

San Mateo Countywide Bike and Pedestrian Plan



Appendix B: Engagement Plan

Engagement Plan

Fall Outreach Approach Memo

January 19, 2021

To: Mikaela Hiatt, John Hoang, Sandy Wong C/CAG
From: Laura Krull and Patrick Gilster Toole Design
Project: C/CAG Bicycle and Pedestrian Plan
Re: **Public Engagement Plan**

This memo provides an outline of the engagement strategy for the C/CAG San Mateo Comprehensive Bicycle and Pedestrian Plan. The outline includes an overview, goals and descriptions of the tasks.

Overview

The most successful active transportation plans are those that bring local communities to the table to tap into both their enthusiasm for active transportation and their local experience using existing facilities. The purpose of Task 7 is to provide broad, meaningful engagement opportunities for San Mateo County community members. Toole Design group will use a three-pronged approach to ensure this; using two advisory committees, in-person community events, and online engagement tools.

Public Engagement Goals

Outreach activities are intended to reach multiple audiences throughout San Mateo County, and not just those who self-identify as bicyclists and pedestrians. The goals for public engagement are:

- Inform community about the plan, planning process, and opportunities for involvement
- Solicit input on current biking and walking issues in San Mateo County
- Build momentum and support for the future implementation of priority bicycle and pedestrian projects
- Incorporate equitable and balanced input from multiple audiences within San Mateo County

Overview of Activities

Committee Meetings

Technical Advisory Group (TAG) Meetings

Goal: Solicit input on current biking and walking issues in San Mateo County and ensure engagement is balanced across San Mateo County. This group should build momentum and support for the recommended bicycle and pedestrian projects or programs while providing insights related to on-the-ground implementation constraints or opportunities.

Description: Toole Design will work with C/CAG to convene a Technical Advisory Group (TAG). The TAG is an important advisory body to make sure input on network development and Plan outcomes have buy-in from C/CAG member jurisdictions. The TAG will specifically be used for technical guidance on recommendations, and other matters where additional nuanced knowledge and background is important for the project.

C/CAG will identify a list of key stakeholders to form the TAG. Members should include representatives from jurisdictions that do not have bicycle or pedestrian plans (key users of the plan update), jurisdictions that have

recently published their own bicycle or pedestrian plans, a geographic distribution of jurisdictions, and other key stakeholders in the City and County of San Mateo.

Deliverables: Toole Design will attend and facilitate up to five meetings with the TAG. TAG Meetings will occur before BPAC meetings Up to two meetings will occur before Task 3 is completed, with the remaining meetings occurring after the project lists have been developed.

Expected Deadline/Timeline:

- **November 20th, 2019:** Coordination meeting (review goals and policies)
- **March 26, 2020:** Review Task 4 (inventory of facilities, programs and existing conditions) and review draft vision, goals and objectives
- **May 28, 2020:** Review Complete Streets Typology, LTS, Gap Identification
- **June 25, 2020:** Review network maps and project list
- **September 24, 2020:** Review Draft Plan Document

TAG Members:

(to be filled in by C/CAG once members are confirmed)

Name	Organization	Email
Nell Selander	City of South San Francisco	Nell.Selander@ssf.net
Gwen Buckley	SamTrans	BuckleyG@samtrans.com
Sue-Ellen Atkinson	City of San Mateo	seatkinson@cityofsanmateo.org
Ben Botkin	MTC	bbotkin@bayareametro.gov
Jonathan Schuppert	Facebook	schup@fb.com
Jimmy Fu	Daly City	jfu@dalycity.org
Dan Provence	SamTrans	ProvenceD@samtrans.com
Michael Laughlin	Town of Colma	
Malcolm Robinson	San Bruno (BPAC)	
Ann Wengert	Portola Valley (BPAC)	

BPAC Meeting

Goal: Inform the community about the plan, planning process, and opportunities for involvement. Provide input on proposed recommendations and programs from the perspective of the public and users.

Description: The Bicycle and Pedestrian Advisory Committee (BPAC) is an already-formed committee of seven public members, and six jurisdictional representation. The goal of the BPAC is to provide advice and recommendations to the C/CAG Board of Directors on matters relating to bicycle and pedestrian improvement projects. The BPAC advises the C/CAG Board on priority projects for funding through the Transportation Development Act Article 3 grant program and the One Bay Area Grant program.

Expected Timeline:

- **January 23, 2020:** Present outcomes from coordination meeting
- **March 26, 2020:** Present findings from Task 4 and draft vision, goals and objectives
- **May 28, 2020:** Present findings from Complete Streets Typology, LTS, Gap Identification
- **June 25, 2020:** Present network maps and project list
- **September 24, 2020:** Present final document

Deliverables: Toole Design will attend and present materials from the TAG for the BPAC.

BPAC Members:

(to be filled in by C/CAG)

Name	Organization	Member Type	Email
Emily Beach	Burlingame	Elected	
Ann Schneider	Millbrae	Elected	
Don Horsley	County of San Mateo (Unincorporated)	Elected	
Karyl Matsumoto	South San Francisco	Elected	
Ann Wengert	Portola Valley	Elected	
Herb Perez	Foster City	Elected	
Karen Cunningham	Brisbane	Elected	
Daina Lujan	South San Francisco	Public	
Marge Colapietro	Millbrae	Public	
Marina Fraser	Half Moon Bay	Public	
Matthew Self	County of San Mateo (Unincorporated)	Public	
Malcolm Robinson	San Bruno	Public	
Alan Uy	Daly City	Public	

In-Person Community Events

Pop-Up Events

Goal: Reach people who would normally not participate in traditional workshop format events by attending existing events. The primary goal is to understand where people currently like to walk and bike as well as where barriers to walking and biking exist.

Description: Pop-up events provide a means of engaging with residents and other interested people at events with built-in audiences. Conversations at pop-up events are brief but allow community members to provide quick feedback on specific topics and identify location-based input about their specific neighborhood, commute, or travel patterns.

Toole Design will work with C/CAG to identify geographically where the four pop-up events should occur, and which types of events would be more productive to be at. Once the geographic areas have been identified, Toole Design will provide a list of potential events to C/CAG before the final events are chosen. C/CAG has preliminarily identified four geographic regions the pop-ups should occur in.

Expected Logistics Timeline:

- **January 2020:** Determine geographical locations for pop-ups
- **February 2020:** Initial list of potential pop-ups
- **February 2020:** Pop-up events finalized
- **April-June 2020:** Pop-up events will occur

Pop-up Events:
(to be filled in once identified)

Event Name	Date	Time	Location
Insert Event Name Here	Insert Date Here	Insert Time Here	Insert Addresses Here

Deliverables: Toole Design will produce materials for the events (large maps/posters, one-page hand-outs), and will send to C/CAG to review a week prior to the first event. Toole Design will send up one staff member for each pop-up and C/CAG will have at least one staff member attend as well.

Public Workshops

Goal: Solicit input on current biking and walking issues in San Mateo County and build momentum and support for the future implementation of bicycle and pedestrian projects.

Description: Toole Design will organize and facilitate two public workshops. The workshops will both occur in late spring/early summer to solicit input on the updated network maps and project list. The workshops will be held at two different locations, one in the north section of the county and one in the south section of the county. Toole Design will work with C/CAG to identify where the best location in each part of the county is.

Public workshops generally have more thorough programming so that participants can engage more deeply with the findings and recommendations of the project. To ensure that key stakeholder groups are at the workshops, Toole Design will work with C/CAG to identify key groups to reach out to.

Expected Logistics Timeline:

- **February-March 2020:** Reach out to public and key stakeholders groups about workshop.
- **June 2020:** Public Workshop 1 and 2

Deliverables: Toole Design will produce materials for the events (large maps, one-page hand-outs), and will send to C/CAG to review a week prior to the event. Toole Design will send up to two staff members to each public workshop and C/CAG will have at least one staff attend as well.

Online Engagement Tools

Project Website

Goal: Update public and stakeholders of project progress and inform public of engagement opportunities

Description: The project website will provide overview of the project, schedule of events, and updated progress. This will support keeping members of the public and stakeholders involved and updated on the project and will offer a centralized location for information for the project.

The project website will be hosted separately from C/CAG’s website. Toole Design will be responsible for updating the site and all content will be reviewed by C/CAG before being added to the site. The website will be updated up to 5 times, which can align with task deliverables for Task 2, 3, 4, 5, and 6, or as determined by the project team.

Expected Logistics Timeline:

- **November 1, 2019:** Project website content to C/CAG

- **November 1-15, 2019:** C/CAG review period
- **November 20, 2019:** Project website launched
- **December-August 2020:** Additional updates

Deliverables: Toole Design will provide website content, host the website, and update with project materials.

Interactive Mapping Tool

Goal: Update stakeholders of project progress

Description: As part of Task 4, the updated network will be put into a webmap for input and review. The map will not be public facing but will be sent to local jurisdictions for review. The interactive mapping tool will provide local jurisdictions with review capabilities to ensure network accuracy. The local networks will be sent to local jurisdictions, BPAC, and TAG in an interactive webmap, where users can visualize, interact with the map, and add comments. Using a webmap allows for a streamlined process to review and received input, and ensure an up to date network.

Deliverables:

- Early January 2020: Webmap developed
- January 2020: Webmap reviewed by CCAG staff
- Late January 2020: Webmap sent to local jurisdictions, BPAC, and TAG

Engagement Schedule

Date	Tool/Technique	Led by	Key Topics
Project Kick-Off			
October 24, 2019	BPAC meeting	C/CAG and Consultant	Introduction to project
November 20, 2019	Project website launched	Consultant	Introduction to project and how to stay involved
CBPP Update Development Strategy (Task 3)			
October – January 2020			
November 20, 2019	TAG Meeting	Consultant	Solicit feedback on updated vision, goals and objectives
January 23, 2020	BPAC Meeting	Consultant	

Date	Tool/Technique	Led by	Key Topics
Inventory of Facilities, Programs, and Existing Conditions (Task 4) December – January 2020			
January 2020	Online Mapping Tool	Consultant	Review by BPAC and TAG and solicit input from local jurisdictions
March 26, 2020	TAG & BPAC Meeting	Consultant	Present findings from Task 4 and draft vision, goals and objectives
CBPP Update Document (Task 5) February – August 2020			
April - June	Pop-Up Events	Consultant	Solicit input for local networks
June 23, 2020	TAG & BPAC Meeting	Consultant	Present network maps and project list
June 2020	Workshop 1 & 2	Consultant	Solicit input on the updated network maps and project list.
September 24, 2020	BPAC Meeting	Consultant	Review final plan document
Innovative Solutions for CBPP (Task 6) February - May 2020			
May 28, 2020	TAG & BPAC Meeting	Consultant	Review Complete Streets Typology, LTS, Gap Identification

January 19, 2021

To: Mikaela Hiatt and Kaki Cheung, C/CAG
From: Brooke Dubose and Belinda Judelman, Toole Design
Project: C/CAG Comprehensive Bicycle and Pedestrian Plan
Re: **Fall Virtual Engagement Approach – Final**

This memorandum provides an outline of the virtual engagement approach for the fall for the C/CAG San Mateo Comprehensive Bicycle and Pedestrian Plan (the Plan). The memo includes the goals and descriptions of the virtual engagement events. Toole Design recommends holding the events in early/mid-October to allow for sufficient time to plan and conduct outreach for the events.

Fall Engagement Goals

Engagement activities are intended to reach multiple audiences throughout San Mateo County, and not just those who self-identify as bicyclists and pedestrians. The goals for public engagement are to:

- Inform community members about the Plan and planning process
- Solicit input on biking and walking issues in San Mateo County
- Build momentum and support for the future implementation of priority bicycle and pedestrian projects
- Incorporate equitable and balanced input from multiple communities within San Mateo County

Overview of Activities

Toole Design recommends including the following engagement activities during Fall 2020:

- Three Virtual Stakeholder Meetings
- Two Virtual Public Workshops
- Interactive Mapping Tool
- Posting a recording of the public workshops on the project website and updating project website text

All of the activities are best access via computer, however, the interactive mapping tool, stakeholder meetings, and public workshops will all be accessible via phone to broaden access to the engagement activities.

Additional detail is provided below.

Three Virtual Stakeholder Meetings

Goal: Engage key stakeholder groups in the planning process to generate support for the Plan and its recommendations, and ensure that engagement is balanced across a variety of stakeholders in San Mateo County.

Description: Toole Design will work with C/CAG to convene three, one-hour stakeholder meetings using Zoom. These meetings should be held during the day or in the evening (e.g., 6pm) on a Tuesday, Wednesday, or Thursday. At each meeting, the consultant team will provide a summary of the methodology used to develop the equity focus areas, pedestrian focus areas, and regional backbone network. Toole Design and C/CAG staff will

solicit feedback on the highest priority pedestrian focus areas and active transportation concerns and priorities among the different stakeholder groups represented. The prioritization criteria weightings, pedestrian focus areas, and backbone network will be adjusted based on stakeholder feedback.

Toole Design has identified three potential categories of stakeholders for the three meetings. If available, C/CAG should identify a list of individual organizations and/or individuals to include in the invitation list. Toole Design can then research additional organizations to invite to these meetings. Toole Design anticipates that each meeting will include 10 to 15 participants. The three stakeholder groups include:

- Active transportation advocacy groups, cycle clubs, and environmental groups
- Community-based organizations and equity-focused organizations
- School districts, public health, transit providers, and businesses

During each meeting, Toole Design will facilitate a discussion based on guiding questions. Potential guiding questions are the following.

Questions for all Groups

1. Which connections between communities are the most important and why?
2. Which pedestrian focus areas are most important to you?
3. Are we missing any key regional connections in the backbone network?
4. Do the equity-focus areas match places you feel may have social, environmental, or racial disparities when compared to the county as a whole? Are we missing any critical areas?

Optional Questions as Time Permits

1. What does your vision for a healthy and active community look like?
2. What are your biggest concerns related to access and active transportation in San Mateo County?
 - a. What do you think are the top priorities among the populations you work with (e.g., safety, school access, transit access, network connectivity, access to key destinations, or connections between jurisdictions)?
3. What are the greatest challenges to encouraging people to walk or bicycle in your communities?
4. Transit group only: What or where are the most common issues or complaints your organization receives related to bicycle and pedestrian access? If you could include one thing in the Plan, what would it be and why?
5. Active transportation advocates group only:
 - a. What are the most important long-distance and recreational routes in the region?
 - b. What routes are the most used in the county in your opinion?
 - c. Which routes would you change in order to use them more frequently? How would you change them?
6. Business groups only:
 - a. What strategies are effective in encouraging your employees commuting to work using biking and/or walking?
 - b. What do you think prevents employees from using these modes more often?
 - c. If you could pick one additional program or tool to use to help encourage employees to commute to work by biking or walking what would it be?

Two Virtual Public Workshops

Goal: Solicit input on current biking and walking issues in San Mateo County and build momentum and support for the future implementation of bicycle and pedestrian projects.

Description: Toole Design will facilitate two one-hour virtual public workshops using Zoom. These meetings should be held in the evening (e.g., 6pm) on a Tuesday, Wednesday, or Thursday. One workshop will be oriented towards communities in the northern end of the county (north of Highway 92) and the other to communities in the southern end of the county (south of Highway 92). Similar to the stakeholder meetings, Toole Design will present the methodology for the equity focus areas, pedestrian focus areas, and backbone network. Toole Design will solicit feedback on the highest priority pedestrian focus areas and community members' top priorities and concerns for active transportation in San Mateo County. The prioritization criteria weightings, pedestrian focus areas, and backbone network will be adjusted based on stakeholder feedback.

The target audience for the public workshops are the general public, including people of all ages and abilities, people who walk or bike, people who live in different communities throughout the county, and a combination of individuals and adults with children.

Toole Design will record both of the public presentations, so that the presentations can be posted on the C/CAG website. Toole Design will use a virtual engagement tool such as Miro¹ or Jamboard² to make the workshop interactive and allow users to place virtual sticky notes on a virtual whiteboard to share their ideas. Guiding questions for the interactive portion of the workshop include:

1. What does your vision for a healthy and active community look like?
2. Which community do you live in and what are the greatest challenges to encouraging people to walk or bicycle in your communities?
3. Which connections between communities are the most important?
 - a. Are we missing any key regional connections in the backbone network?
4. What do you think are the highest priorities among your community (e.g., safety, school access, transit access, network connectivity, access to key destinations, or connections between jurisdictions)?
5. Which pedestrian focus areas are most important to you?
6. If you could include one thing in the Plan, what would it be?

Website Recording and Interactive Mapping Tool

Goal: Provide an opportunity for stakeholders and members of the public who were unable to attend the virtual events to provide feedback.

Description: Toole Design will develop an interactive, online map. A link to the recorded presentations and online map can be placed on the project webpage and promoted in coordination with local jurisdictions and their representative BPACs.

Members of the public will have an opportunity to listen to the presentation and provide feedback on the online map to indicate their highest priorities for the Plan's grant screening criteria (e.g., safety, network connectivity, access to transit...etc.), high-priority pedestrian focus areas, and to identify any key routes that should be included in the regional backbone network.

Promotion and Timeline

¹ <https://miro.com/>

² https://edu.google.com/products/jamboard/?modal_active=none

Toole Design will work with C/CAG to promote the events. Toole Design will develop calendar/email invitations and social media blasts. C/CAG will be responsible for any additional promotion of the activities. If desired, Toole Design can also create a email-blast content for the engagement events. Table 1 presents a proposed timeline for scheduling and promoting the events.

Toole Design will develop a slide deck for the public workshops and stakeholder meetings and any other virtual engagement activities like Zoom polls or Miro whiteboards. Toole Design will provide the presentation materials and the online map by September 29, 2020 to ensure C/CAG staff have enough time to review and provide feedback.

Table 1. Virtual Engagement Promotion and Event Timeline

Action	Date/Timeline	Responsibility	Materials
Two Public Workshops	October 13 - 15		
Schedule workshops and send invitations	September 14 - 24	Toole Design to develop all content (set up Zoom meetings, update project website, and create email blast and social media posts) C/CAG to send email blasts and post to social media	<ul style="list-style-type: none"> • Email blast • Contact list • Social Media Post • Project fact sheet • Presentation and activities • Online map
Reminder about workshops	One week before event and day before	C/CAG to send email blasts and post to social media	
Three Stakeholder Meetings	October 20 – 23		
Schedule meetings and send calendar invitations	September 14 – 24	Toole Design to develop content (schedule Zoom meeting, create email blast and calendar invitation content) C/CAG to send invitations and communicate with stakeholders	<ul style="list-style-type: none"> • Email blast • Calendar invite • post link to recording on project website • Presentation • Online map
Reminder email blast	One week before meeting and day before	Toole Design to provide content, C/CAG to send email	
Website Post	October 13 - 30		
Post short description of map and	October 13	Toole Design to develop online map and short description	<ul style="list-style-type: none"> • Description of outreach

link to online map on C/CAG website		Toole Design to post content and map link on project website	<p>purpose and online map</p> <ul style="list-style-type: none"> • Online map • Public workshop presentation recording
Post public workshop presentation recording on project website	October 16	Toole Design to record presentation and post link to recording on project website	