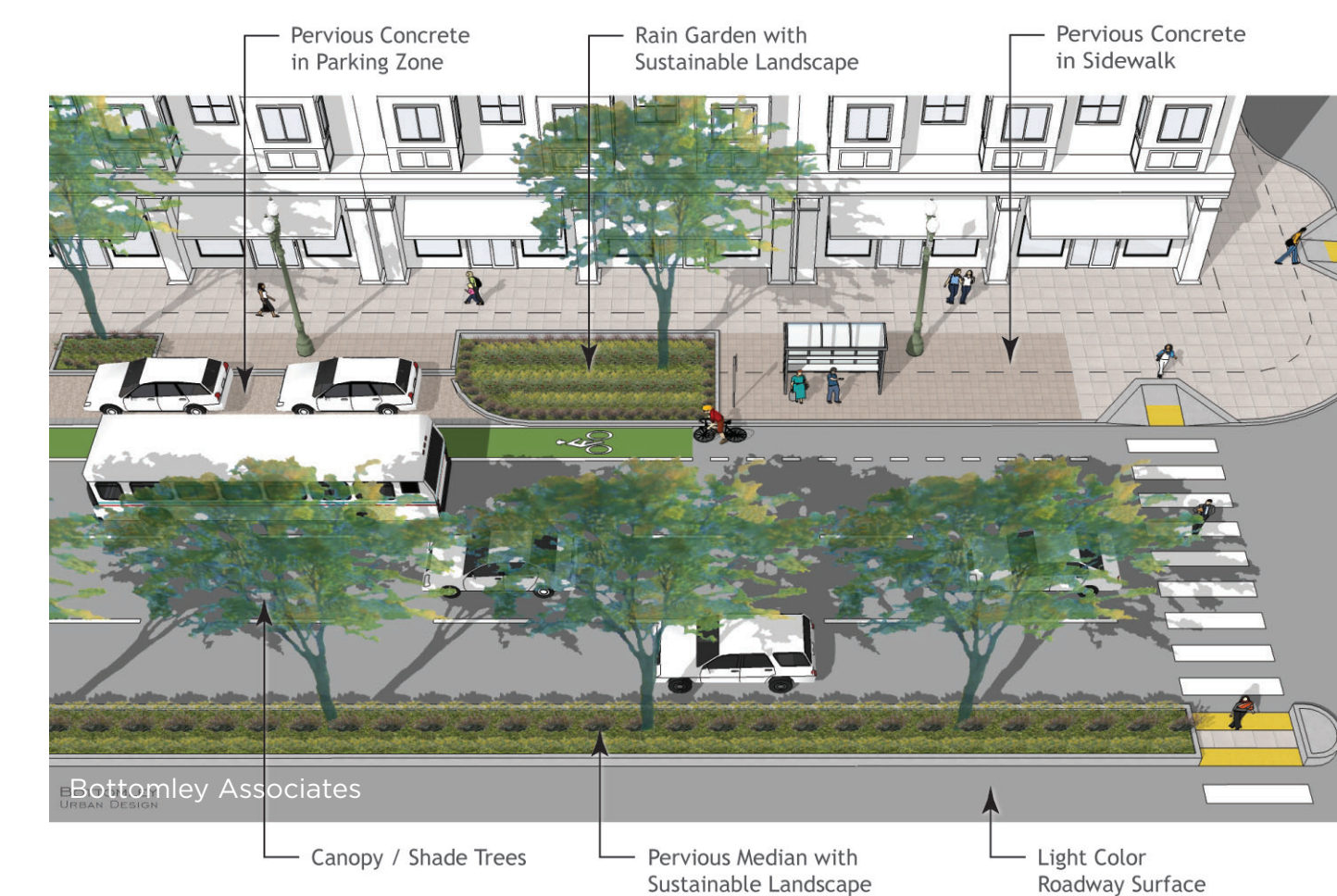
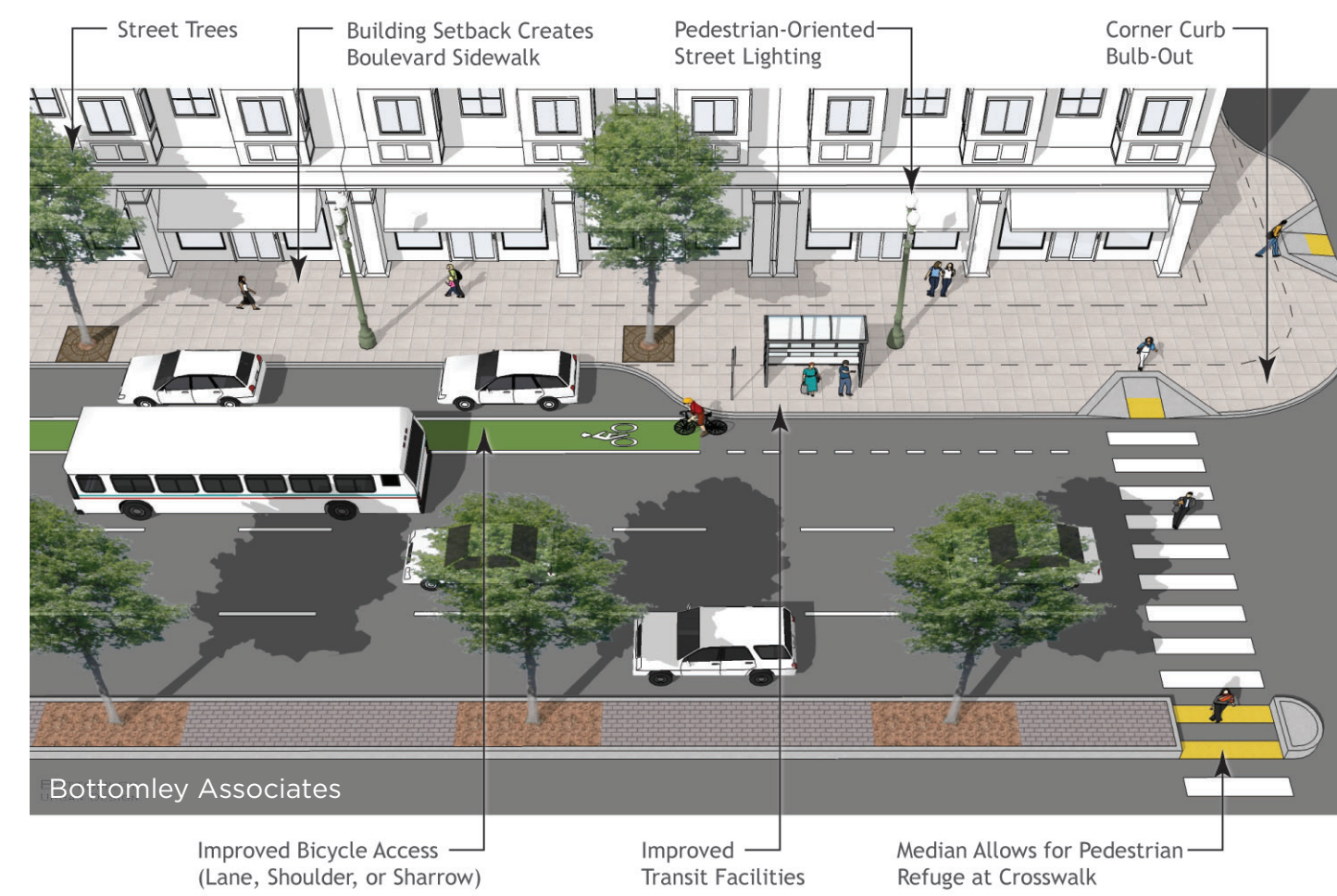
Como puedes participar:



¿QUÉ SON LAS CALLES SOSTENIBLES?

Las **calles sostenibles** proporcionan **movilidad** y **acceso seguro** para **todos los usuarios** con los beneficios ambientales adicionales de la infraestructura verde para **recolectar y limpiar la escorrentía de aguas pluviales**, minimizar la carga en los sistemas de desagüe y alcantarillado y **proteger nuestros arroyos, la Bahía y el Océano**.

Calles Completas



¿Cómo funcionan los jardines de lluvia?



Calles Verdes



DISEÑOS PARA CALLES SOSTENIBLES

MEJORAS PEATONALES



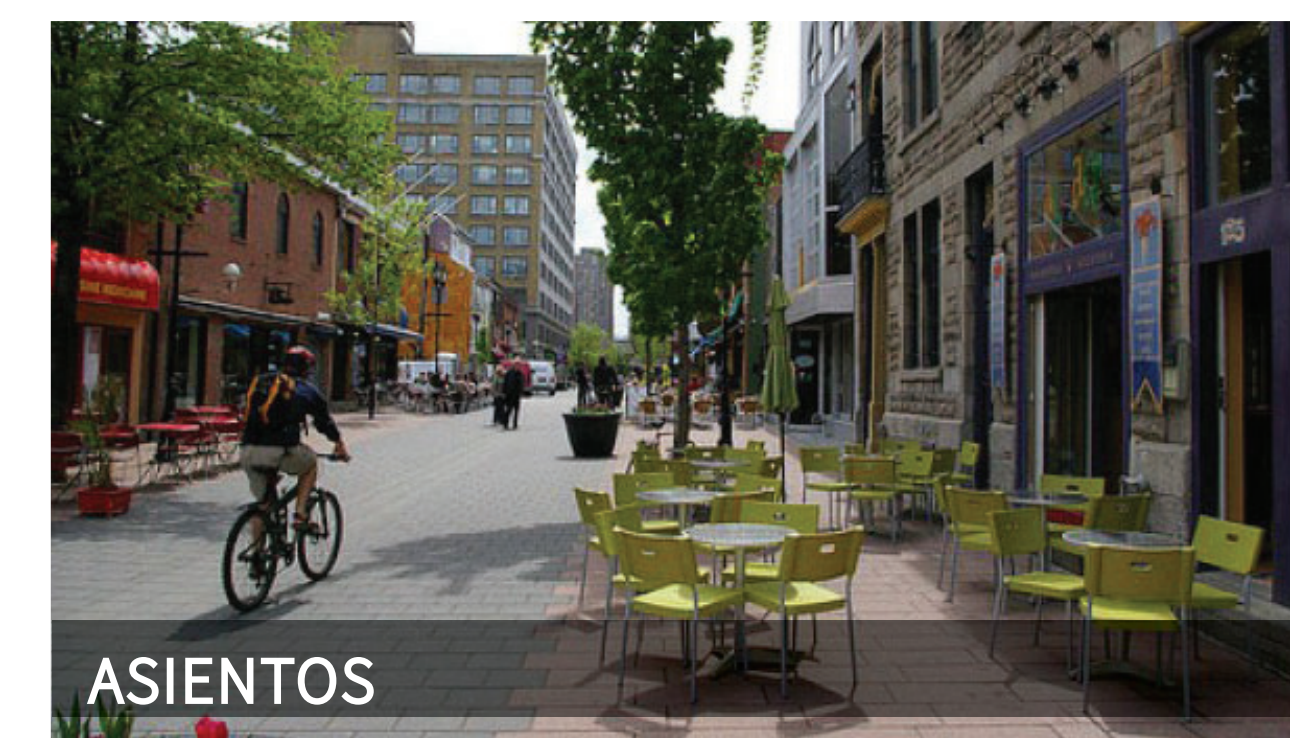
MEJORAS DE BICICLETA



MEJORAS DE TRANSITO



PAISAJES URBANOS



INFRAESTRUCTURA VERDE



San Mateo Countywide Sustainable Streets Master Plan

WHAT MATTERS MOST TO YOU? | ¿QUÉ ES LO QUE TE IMPORTA?

The following criteria were selected to help the project team determine where sustainable street improvements should be implemented. Place up to 3 dots on the criteria that are most important to you.

+ Planned Opportunities | Oportunidades Programadas

Bike & Pedestrian Improvements | Mejoras para ciclistas y peatones

Existing plans for future bicycle and pedestrian projects in San Mateo County.



School Safety Plans | Planes de Rutas Seguras Escolares

Existing plans for bicycle and pedestrian infrastructure so that children can safely walk and bike to school.



Neighborhood Scale Plans | Planes de escala barrio

Existing plans to guide future development in individual neighborhoods or districts.



Green Infrastructure Plans | Planes de infraestructura verde

Existing plans for green infrastructure projects in cities throughout San Mateo County.



+ Technical Suitability Conditions | Condiciones Técnicas

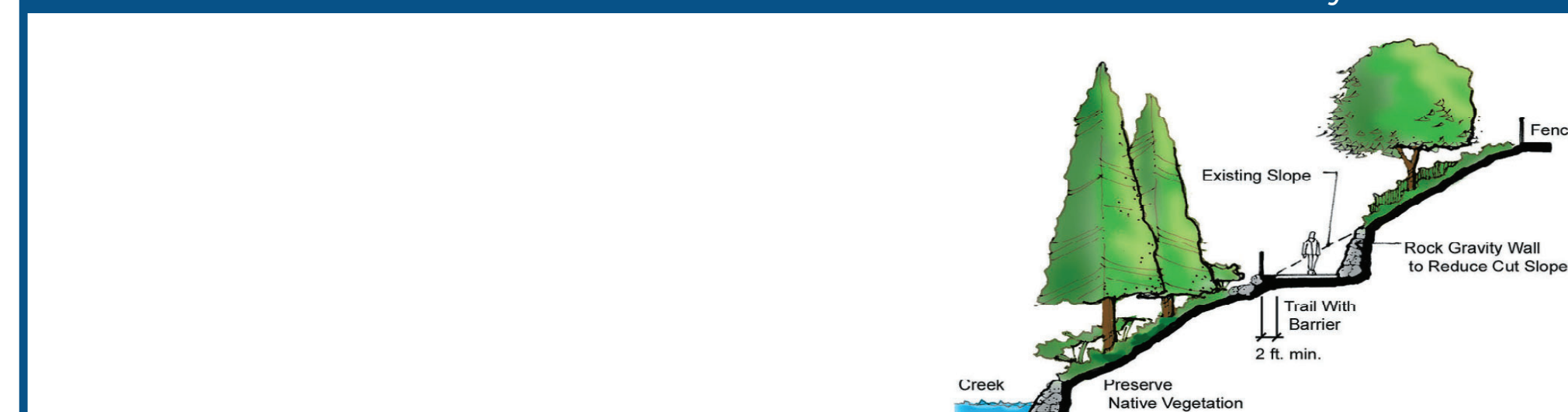
Rainwater Capture | Captura de lluvia

Information about a location's ability to capture stormwater runoff effectively.



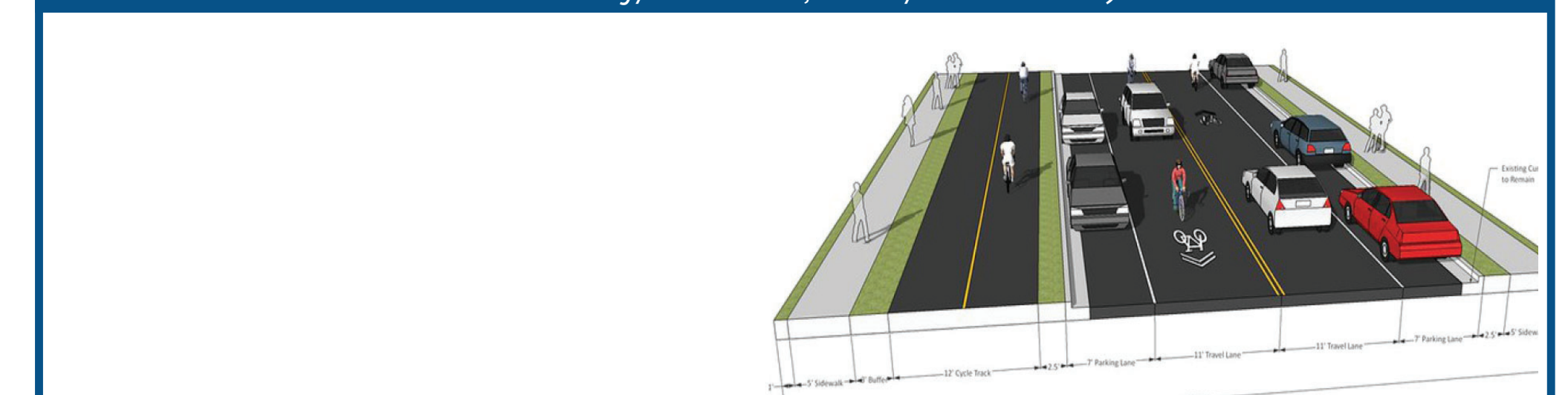
Ground Conditions | Condiciones de la tierra

Information about slope, soil conditions, groundwater, permeability, and other characteristics of the water and earth in San Mateo County.



Streetscape Characteristics | Características de la calle

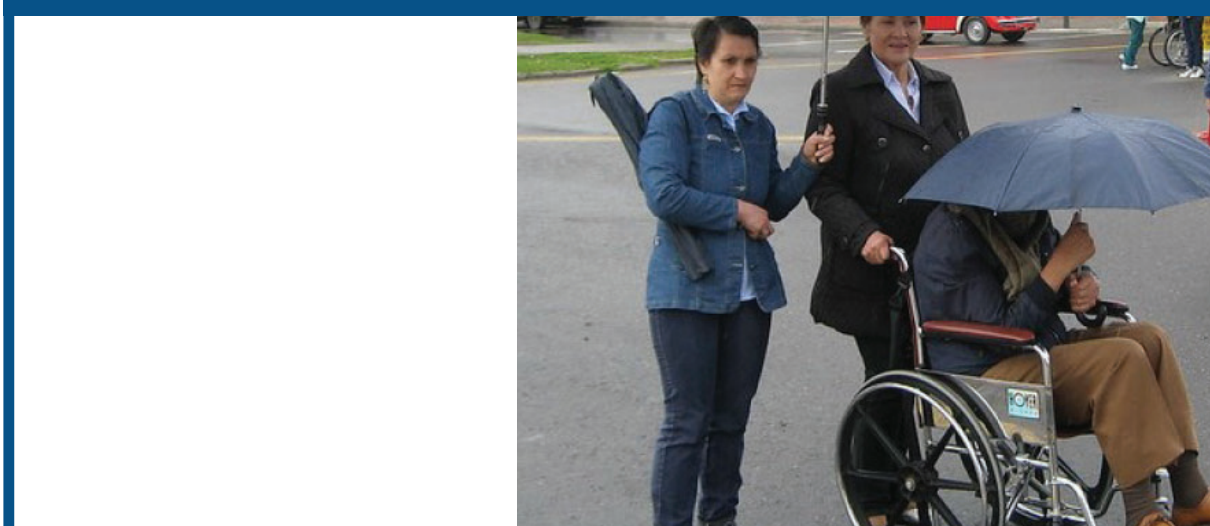
Information about roadway lengths, widths, and classification (primary/arterial, secondary/collector, local/residential).



+ Co-Benefit Criteria | Otros Criterios

Vulnerable Communities | Comunidades Vulnerables

Indicators for communities that are vulnerable to health, economic, or environmental factors.



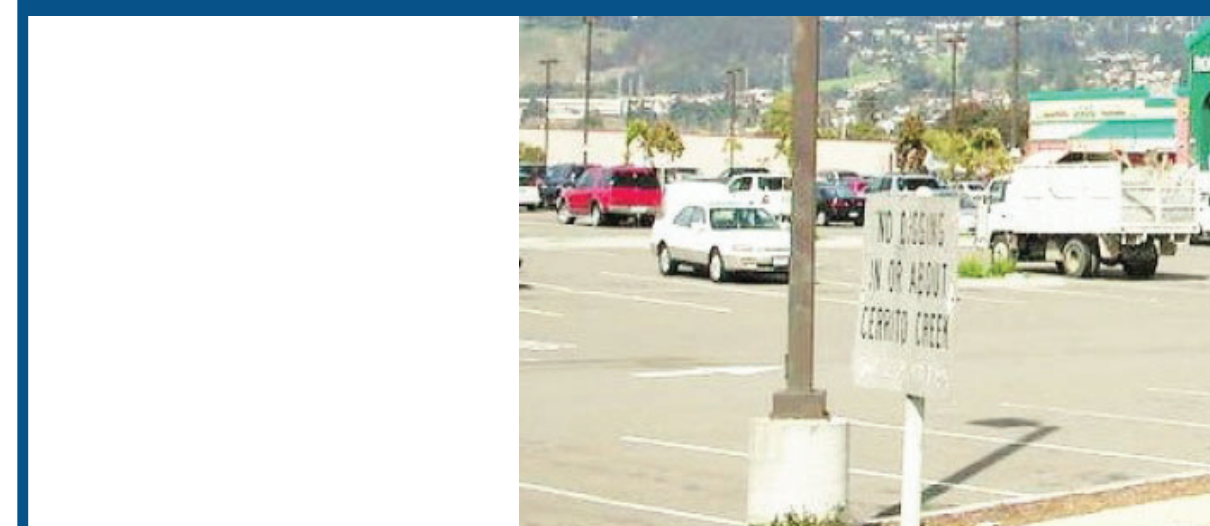
Vehicle Ownership | Posesión de Autos

Communities with low vehicle ownership may be more dependent on other transportation modes.



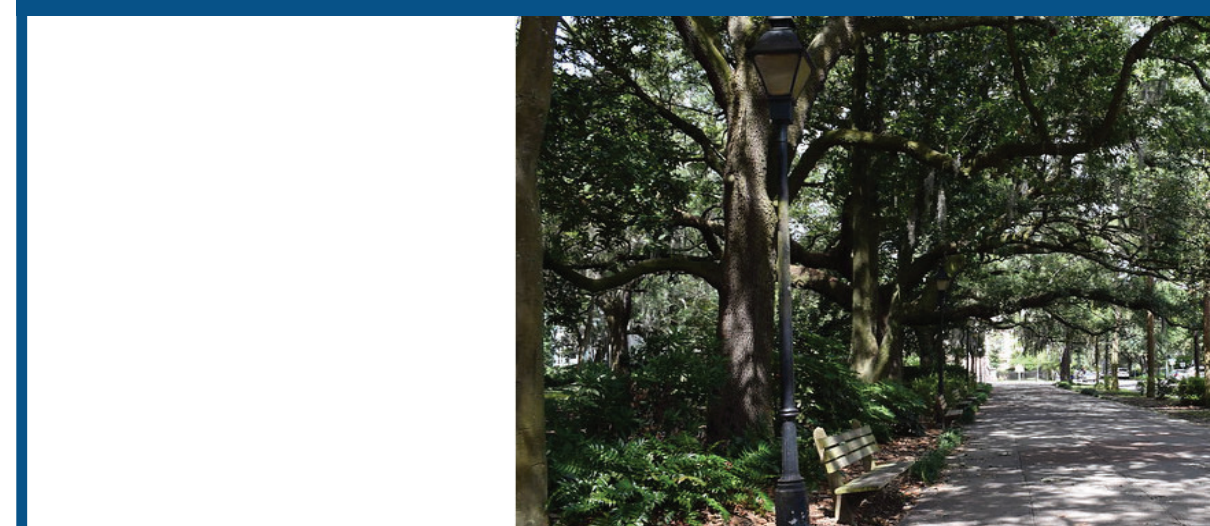
Urban Heat Island | Islas de calor urbano

The urban heat island effect impacts temperature, air quality, water quality, & health in urban areas.



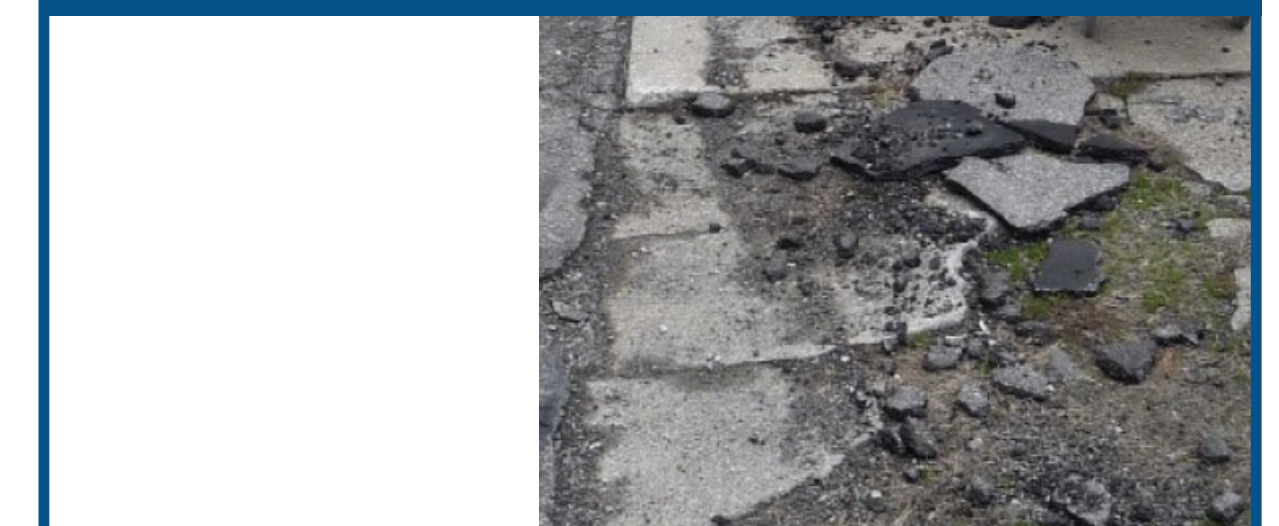
Vegetation | Vegetación

Indicators for vegetation density can help identify areas that would benefit from increased vegetation in the urban landscape.



Pavement Condition | Condiciones del pavimento

Pavement condition data identifies streets in need of paving and reconstruction.



PROJECT PRIORITIZATION PROCESS PROCESO DE PRIORIZACIÓN

Select Project Type |
Seleccionar Proyectos

Identify Opportunities |
Identificar Oportunidades

Define Project Boundaries |
Determinar límites del proyecto

Define Project Timing |
Definir el programa de proyectos

Determine Implementation Methods |
Sugerir Métodos de Implementar

**Bulb Outs
and Curb
Extensions**

*Extensiones de la
acera*



**Find
planned active
transportation
projects.**

*Encontrar proyectos del
transporte activo.*



**Pair with
stormwater
analysis.**

*Agregar un análisis de
aguas pluviales.*



**Prioritize
communities who
will benefit the
most.**

*Priorizar comunidades
que necesitan los
beneficios.*

**Connectivity
Improvements**

*Mejoras de
conectividad*



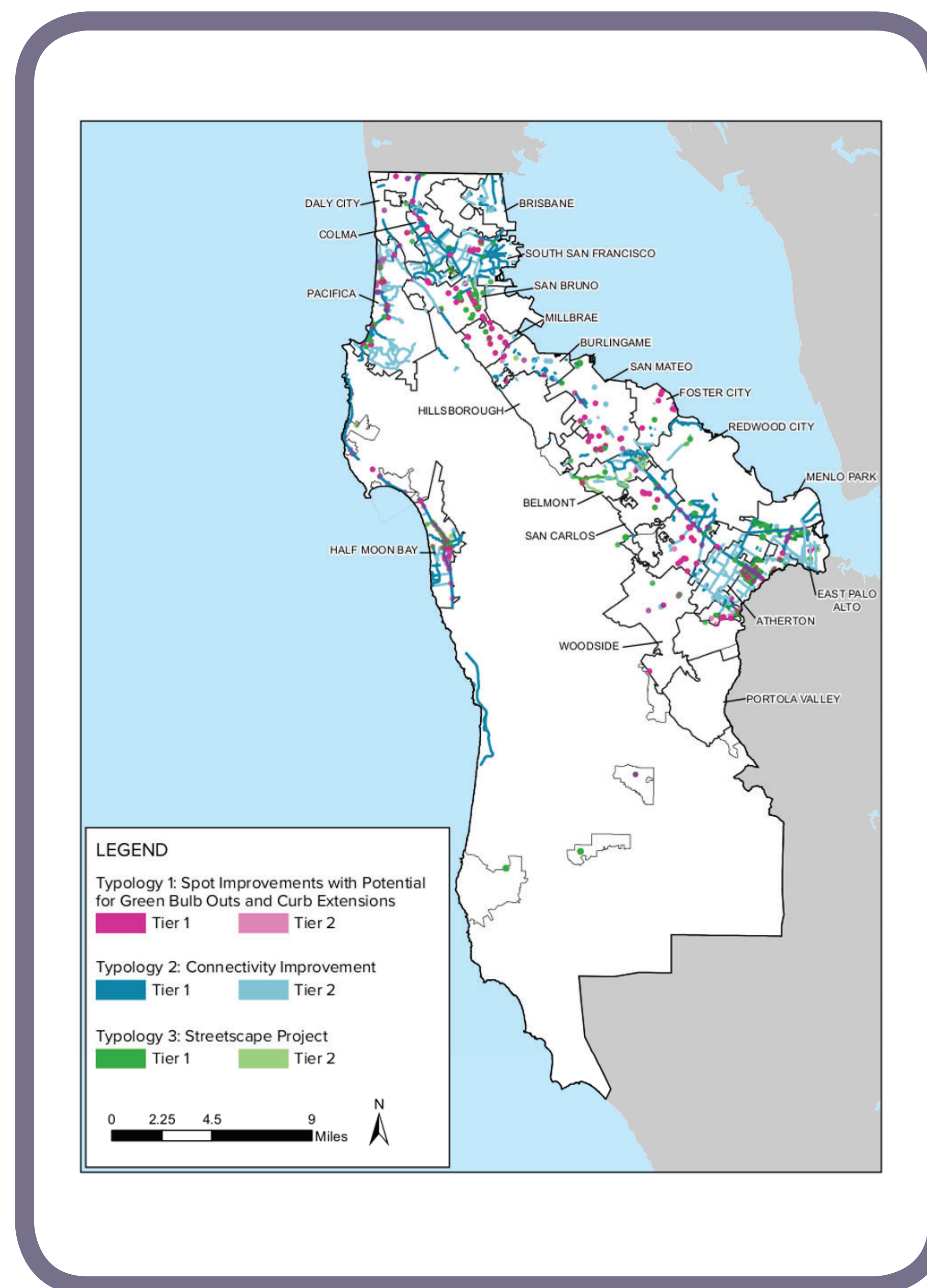
**Streetscape
Projects**

*Proyectos del
paisaje urbano*



**Frontage
Improvements**

*Mejoras de las
fachadas*



Preliminary map of project opportunities.
*Concepto de una mapa con oportunidades de
proyectos.*

**How can projects be
timed to maximize cost-
effectiveness?**

*¿Cómo programamos proyectos
para que sean económicos?*



**When do projects
need to be
completed?**

*¿Cuándo tenemos que
terminar los proyectos?*



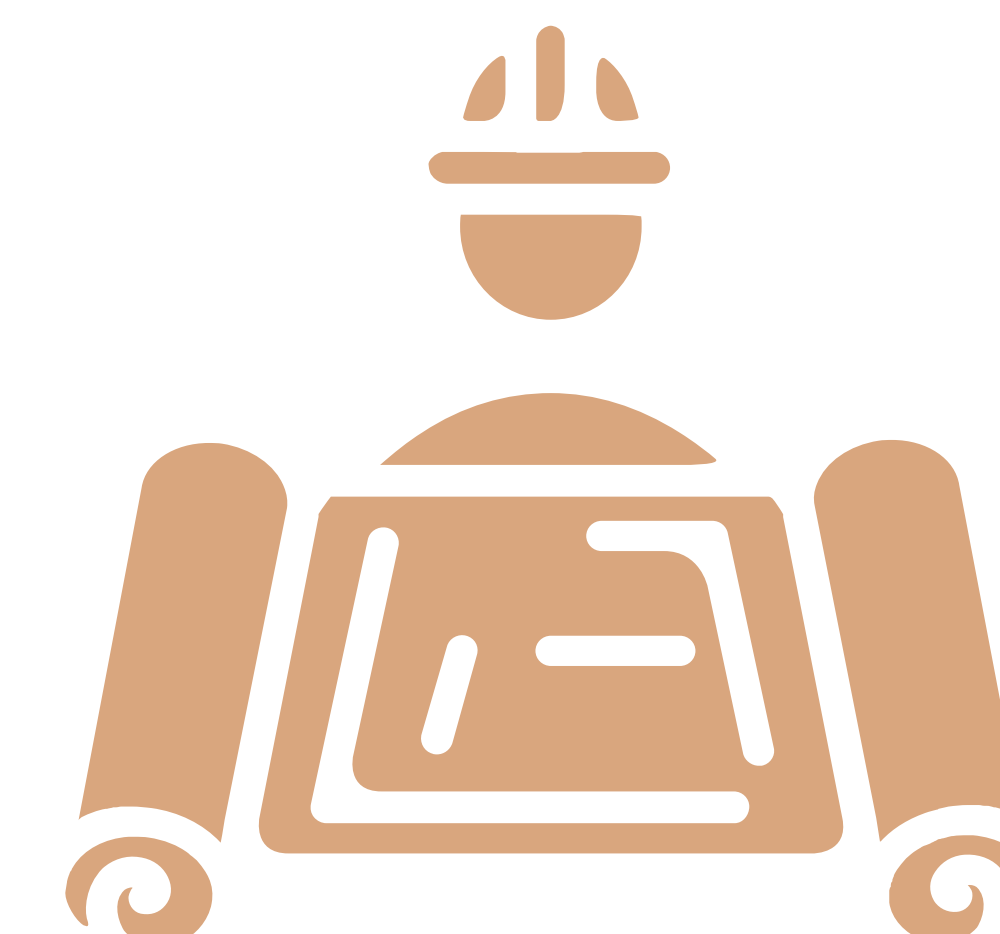
**Are there policies
to support project
construction?**

*¿Hay políticas para apoyar la
construcción de los proyectos?*



**Are there funding
programs to support
project construction?**

*¿Hay programas para financiar la
construcción de los proyectos?*



San Mateo Countywide Sustainable Streets Master Plan



The Sustainable Streets Master Plan process will engage the community throughout San Mateo County to plan for and prioritize streets improvements to provide water quality, flood reduction and community benefits throughout the county in the face of a changing climate.

1. IDENTIFY HOW CLIMATE CHANGE AFFECTS RAINFALL

- Measure and Assess

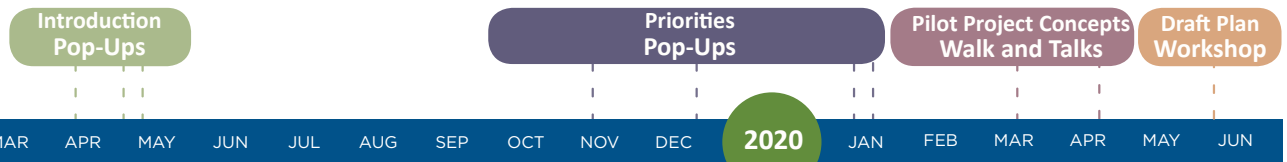
2. SUSTAINABLY CAPTURE, CLEAN, AND STORE RUNOFF

- Integrate Green Infrastructure

3. MAKE OUR ROADWAYS MORE RESILIENT

- Provide Healthy, Sustainable Transportation Options
- Improve Safety for All

How you can get involved:



Project Timeline:



Urban Rain | Design



San Mateo Countywide Sustainable Streets Master Plan



The Sustainable Streets Master Plan process will engage the community throughout San Mateo County to plan for and prioritize streets improvements to provide water quality, flood reduction and community benefits throughout the county in the face of a changing climate.

1. IDENTIFY HOW CLIMATE CHANGE AFFECTS RAINFALL

- Measure and Assess

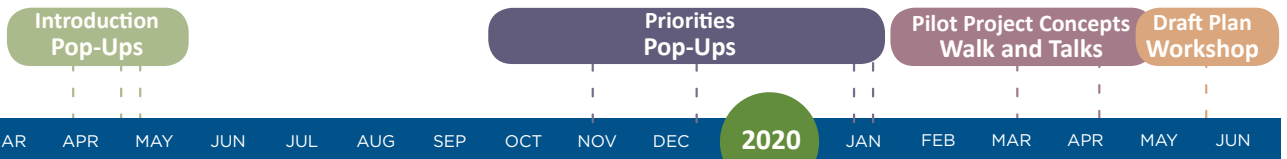
2. SUSTAINABLY CAPTURE, CLEAN, AND STORE RUNOFF

- Integrate Green Infrastructure

3. MAKE OUR ROADWAYS MORE RESILIENT

- Provide Healthy, Sustainable Transportation Options
- Improve Safety for All

How you can get involved:



Project Timeline:




Urban Rain | Design



What are Sustainable Streets?

SUSTAINABLE STREETS provide **safe mobility** and **access for all users** with the added benefits of green infrastructure to **collect and clean stormwater runoff** in place, minimize the burden on the storm and sewer systems, and **protect our creeks, the Bay, and Ocean.**

COMPLETE STREETS



SAFETY

CONNECTIVITY

COMFORT

flowstobay.org
SAN MATEO COUNTYWIDE WATER POLLUTION PREVENTION PROGRAM
Clean Water. Healthy Community.



For more information, visit flowstobay.org

GREEN STREETS



PERFORMANCE

HEALTH

BEAUTY

What are Sustainable Streets?

SUSTAINABLE STREETS provide **safe mobility** and **access for all users** with the added benefits of green infrastructure to **collect and clean stormwater runoff** in place, minimize the burden on the storm and sewer systems, and **protect our creeks, the Bay, and Ocean.**

COMPLETE STREETS



SAFETY

CONNECTIVITY

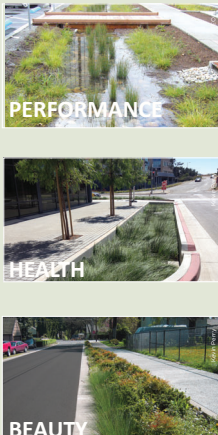
COMFORT

flowstobay.org
SAN MATEO COUNTYWIDE WATER POLLUTION PREVENTION PROGRAM
Clean Water. Healthy Community.



For more information, visit flowstobay.org

GREEN STREETS



PERFORMANCE

HEALTH

BEAUTY

聖馬刁縣永續街道總計劃

永續街道總計劃 (Sustainable Streets Master Plan) 將召集全聖馬刁縣社區，共同參與街道改善規劃並安排街道改善工程順序，希望在面對氣候變遷下為全縣帶來水質、防洪和社區方面的益處。



1. 瞭解氣候變遷對降雨的影響
 - 測量和評估
2. 以永續方式收集、濾淨和儲存逕流
 - 整合綠色基礎設施
3. 加強道路韌性
 - 提供健康、永續的交通選項
 - 讓所有人更安全

您可以如何參與：

計劃介紹
快閃站

安排順序
快閃站

試點項目概念
邊走邊談

計劃草案
研討會

2019

二月

三月

四月

五月

六月

七月

八月

九月

十月

十一月

十二月

2020

一月

二月

三月

四月

五月

六月

項目時間表：

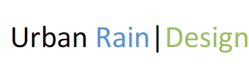
資料分析

機會確認

安排順序

發展試點項目

總計劃



聖馬刁縣永續街道總計劃

永續街道總計劃 (Sustainable Streets Master Plan) 將召集全聖馬刁縣社區，共同參與街道改善規劃並安排街道改善工程順序，希望在面對氣候變遷下為全縣帶來水質、防洪和社區方面的益處。



1. 瞭解氣候變遷對降雨的影響
 - 測量和評估
2. 以永續方式收集、濾淨和儲存逕流
 - 整合綠色基礎設施
3. 加強道路韌性
 - 提供健康、永續的交通選項
 - 讓所有人更安全

您可以如何參與：

計劃介紹
快閃站

安排順序
快閃站

試點項目概念
邊走邊談

計劃草案
研討會

2019

二月

三月

四月

五月

六月

七月

八月

九月

十月

十一月

十二月

2020

一月

二月

三月

四月

五月

六月

項目時間表：

資料分析

機會確認

安排順序

發展試點項目

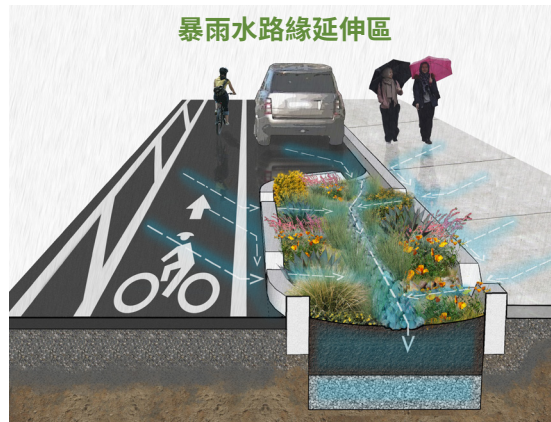
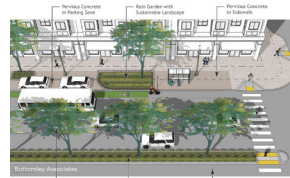
總計劃



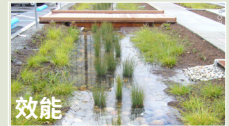
什麼是永續街道？

永續街道讓所有使用者都能**安全行動**和**通行**，同時也利用綠色基礎設施**收集和濾淨街道上的**暴雨逕流，以最大限度減少暴雨和污水處理系統的負擔，**保護我們的溪流、海灣和海洋，帶來更多益處。**

完整街道



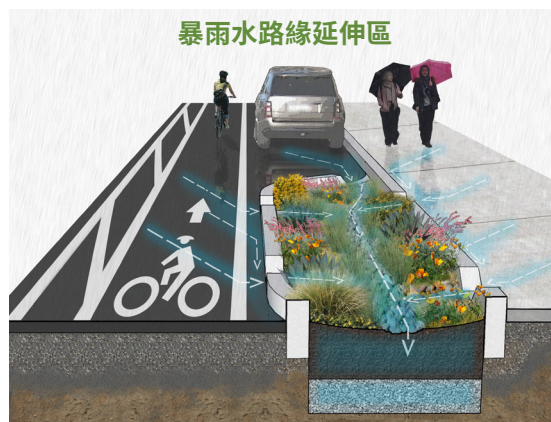
綠色街道



什麼是永續街道？

永續街道讓所有使用者都能**安全行動**和**通行**，同時也利用綠色基礎設施**收集和濾淨街道上的**暴雨逕流，以最大限度減少暴雨和污水處理系統的負擔，**保護我們的溪流、海灣和海洋，帶來更多益處。**

完整街道



綠色街道

