

## SAN MATEO WALKS TO TRANSIT: ENGAGEMENT SUMMARY

Extensive community engagement was planned and performed for the San Mateo Transit-Oriented Development (TOD) Pedestrian Access Plan Initiative (renamed ‘San Mateo Walks to Transit’ for all engagement/public-facing purposes). The following summarizes the purpose and goals of outreach, how outreach was conducted, and who was reached, what was heard, and next steps.

### PURPOSE AND GOALS

San Mateo Walks to Transit will prioritize proposed improvements using feedback received from the community during the engagement process. In developing and executing the Community Engagement Plan, key goals included:

1. The community knows what a TOD Pedestrian Access Plan is and understands the goals and potential impacts of the plan.
2. Community engagement activities reach and celebrate all voices, including those of populations typically underrepresented in the planning process \*, including:
  - People who have not previously participated in planning processes and/or have been historically excluded from planning processes;
  - The Latinx community;
  - Low- and moderate-income households; and
  - Vulnerable users such as seniors, youth, and people with disabilities.
3. The community sees their input in the final TOD Pedestrian Access Plan.

For the purposes of this engagement and project, the “community” is defined as people that walk to and take transit. While feedback was welcomed from anyone, the Community Engagement Plan was developed to ensure that the improvements prioritized in the final plan directly address the needs of pedestrians and San Mateo transit users.

\*These key groups were identified based on historic patterns of exclusion and the recognition that infrastructure that serves our most vulnerable users, serves us all. Feedback received during the San Mateo General Plan engagement phase identified the Latinx community, specifically, as a key demographic often precluded from the planning process.

### HOW WE REACHED OUT AND WHO WE REACHED

San Mateo Walks to Transit engagement covered a wide range of platforms, places, and people. Engagement included virtual focus groups, social media, email blasts and phone calls, in-person pop-up events. An ongoing online survey and map platform was publicized at all engagement events, in addition to QR code sidewalk decals placed at each Caltrain station within the study area (Hillsdale, Hayward

Park, and Downtown San Mateo) and three SamTrans bus stops (El Camino Real and 17<sup>th</sup> Avenue and San Mateo Drive and 2<sup>nd</sup> Avenue).

## BY THE NUMBERS

- Facilitated three focus groups with key stakeholders (28 total attendees across focus groups)
- Spoke with approximately 75 community members at in-person pop-up events
- Collected 90 comments and targeted feedback at in-person events
- Received 237 comments on the online interactive map and 48 survey responses
- Attained 414 individual views on the San Mateo Walks to Transit project page on the City's website
- Totaled 64 scans on QR code sidewalk decals placed strategically across the three Caltrain stations and three SamTrans bus stops within the study area
- Provided 20 community organizations and 32 Neighborhood and Homeowner Associations in San Mateo with web links to the project webpage, survey, and interactive map

## FOCUS GROUPS

For each focus group meeting, the project was introduced by defining 'TOD' and explaining the plan development process, followed by a facilitated group discussion. The focus groups were scheduled during pre-existing group meetings to accommodate the schedules of attendees and maximize participation. The groups selected were identified during the Community Engagement Plan development process as groups of potentially vulnerable users and/or groups not typically involved in the planning process. Variations of the following questions were asked to each group:

- Do you walk to transit in San Mateo?
- What are the areas of greatest concern for walking within the study area?
- What walking routes within the study area are your favorite?
- Based on the improvement options, which three (3) improvements would you choose to make walking easier?
- Tell us about walking in San Mateo. Are we missing anything?

A copy of the presentation can be found in Attachment A.

### Focus Group Meetings

*Silicon Valley Bicycle Coalition—San Mateo Local Team*

**When:** Wednesday, September 15, 2021; 6:00 –7:00 PM

*San Mateo County Paratransit Coordinating Council*

**When:** Tuesday, October 15, 2021; 1:30 – 2:00 PM

*San Mateo County Latino Collaborative*

**When:** Tuesday, October 26, 2021; 3:30 – 4:00 PM

Meeting notes from each focus group can be found in Attachment B.

## POP-UP EVENTS

Two consecutive days of pop-up events were organized across the study area to increase participation, reach those with lesser access or interest in online formats, and to engage with people in their normal day to day activities throughout the study area. In addition to the Caltrain stations in the study area, several of the pop-up event locations were hosted around the key groups identified during the engagement plan phase: seniors, youth, and the Latinx community. The pop-up events included a table with two poster boards showing the study areas, project flyers, hard-copy versions of the online survey in both English and Spanish, as well as stickers, post-it notes, and pens to write and mark suggestions, comments, and concerns on the poster boards.

### The Peninsula Regent—Senior Living Facility

**When:** October 6, 2021, 11:00 AM – 1:30 PM

**Location:** 1 Baldwin Ave, San Mateo, CA 94401

**Who was reached:** Seniors living in and around Downtown San Mateo including those that use transit, previously used transit, or have never used transit.

### The Nueva School (Grades 9-12)

**When:** October 6, 2021, 2:00 – 4:00 PM

**Location:** E 28<sup>th</sup> Avenue close to S Delaware Street

**Who was reached:** Nueva School students (many of which use transit).

### Hillsdale Caltrain Station

**When:** October 6, 2021, 4:00 – 6:00 PM

**Location:** E 28<sup>th</sup> Avenue by South entrance to the station

**Who was reached:** Commuters, students, and transit users.

### Downtown San Mateo—North B Street\*



**When:** October 7, 2021, 10:00 AM – 12:00 PM

**Location:** Mi Rancho Supermarket, 80 N B St, San Mateo, CA 94401

**Who was reached:** Members of the Latinx community (from teens to seniors), people who work and shop in Downtown.

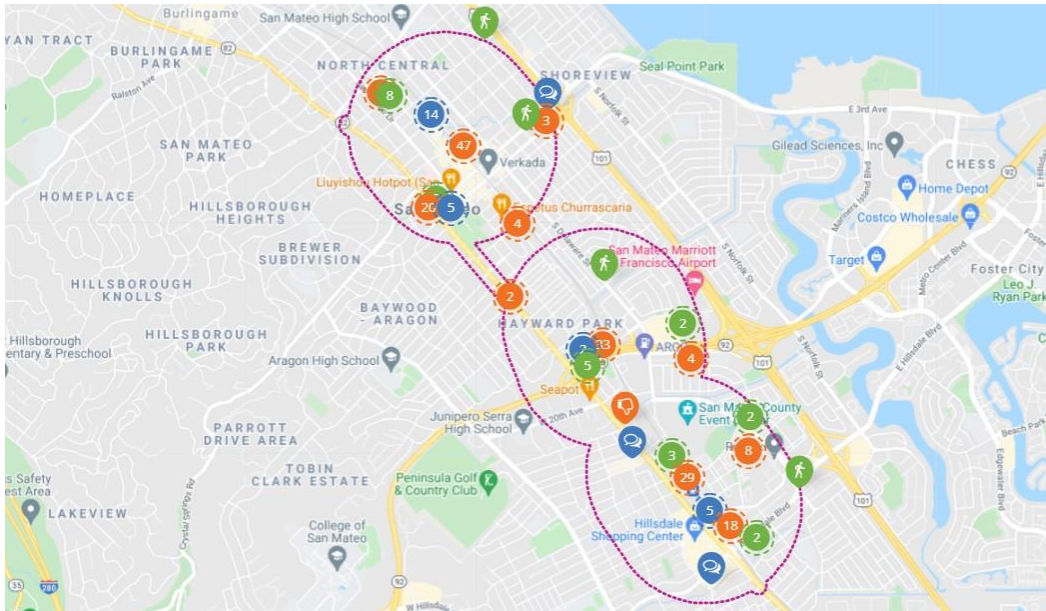
\*Spanish speaker available for translation and interpretation at this event.

**Downtown San Mateo—South B Street****When:** October 7, 2021, 12:00-2:00 PM**Location:** Closed off portion of S B Street at 2<sup>nd</sup> Avenue**Who was reached:** People who work, shop, and/or bike in Downtown.**Downtown San Mateo—Caltrain Station****When:** October 7, 2021, 2:00-5:00 PM**Location:** Caltrain Station southbound platform**Who was reached:** Commuters and people who live and/or work in San Mateo.**ONLINE ENGAGEMENT**

To complement both the in-person and focus group engagement activities, Social Pinpoint, a mapping and engagement web platform, was used to develop an interactive mapping tool to collect feedback on pedestrian issues, key pedestrian routes, and other general comments about walking in the study area. In addition to the interactive map, an accompanying survey was developed that asked qualitative questions related to walking to transit in San Mateo as well as optional demographic questions to get a sense of who was being reached with this tool. The map and survey were available online in both English and Spanish from September 20 to October 31, 2021.

To promote the survey and Social Pinpoint map, social media posts for Instagram, Twitter, NextDoor, and Facebook were developed to distribute information directly to community organizations and groups throughout San Mateo. The main project webpage on the City's website ([www.cityofsanmateo.org/TransitWalk](http://www.cityofsanmateo.org/TransitWalk)) included a link to the survey and Social Pinpoint Map along with other information about the project.

## Online Map and Survey



The Social Pinpoint Map offered three options for interaction as well as an accompanying survey. The three options were: 1) Pedestrian Issue (orange), 2) Key Pedestrian Route (green), or 3) Comment (blue). Users were limited to leaving comments within the study area in order to stay within the scope of work of the project and to focus comments in areas of potential improvement. Users were also able to utilize a tool to up-vote/‘like’ or down-vote/‘dislike’ comments that prior users had posted.

The online Social Pinpoint Map and survey can be viewed at the following links:

- [Interactive Mapping Tool \(English site\)](#)
- [Interactive Mapping Tool \(Spanish site\)](#)

The accompanying survey can be found in Attachment C.

## Social Media

Social media outreach was conducted using the City’s social media accounts and Fehr & Peer’s social media accounts. There were two rounds of social media posts to publicize the survey as well as a post announcing a survey extension for additional time to gather feedback. The social media posts were designed to capture people’s attention and drive them to the City’s website to complete the survey and provide feedback on the Social Pinpoint Map.

Social media posts and accompanying captions can be found in Attachment D.

## ADDITIONAL OUTREACH

In addition to focus groups and the pop-up events, the project website link containing the Social Pinpoint Map and survey was distributed via outdoor street decals placed strategically at Caltrain stations and bus stops along El Camino Real and through emails to over 20 community organizations and

all San Mateo Neighborhood and Homeowner's Associations. A comprehensive list of organizations and Neighborhood and Homeowner's Associations that were contacted (including San Mateo High School Latino Families group, San Mateo Pride Center, and Asian Uplift) can be found in Attachment E.

## WHAT WE HEARD:

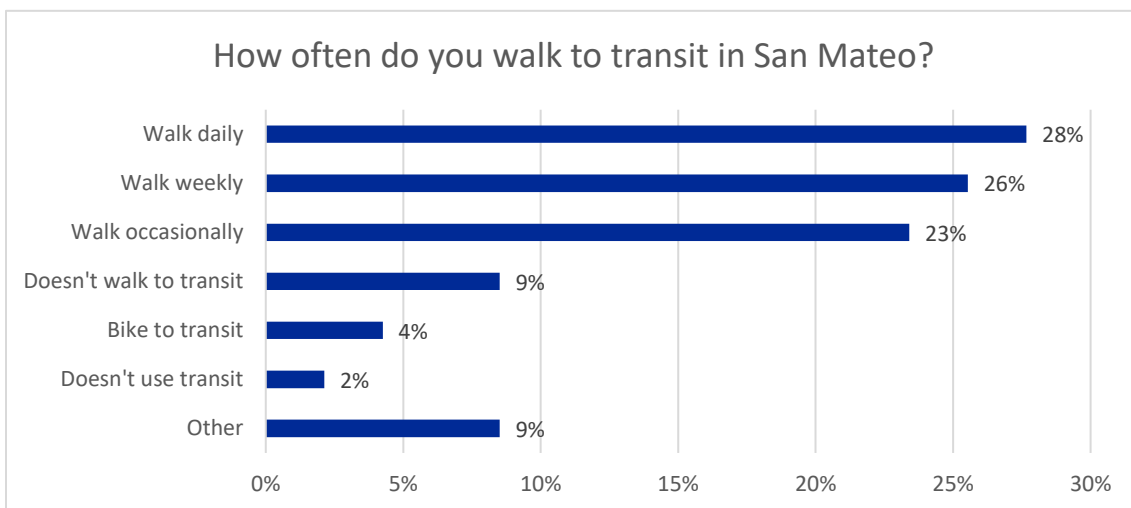
Through a variety of methods as described above, qualitative, and quantitative input was collected from the community. The data collected and the corresponding findings are summarized below.

## SURVEY RESULTS

The following three graphs show key results of the 48 survey responses collected. The first five questions were required, followed by optional demographic questions. Full survey results can be found in Attachment F.

### Question 1:

The majority of transit users walk daily, weekly, or occasionally to transit in San Mateo as shown in the chart below. It is important to note that the "Other" category for the "How often do you walk to transit" question was primarily individuals who reported walking to transit prior to the COVID-19 pandemic but are no longer commuting to their workplace or have opted to not take transit for the time being.



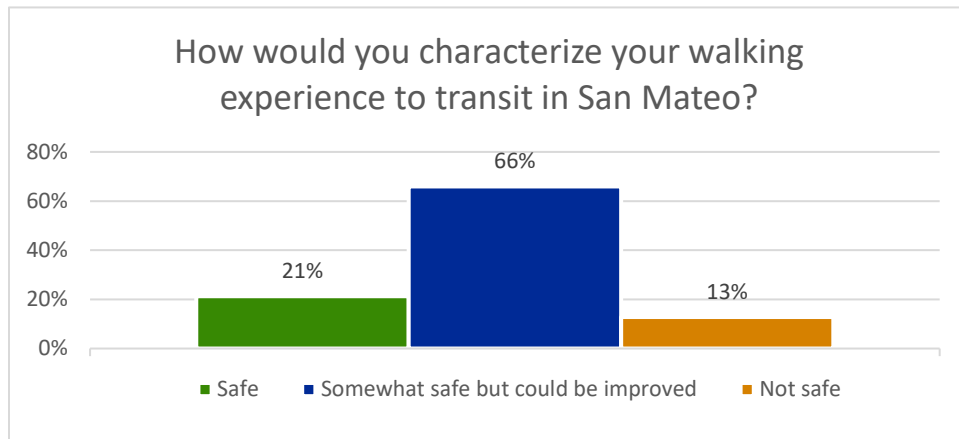
Graph 1: N=48

### Question 2:

The majority of transit users feel safe when walking to transit in San Mateo. Of the respondents who answered that "San Mateo provides a safe walk to transit," more than 70% answered that they walk to transit either daily or weekly for Question 1. Two-thirds (66%) of respondents reported feeling that San Mateo provides a "somewhat safe walk to transit", but that their experience could be improved. Two-



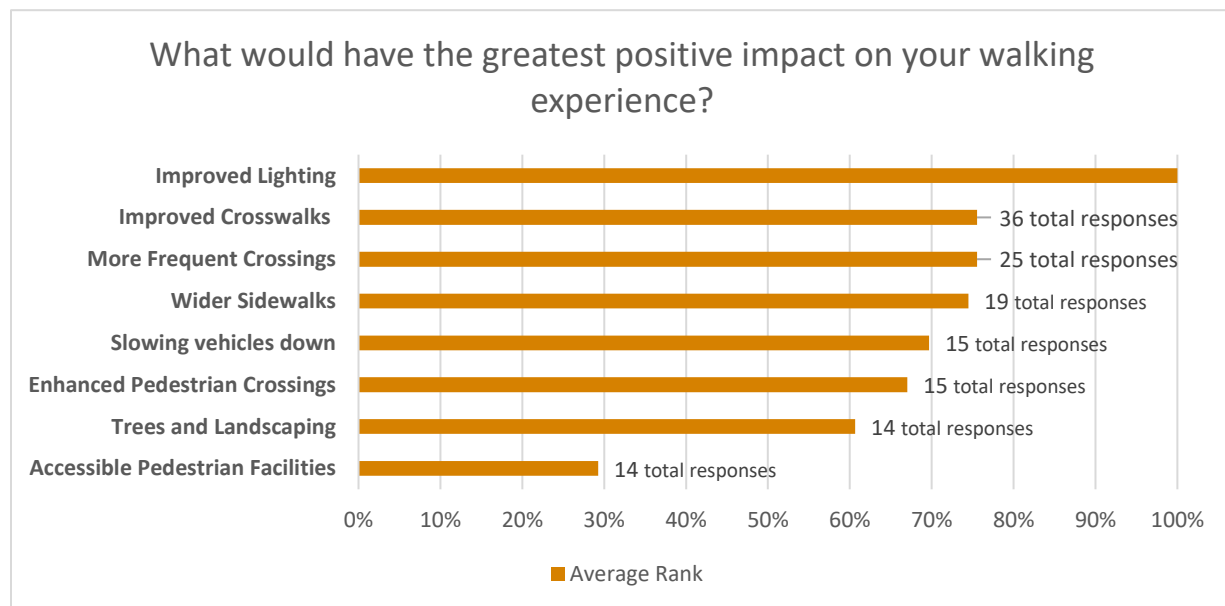
thirds (66%) of respondents who answered that “San Mateo does not provide a safe walk to transit” also responded that they currently do not walk to transit for Question 1.



Graph 2: N=48

### Question 3:

All 48 respondents provided a first rank choice that would have the greatest positive impact on their walking experience. However, as shown below, each respective ranking (2<sup>nd</sup> through 8<sup>th</sup> choice) received fewer responses. The chart below reflects the average ranking for the categories that affect walking experience.



Graph 3: N=48

### Demographics:

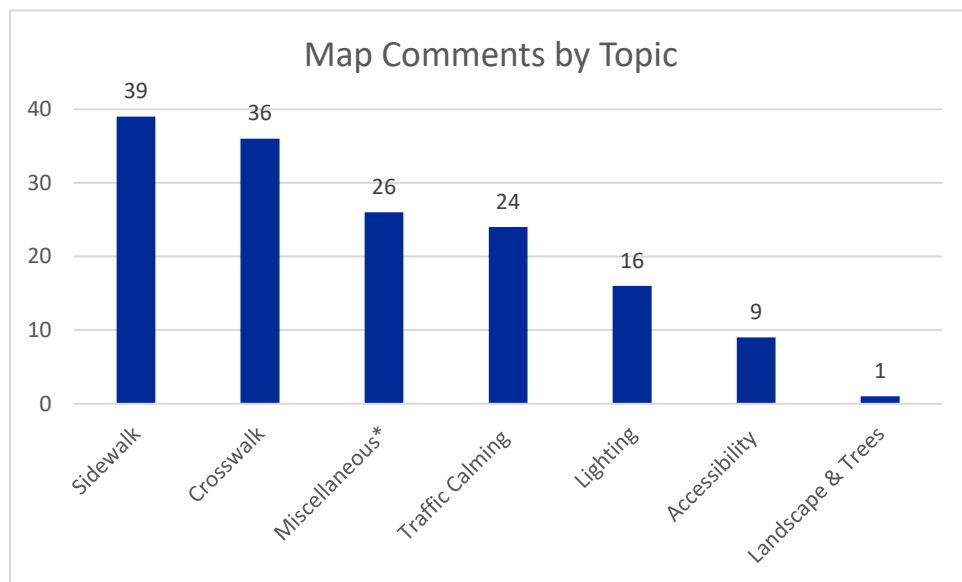
The respondents ages ranged from 14-81 with the majority of respondents being between 20-50. 71% of respondents identified as white, 12% as Asian, 7% as Latino or Hispanic, 7% as other, and 2% as American Indian or Alaskan Native. It is important to note that these responses capture about 10% of

total survey responders and do not reflect the full range of people who took the survey or who were engaged during the additional engagement events and activities.

## SUMMARY OF INPUT

A number of observations, suggestions, and points of concern to consider in the San Mateo Walks to Transit Plan were received through the Social Pinpoint Map and in-person pop-up events. Community feedback is one of the most critical pieces to the prioritization process and the following provides an overview of key data, themes, and top areas of concern from the community. The maps in Attachment G provide a visual reference for comments received on the interactive map and pop-up events. The maps present the density of the comments throughout the study area, the location of the comments by topic as well as by improvements needed, and the key pedestrian routes highlighted by respondents.

The comments received on the interactive map fell under the following categories:



\*The Miscellaneous category captures comments or map pinpoints that did not fall into a specific category either because of their general content or because of content less applicable to the scope of the San Mateo Walks to Transit Plan.



The following comments had the highest number of up-votes, a feature where people could opt to 'like' or affirm a statement/comment provided by a previous map participant.

- “There is no East-West crosswalk across El Camino at 28th for Pedestrians and Bikes at the north side of the intersection. The north side of E 28 has the bike ramp to the Hillsdale Train Station. This Corner is where Bike and People intersect during commute and is poorly configured for that.” (11 upvotes)
- “Currently there are no bike lanes on 28th, and there is no at grade pedestrian crossing across 28th. With three new grade separations supporting 8 net new automobile lanes across town (and zero new bicycle lanes...), the 28th street undercrossing would benefit from a road diet to eliminate bicycle and pedestrian conflicts, and to add a pedestrian crossing at the new Hillsdale Caltrain station.” (10 upvotes)
- “Speeding. Poor visibility.”—at Franklin Parkway & Mena Drive/Baze Road (9 upvotes)
- “The access from the Michael’s parking lot on the West-side of the tracks is blocked by a permanent fence. Walkers and Bikes cannot get access to the Train station. This forces all walkers and bike from the West-side of El Camino to access the Hillsdale Station from 28th Ave entrances or to navigate to the East side entrance.” (9 upvotes)
- “I love having B St. closed to cars! I hope we do this in more places.” (8 upvotes)
- “Crossing El Camino here, even with the light, is scary for pedestrians.”—El Camino Real & 17<sup>th</sup>/Bovet (8 upvotes)

The following areas and improvement types were highlighted by participants during our focus group discussions:

- El Camino Real feels the most dangerous for pedestrians because of vehicle speed, narrow sidewalk width, short crossing times for pedestrians, unprotected vehicle right turns onto side street, and limited safe crossing routes for pedestrians.
- Improvements should focus on physical changes to streetscape/sidewalk, etc. not just surface paint.
- Better crosswalks needed at Delaware and 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> to support pedestrians downtown.
- Buckled and narrow sidewalk conditions experienced around Downtown San Mateo, specifically the side streets west of El Camino Real leading into Downtown.
- Faster light intervals (i.e., more frequent “walk” signals) requested at 28<sup>th</sup> and Delaware for people to avoid jaywalking or running across the median farther east on 28<sup>th</sup> near the Hillsdale Station.
- Longer crossing times needed and more physical buffers (like landscaping and trees) between vehicle traffic and pedestrians at 28<sup>th</sup> and El Camino Real.

An additional comment that came up often, especially during pop-up engagement events, was the lack of reliability and limited service of SamTrans buses in San Mateo. In addition, several people asked why there are no east-west bus connections in San Mateo. While this is an improvement that is out of the scope of the San Mateo Walks to Transit Plan, it is important to note this barrier and concern with using transit in San Mateo.

## KEY TAKEAWAYS

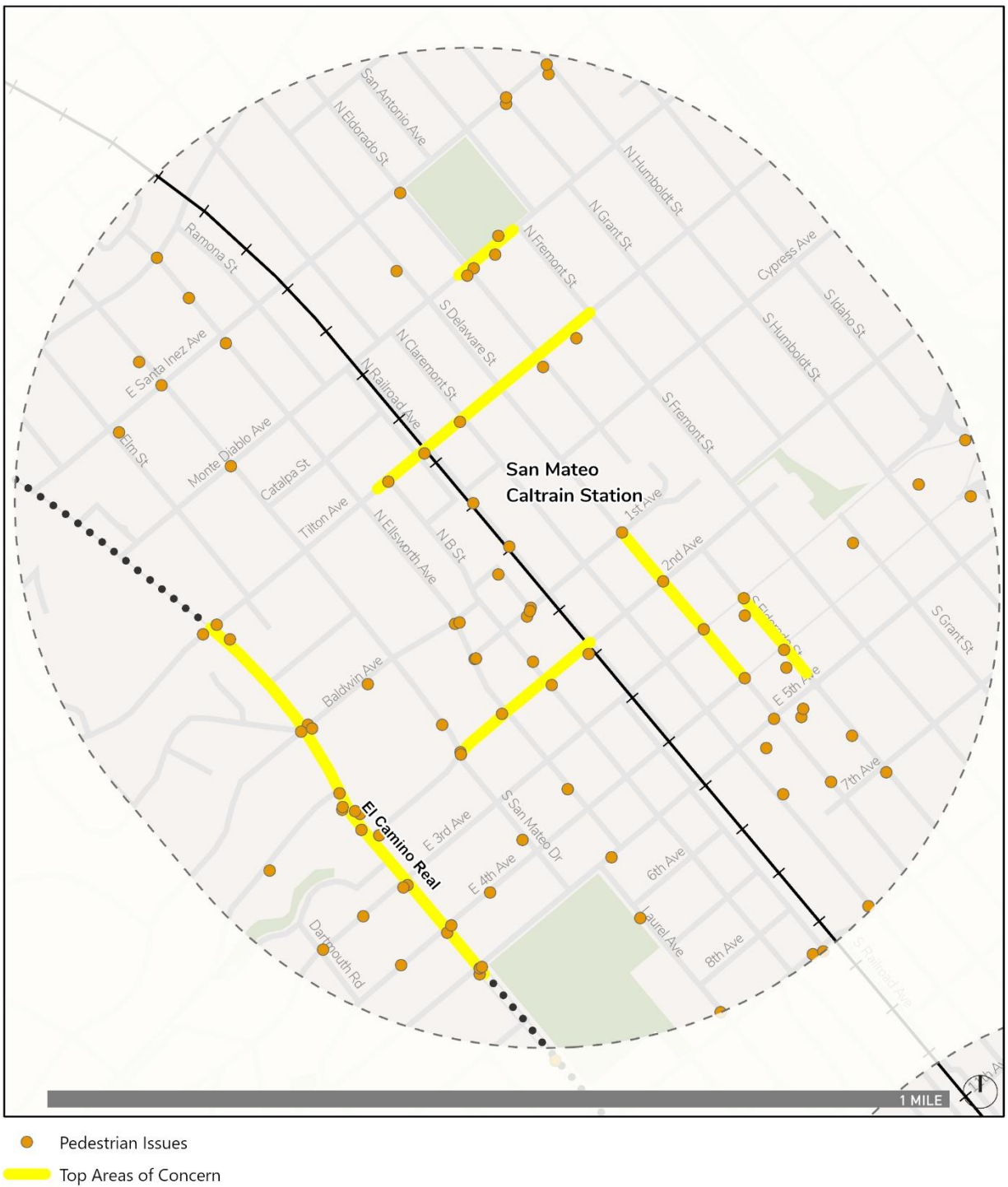
### Key Takeaways for this Project

Based on the various platforms used to solicit feedback and comments from the community, the following areas within the study area were flagged as areas of greatest concern:

#### *Top Areas of Concern (in descending order):*

1. Intersection of 28<sup>th</sup> Ave and El Camino Real
2. Hillsdale Caltrain Station at 28<sup>th</sup> Ave, Derby, & Curiosity Way (access & crossing tracks)
3. Franklin Parkway and Baze Rd-Mena Drive
4. Hayward Park Caltrain Station (access & crossing tracks)
5. 17<sup>th</sup> Ave and El Camino Real
6. Intersections along 2<sup>nd</sup> Avenue between San Mateo Drive and N Railroad Ave
7. El Camino Real between Tilton Ave and E 5<sup>th</sup> Ave
8. El Camino Real and 20<sup>th</sup> Ave
9. Monte Diablo Ave between N Eldorado St and Fremont St
10. Tilton Ave between N B St and S Fremont St
11. Intersections along S Delaware St between 1<sup>st</sup> Ave and E 4<sup>th</sup> Ave
12. S Eldorado St at E 3<sup>rd</sup> Ave and E 5<sup>th</sup> Ave

The locations specified in this list are reflected on the following maps.



Community Top Areas of Concern



Community Top Areas of Concern

In addition to these top areas of concern, a high number of people participating on the interactive map and at in-person events commented on how much they've enjoyed the portion of S. B Street that is closed off to vehicle traffic and access. While a few concerns about reduced parking in the downtown area were received, the majority of people were thrilled with the change and would like to see it become more permanent (i.e., more defined, and aesthetically complimentary barriers, wider sidewalks, more attractive parklet seating, etc.).

In general, comments provided in-person were typically more positive about walking in San Mateo than the tone of comments provided in the interactive map. While individuals that were engaged in-person provided suggestions for improvements and targeted areas of concern, it is important to note this group of respondents were already opting to walk to or around transit areas in San Mateo.

### **Key Takeaways from the Engagement Process**

The San Mateo Walks to Transit engagement process allowed for opportunities for learning and growing to be applied to future projects going forward. Below is an outline showing what worked well and what could be done in the future to further improve the engagement process and outcomes.

#### *Successes*

- A wide range of outreach and engagement methods were utilized which allowed us to reach different people and receive different types of comments with each type of engagement.
- All materials were translated into Spanish and the City's first pop-up event at Mi Rancho Supermarket, a market primarily serviced by Latinx community members and residents, was organized with a Spanish speaker from our staff. As a result, we were able to engage with a large number of people in the Latinx community at this location.
- The City's first pop-up event was held at The Peninsula Regent, a senior residency home in Downtown San Mateo, to ensure seniors were heard (as a key demographic identified early in the process). The City's new partnership with The Peninsula Regent is a resource that can be used for future outreach efforts.

#### *Room for Improvement*

While a wide range of individuals was reached through both in-person and virtual means in this process, there is still room for improvement and lessons learned through this engagement process.

1. Allocate additional budget and time to:
  - Include multiple bi- or multi-lingual individuals for certain pop-up events, hold focus groups with a few more region-specific community organizations, and expand text translation to include Chinese in addition to Spanish to reach more groups that have been historically excluded from the planning process.
  - Provide incentives for participating in outreach (raffle prizes, local business coupons, etc.) to encourage greater participation.
2. Partner with additional organizations represented by the Latinx community, such as the Latino Families group at San Mateo High School and organizations represented in the San Mateo County Latino Collaborative, to organize either in-person or virtual events for direct feedback

instead of relying on a more passive online engagement platform. Based on the limited response to the Spanish-language online map, additional outreach methods are recommended to capture responses more comprehensively from the Spanish-speaking community.

3. Engage more directly with youth through either an event or classroom-specific presentation and discussion with San Mateo High School, Aragon High School, and/or the Youth Leadership Institute (YLI). Engage with these groups early in the process to avoid scheduling and time constraints in this effort.

## **Conclusion**

The San Mateo community that we engaged is eager for the San Mateo Walks to Transit Plan to be completed and for these requested improvements to be implemented to ensure a safer, more enjoyable walk to and around transit.

## **ATTACHMENTS**

**Attachment A—Focus Group Presentation**

**Attachment B—Focus Group Meeting Notes**

**Attachment C—Online Survey (English & Spanish)**

**Attachment D—Social Media Content**

**Attachment E—Community Organizations and Groups**

**Attachment F—Online Survey Results**

**Attachment G—Online Map Results**

## ATTACHMENT A—FOCUS GROUP POWERPOINT



# San Mateo Walks to Transit

October 12, 2021

## San Mateo Walks to Transit

### What is Transit-Oriented Development?

Transit-oriented development (TOD) includes a mix of land uses centered around a transit station. ***Dense, walkable, mixed-use development near transit attracts people and adds to vibrant, connected communities.***





# Plan Development Process



Understand  
pedestrian circulation  
issues and existing  
barriers



Prioritize  
improvement  
options



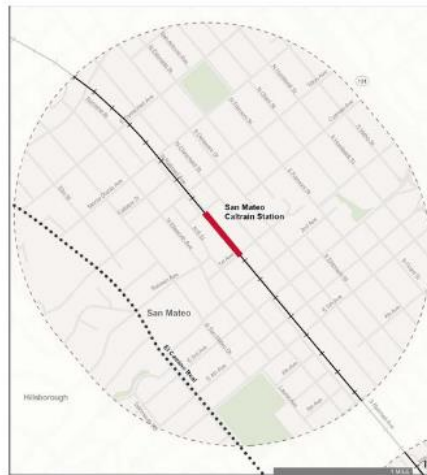
Develop final plan  
for  
implementation

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## Study Area – Transit Oriented

Primary Study Area (1/2-mile radius around Caltrain stations)

Secondary Study Area - El Camino Real Transit Corridor



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## Discussion Questions

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### Question 1

What are the areas of greatest concern for pedestrians within the study area?

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## Pedestrian Improvement Measures



Lighting



Median Islands



Crosswalks



Trees and Landscaping



Longer Crossing Times



Accessible Curb Ramps



Wider Sidewalks



Flashing Pedestrian Beacons



Audible Push Buttons

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### Question 2

Based on the improvement options, which three (3) improvements would you choose to make the pedestrian experience easier?

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### Question 3

What pedestrian routes within the study area are your favorite?

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### Question 4

Tell us about being a pedestrian in San Mateo. Are we missing anything?

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# Questions?

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# Thank You

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## Glossary (pt. 1)



### Marked Crosswalks

Marked crosswalks provide designated areas for pedestrians to cross, which concentrates pedestrians where drivers expect to see them, and may include additional enhancements such as signage.



### Trees and Landscaping

In addition to providing shade and a more comfortable walking experience, trees and landscaping provide space between cars and pedestrians and can produce a traffic calming effect by encouraging motorists to drive at slower speeds, reducing the severity of crashes.



### Wider Sidewalks

Widening sidewalks provides a more comfortable space for pedestrians, particularly in locations with many pedestrians and provides space to accommodate street furniture such as bus benches and shelters.



### Pedestrian-Scale Lighting

Lighting specifically oriented toward pedestrians that is often lower in height and spaced closer together than traditional roadway lighting.

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## Glossary (pt. 2)



### Advanced Stop Bars and Yield Lines

Horizontal stripe before a crosswalk to indicate where drivers should stop in advance of a crosswalk. Improves safety by increasing the buffer between vehicles and pedestrians in the crosswalk.



### Curb Extensions / Bulb-outs

An extension of the sidewalk into the street to reduce pedestrian crossing distances and make pedestrians more visible to vehicles.



### Pedestrian Hybrid Beacon

Pedestrian-activated signal heads at mid-block crosswalks used to notify oncoming motorists to stop for pedestrians crossing in the crosswalk.



### Median Refuge Island

Sections in the center of the roadway for pedestrians to wait safely mid-crossing and that shorten crossing distances across wider roadways.



### Flashing Beacons

Pedestrian-activated beacons at crosswalks used to warn oncoming motorists of pedestrians using the crosswalk when there are no signals or stop signs.



### Raised Crosswalk

A pedestrian crosswalk that is typically elevated 3-6 inches above the road or at sidewalk level. Improves safety by increasing crosswalk and pedestrian visibility and slowing down motorists.



### Improved Intersection Sight Distance

Removes parking at intersection approaches to provide increased visibility of motorists and pedestrians entering the intersection, a bicycle or pedestrian in a crosswalk.



### Remove Slip Lane

Modifies the corner of an intersection to remove the sweeping right turn lane for vehicles, resulting in shorter crossings for pedestrians, reduced speed for turning vehicles, better visibility, and space for landscaping and other amenities.

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# Glossary (pt. 3)

## Accessible Pedestrian Facilities



### Directional Curb Ramps

A separate curb ramp and landing for each direction of crosswalk that allows pedestrians with disabilities to be aligned with the crossing direction while waiting to cross the street.



### Audible Push Buttons

Accessible pedestrian signals, including audible push buttons, improve access for pedestrians who are blind or have low vision.

## Enhanced Pedestrian Crossings at Traffic Signals



### Pedestrian Countdown Signals

Displays "countdown" of seconds remaining for the pedestrian to cross the street safely.



### Longer Crossing Times

Increases time for pedestrians to walk across the street, especially to accommodate vulnerable populations such as children and the elderly.



### Leading Pedestrian Intervals

A signal timing strategy that allows people to start crossing the street while vehicles still have a red light to give them a head start.

## Slowing Vehicles Down (Traffic Calming)



### Speed Bumps/Cushions

Rounded and raised areas placed across the road to slow vehicles down. The design includes two-wheel cutouts designed to allow emergency vehicles and buses to pass with minimal slowing.



### Speed Feedback Sign

A device that utilizes radar to measure and display the speed of passing vehicles. Improves safety by providing a cue for drivers to check their speed and slow down, if necessary.



## ATTACHMENT B—FOCUS GROUP MEETING NOTES

### Silicon Valley Bicycle Coalition Meeting Notes

Question 1: Do you walk to transit in San Mateo?

- 100% of the time. Yes walk to transit
- Try and stay active
- Sitting (in a car) is not healthy
- More sustainable
- Get to transit in other methods besides cars – sustainability, safety for others
- Convenience
- Walk within 5 mins
- Walk if other modes like bus or bike is not available

Question 2: What are the areas of greatest concern for walking within the study area?

- Transit doesn't go across the Bay
- Hayward Park area – convenient to walk,
- Hayward Park is dark, trash, homeless, glass everywhere, shopping carts
  - Unsafe feeling, esp. dark out
  - Walking to Safeway across tracks not safe, parking lot is bad
  - 17<sup>th</sup> path – hard to get to station
    - Driveways, glass
- Hillsdale – sidewalks on 28<sup>th</sup> to connect to train station – around fieldworks
  - Wider sidewalks more comfortable
  - At underpass there is narrow sidewalk, conflict with bikes that use sidewalk
  - No access to shared use path
  - Conflicts between peds and bikes, and narrow, makes it less comfortable
  - Places with lack of crosswalks less safe
  - Want to cross at 28<sup>th</sup> at the station instead of walking up to Delaware or ECR
  - Lots of other people cross where there is no crosswalk
- Suggest we walk both stations at dusk and see what that is like

Question 3: What walking routes within the study area are your favorite?

- Walk to Mall
- Library
- Downtown
- Lots of B street closed which is nice
- Love Hillsdale station – sometimes take it downtown and back
- Hard to get past ECR
- Not comfortable crossing ECR
- Cars run red lights – feel safer with more peds
- Enjoy walking around downtown SM
- Live in north central – walk from here and not too bad

- On western side – downtown -closed B street and main street are nice right by the station
- Being able to get dinner and grocery shop, etc. near transit is great
- More destinations make a space more enjoyable and walkable and more comfortable
- Infrastructure is designed to prioritize peds in downtown
- LPIs are nice
- ECR still scary to cross in downtown but having LPIs that are new are helpful
- Some elderly people don't have enough time to cross at 28<sup>th</sup>
- Schools and libraries downtown – having LPIs across ECR is helpful

Question 4: Based on the improvement options, which three (3) improvements would you choose to make walking easier?

- Ped improvements
- Everything on this list
- Trees and landscaping are nice – shade is very nice esp. on hot day
- Physical barrier helpful for children
- All equally important
- Need flashing beacons from car perspective
- Audible push button -helpful for a lot of people – consider ADA
  - More likely to cross at the right time
- Crosswalks helpful but need the advance limit line
- Median island on 4<sup>th</sup> Ave – really nice by gateway park by 3<sup>rd</sup>/4<sup>th</sup> Ave
- Wider sidewalks – feel like almost all sidewalks in SM are not wide enough
- Narrow sidewalks everywhere. Esp. West side B street
- Burlingame Ave works well
- Trees and landscaping – dual benefit (buffer and wider sidewalk) – esp. ECR where there is not on street parking to buffer
- Median islands
- Flashing beacons
  - Midblock crossing across 28<sup>th</sup> at Hillsdale station – flashing beacon would be nice here
  - Use strategically
- Context specific solutions
- Lighting at hayward park
- Medians at 28<sup>th</sup> Ave and 4<sup>th</sup> Ave
  - Should 4<sup>th</sup> be a road diet?
- Physical modifications to roadway more than just paint
  - Crosswalks are less helpful if just paint
- Speed bumps

Question 5: Tell us about walking in San Mateo. Are we missing anything?

- Kids, strollers
- Claremont, Delaware – no trees – too hot in summer – more trees would be great
- Wider sidewalks – having to walk off sidewalks in some places
- here in Shoreview, there are no trees along the sidewalks and tiny sidewalks

- Yes, the urban heat island effect is definitely inequitably distributed across neighborhood in San Mateo - I agree that the tree canopy in treeless neighborhoods should be considered a pedestrian improvement.
- 28<sup>th</sup> btw ECR and Delaware jaywalking
- Usually on ECR where distance between safe crossing locations is so long so ppl jaywalk and very unsafe but people still do it
- Intersections near mall and ECR – make safer
- 31<sup>st</sup> better with new mall improvements

Questions for us:

- What funding do we have?
- Grant funded project – all projects identified will need to find funding sources
- Part of this project is to identify funding sources
- Private development and grants – group all projects to tie into grant funding applications

## Paratransit Coordinating Council Meeting Notes

Question 1: What are the areas of greatest concern for pedestrians within the study area?

- Ped access to ECR and the SamTrans bus lines
- Timing of street crossings
- Curb cuts
- Paratransit data – Tina could provide some
- Elevator at the Caltrain station – ramp is long and steep – hard to use without an electric wheelchair, hard to use with crutches
- Access from west side of hayward station, next to Norman's hobby shop- north side of 28<sup>th</sup> (wire fence, hobby shop parking lot) by ECR– easement for direct access to station through lot – access from the housing – level entrance to station
- Some pushback on 28<sup>th</sup> st bike lane from Baymeadows
- Overall happy with the improvements done around hayward station
- Beyond ½ mile of San Mateo downtown station – lots of different types of housing (seniors, disabled), does this take into consideration people outside of this radius?

Question 2: Based on the improvement options, which three (3) improvements would you choose to make the pedestrian experience easier?

- Audible push buttons (for those legally blind especially)
  - 28<sup>th</sup> and ECR needs it
  - Can these be countdown, so they know how much time there's left to cross
- Delaware at 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> could use better crosswalks with countdowns and better curb cuts (ones that don't throw people out into the middle of the intersection)
  - Will likely see more people crossing Delaware with the new housing developments
    - Suggest leaning on Block 21 development to fund some of these
- Longer crossing time across ECR
- 17<sup>th</sup>/ECR no protected crossings for left turns – drivers are blind turning there (sun) – several crashes here
- Medians should be wider, so a wheelchair user doesn't block the whole waiting space

Question 3: What pedestrian routes within the study area are your favorite?

- Like all areas of Bay Meadows to walk through
- Bridgepoint is easy walking, easy to get to 250 bus and shuttles
- Downtown

## San Mateo County Latino Collaborative Meeting Notes

Question 1: What are the areas of greatest concern for pedestrians within the study area? What have you heard from constituents?

- Any considerations for traffic signals and length of time, ECR
- Questions about bikers
- Will any speed limits change?

Question 2: Based on the improvement options, which three (3) improvements would you choose to make the pedestrian experience easier?

- I have family that live very close to the Hillsdale Station. I might also add walkway barriers on the sidewalk when walking over El Camino. I would be nervous to walk in this area with multiple children.



- Nowhere for elderly to sit to rest while on walks – seating would be helpful
- Elderly Slower pace crossing the street
- Bright neon flags carried from one side to the other at crosswalks?
- Farmers markets by Belmont station – creating more space for events or things to happen to incentivize walking
- Suicide prevention program tied close to stations – any signage in different languages? Any intersections or streets where we know a higher risk of collisions is occurring? to support in other languages provided? Can signage be in other languages?
- Wayfinding
- Why this study area?
- Are there plans to expand this work to other areas of the county?
- Might need to add a N/A option in survey questions
- Suggest Adding race/ethnicity/language questions to our survey questions

## ATTACHMENT C—ONLINE SURVEY

### English Version

1. How often do you walk to transit in San Mateo? \* (*Select one*)
  - a. I walk to transit everyday
  - b. I walk to transit weekly
  - c. I walk to transit occasionally
  - d. I use transit but don't walk there
  - e. I don't use transit in San Mateo
  - f. Other (Please specify)
  
2. How would you characterize your walking experience to transit in San Mateo? \*
  - a. San Mateo provides a safe walk to transit
  - b. San Mateo provides a somewhat safe walk to transit, but could be improved
  - c. San Mateo does not provide a safe walk to transit.
  
3. What prevents you from walking to transit more often? Check all that apply.\*
  - a. The walk from my house/job/errand is too far from transit
  - b. Transit does not travel when or where I need to travel
  - c. The walk to transit feels unsafe
  - d. The walk to transit is unpleasant
  - e. Other (please specify)

The next question asks about improvements measures. See the Glossary ([hyperlink](#)) for a description of each choice.

4. What would have the greatest positive impact on your walking experience?

Please rank the potential improvements below from most to least important by dragging and dropping them.

- ☐ Improved Lighting
- ☐ Trees and Landscaping
- ☐ Wider Sidewalks
- ☐ More Frequent Crossings
- ☐ Improved Crosswalks (e.g., curb extensions/bulb-outs, median/refuge island)
- ☐ Pedestrian Countdown Signals and Longer Crossing Times

- ☐ Accessible pedestrian facilities (e.g., curb ramps, audible push buttons)
- ☐ Slowing vehicles down (e.g., speed bumps)

5. What else should we know about walking in the study area?
- a. [Comment box]

The following questions are included to help us understand whether we are getting input from a representative sample of San Mateo residents, employees, and visitors. All questions are optional.

6. What is your relationship with San Mateo?
- Check all that apply.

- ☐ I live in San Mateo
- ☐ I work/go to school in San Mateo
- ☐ I shop in San Mateo
- ☐ Other (Please specify)

7. What is your age? (Optional)
- a. [Text box]

8. What is your racial identity? Check all that apply. (Optional)

- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Black or African American
- ☐ Native Hawaiian or Pacific Islander
- ☐ Latino or Hispanic
- ☐ White
- ☐ Other/Unknown

9. What neighborhood do you live in? (Optional)

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>▪ 19th Avenue Park</li><li>▪ Aragon</li><li>▪ Baywood</li><li>▪ Baywood Knolls</li></ul> | <ul style="list-style-type: none"><li>▪ Baywood Park</li><li>▪ Beresford Manor</li><li>▪ Bowie Estate Etc.</li><li>▪ Eastern Addition/Downtown</li></ul> |
|--|--|



- Edgewater Isle
- Fiesta Gardens
- Foothill Terrace
- Hayward Park
- Hillsdale
- Homestead/ Husing
- Lakeshore
- Laurelwood & Sugarloaf
- Lauriedale
- Los Prados
- Mariner's Isle/ Harbortown

- Shoreview
- Parkside
- San Mateo Highlands
- San Mateo Knolls/ Laurel Creek
- San Mateo Park
- San Mateo Terrace/ Beresford
- San Mateo Village
- San Mateo Woods/ Bayridge
- Westwood Knolls Etc.
- Other (please specify)

10. Interested in updates? Provide your email.

a. [Textbox]

## Spanish Version

1. ¿Con qué frecuencia camina al **transporte público (buses o tren)** en San Mateo?\*

(Seleccione una respuesta)

- a. Camino al transporte público todos los días
  - b. Camino al transporte público cada semana
  - c. Camino al transporte público ocasionalmente
  - d. Uso el transporte público, pero no camino para llegar a él
  - e. Uso el transporte público, pero no camino para llegar a él
  - f. Otro (por favor especifique)
2. ¿Cómo describiría su experiencia caminando al transporte público en San Mateo?\*
- a. San Mateo proporciona una caminata segura al transporte público.
  - b. San Mateo proporciona una caminata algo segura al transporte público, pero podría mejorar.
  - c. San Mateo no proporciona una caminata segura al transporte público.
3. ¿Qué le impide caminar al transporte público con más frecuencia? Seleccione todas las que correspondan. \*
- a. Es muy largo caminar desde mi casa/trabajo/otros destinos frecuentes al transporte público.
  - b. El transporte público no viaja cuando y adonde lo necesito.
  - c. La caminata al transporte público se siente insegura.
  - d. La caminata al transporte público es desagradable.
  - e. Otro (por favor especifique)

La siguiente pregunta corresponde a medidas de mejora. Ver el Glosario para una descripción de cada una de las opciones.

4. ¿Cuáles de estas opciones tendrían el mayor impacto positivo en su experiencia al caminar?

Por favor ordene las siguientes mejoras de la más importante a la menos importante. Para ello, puede arrastrar y soltar las opciones para cambiar el orden.

- a. Mejorías en la iluminación
  - b. Árboles y plantas
  - c. Aceras más anchas
  - d. Cruces peatonales más frecuentes
  - e. Mejorías en los cruces peatonales existentes (ej. *curb extensions/bulb-outs, median refuge island*)
  - f. Señales peatonales con cuenta regresiva o más tiempo para cruzar la calle
  - g. Infraestructura peatonal accesible (ej. rampas, botones peatonales con audio)
  - h. Disminuir la velocidad de los vehículos
5. ¿Qué otras cosas deberíamos saber sobre el caminar en el área de estudio? \*
- [comment box]

Las siguientes preguntas se incluyeron para ayudarnos a entender si estamos recibiendo aportes de una muestra representativa de los residentes, trabajadores y visitantes de San Mateo. Todas las preguntas son opcionales.

6. ¿Cuál es su relación con San Mateo?

Seleccione todas las que correspondan.

- a. Vivo en San Mateo
- b. Trabajo/voy a la escuela en San Mateo
- c. Hago compras en San Mateo
- d. Otro (por favor especifique)

7. ¿Cuántos años tiene? (Opcional)

[comment box]

8. ¿Cuál es su identidad racial? Seleccione toda las que correspondan (Opcional)

- a. Indio Americano o Nativo de Alaska
- b. Asiático
- c. Negro o Afroamericano
- d. Nativo de Hawaii o de las Islas del Pacífico
- e. Latino o Hispano
- f. Blanco
- g. Otro/Desconocido

9. ¿En qué barrio vive? (Opcional)

- |                             |                                  |
|-----------------------------|----------------------------------|
| ▪ 19th Avenue Park          | ▪ Laurelwood & Sugarloaf         |
| ▪ Aragon                    | ▪ Lauriedale                     |
| ▪ Baywood                   | ▪ Los Prados                     |
| ▪ Baywood Knolls            | ▪ Mariner's Isle/ Harbortown     |
| ▪ Baywood Park              | ▪ Shoreview                      |
| ▪ Beresford Manor           | ▪ Parkside                       |
| ▪ Bowie Estate Etc.         | ▪ San Mateo Highlands            |
| ▪ Eastern Addition/Downtown | ▪ San Mateo Knolls/ Laurel Creek |
| ▪ Edgewater Isle            | ▪ San Mateo Park                 |
| ▪ Fiesta Gardens            | ▪ San Mateo Terrace/ Beresford   |
| ▪ Foothill Terrace          | ▪ San Mateo Village              |
| ▪ Hayward Park              | ▪ San Mateo Woods/ Bayridge      |
| ▪ Hillsdale                 | ▪ Westwood Knolls Etc.           |
| ▪ Homestead/ Husing         | ▪ Other (please specify)         |
| ▪ Lakeshore                 |                                  |

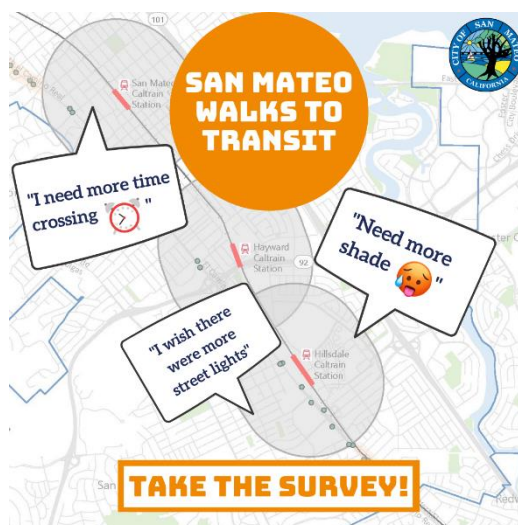
10. ¿Quiere recibir actualizaciones del proyecto? Indique su correo electrónico.

[comment box]

## ATTACHMENT D—SOCIAL MEDIA CONTENT

San Mateo Walks to Transit
MESSAGING
<p>ENEWSLETTER</p> <p>Do you walk? Do you take transit? The City of San Mateo needs your feedback and expertise! The City wants to hear how to improve your walk to and from the City's Caltrain stations and bus stops. Visit <a href="#">San Mateo Walks Transit</a> to share ideas, take the survey, and get updates on the San Mateo Walks to Transit project! The survey closes on October 15<sup>th</sup>.</p>

SOCIAL MESSAGING	
FACEBOOK	Please use Emojis as you wish
<p>Hi Neighbors, Are you a transit rider who walks to a bus stop or train station? (insert bus and train emoji) If so, the City of San Mateo wants to hear from you! The City is conducting a survey to identify ways to improve walking routes to transit in San Mateo and we need your expertise! Visit <a href="#">San Mateo Walks Transit</a> to share your ideas, take the survey, and get updates on the San Mateo Walks to Transit project!</p> <p>#SanMateo #commute #walktotransit #publictransportation @SMwalkstotransit @smdailyjournal @sanmateochamber @sanmateoco @SMCountyCommute @sustainmc @Caltrain</p>	
TWITTER	
<p>Hi neighbors, do you walk to the bus or train? (insert bus and train emoji) Tell us how we can improve your walking experience to transit. (insert walking person emoji) Visit <a href="#">San Mateo Walks to Transit</a> #takeoursurvey</p>	
INSTAGRAM	
<p>Hi Neighbors, are you a transit rider who walks to a bus stop or train station? (insert bus and train emoji) If so, we want to hear from you! The City is conducting a survey to identify ways to improve walking routes to transit in San Mateo and we need your expertise! Visit <a href="#">San Mateo Walks Transit</a> to share your ideas, take the survey, and get updates on the San Mateo Walks to Transit project!</p> <p>#Transit #SanMateoCA #commute #Caltrain #publictransportation</p>	



## ATTACHMENT E—COMMUNITY ORGANIZATIONS AND GROUPS

\*Groups with which a focus group was conducted

### Community Organizations/ Stakeholders:

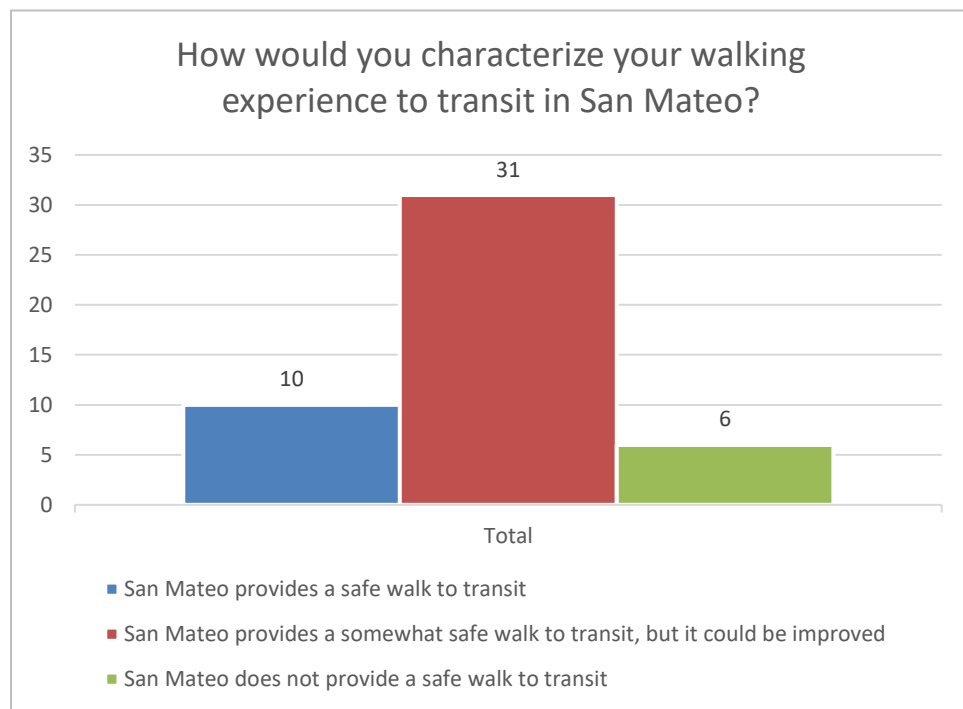
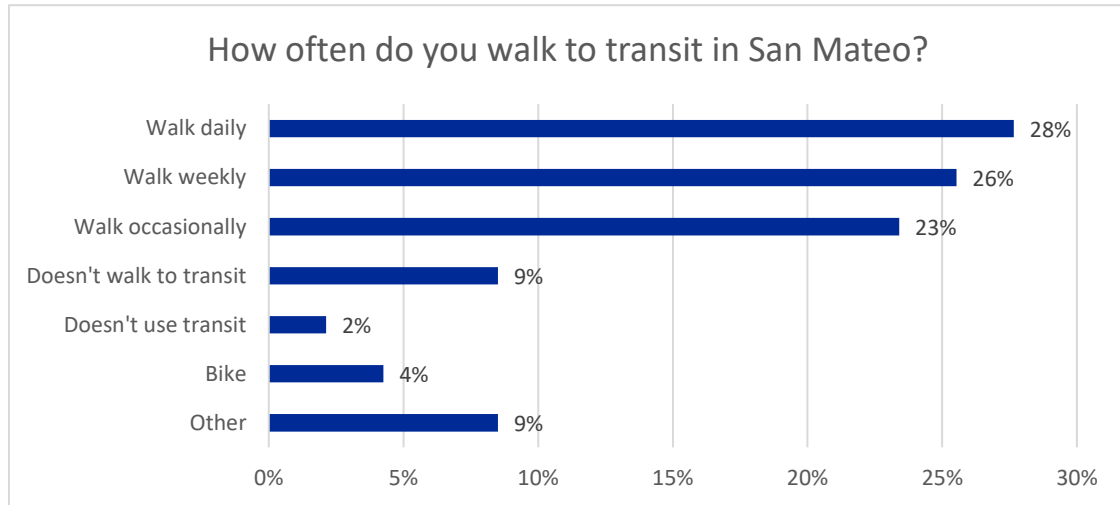
- Silicon Valley Bicycle Coalition San Mateo Local Team\*
- Paratransit Coordinating Council (PCC)\*
- San Mateo Diversity and Equity Council\*
- Latino Families Group (at SMHS)
- Versailles Senior Condominiums
- The Peninsula Regent
- San Mateo County Latino Collaborative
- San Mateo Pride Center
- Nueva School
- Youth Leadership Institute (YLI)
- San Mateo Senior Commission
- Commute.org
- AbilityPath
- San Mateo County Health Commission on Disabilities
- Bay Area Community Health Advisory Council
- San Mateo County Immigrant Services
- San Mateo County Suicide Prevention Committee
- Office of Education and Safety Training Traffic Assessment
- San Mateo Library
- Asian Uplift
- Coalition Z
- Downtown San Mateo Association (DSMA)

### Neighborhood and Homeowner's Associations:

- 19th Avenue Park Association
- 58 N. El Camino Condominium Association
- Bay Laurels Condominium Association
- Bay Meadows Community Association (Master HOA)
- Bay Meadows Neighborhood Alliance
- Baywood Owners Improvement Association
- Baywood Park Homeowners Association
- Beresford Hillsdale Neighborhood Association
- Central Neighborhood Association
- Clearview Homeowners-San Mateo Woods
- Fiesta Gardens Homeowners Association
- Gramercy-Mounds El Cerrito Neighborhood Association
- Hacienda Neighborhood Association
- Harbortown Homeowners Association
- Las Casitas of San Mateo Homeowners' Association
- Lakeshore Neighborhood Association (formerly Hillsdale Manor Neighborhood Association)
- Landsdowne HOA
- Laurelwood Homeowners Association PMB
- Marina Gardens Homeowners Association at 1600 Marina Court
- Mariner's Green #2 HOA
- North Central -- HANCSM (Home Association of North Central San Mateo)
- North Shoreview Neighborhood Association
- Parrott Park Homeowners Association
- Ryland Cedar Bay
- San Mateo Glendale Village Neighborhood Association
- San Mateo Highlands Community Association

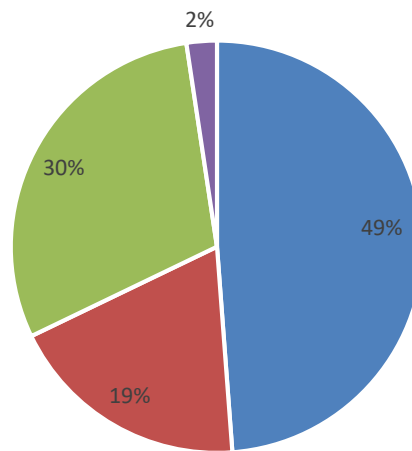
- San Mateo Park Neighborhood Association (formerly known as San Mateo Park Association)
- San Mateo United Homeowners Association
- Shoreview-Parkside Neighborhood Association
- Sunnybrae Neighborhood Association
- Sugarloaf Homeowners Association
- Ticonderoga Townhomes Association

## ATTACHMENT F—ONLINE SURVEY RESULTS





### What is your relationship with San Mateo?



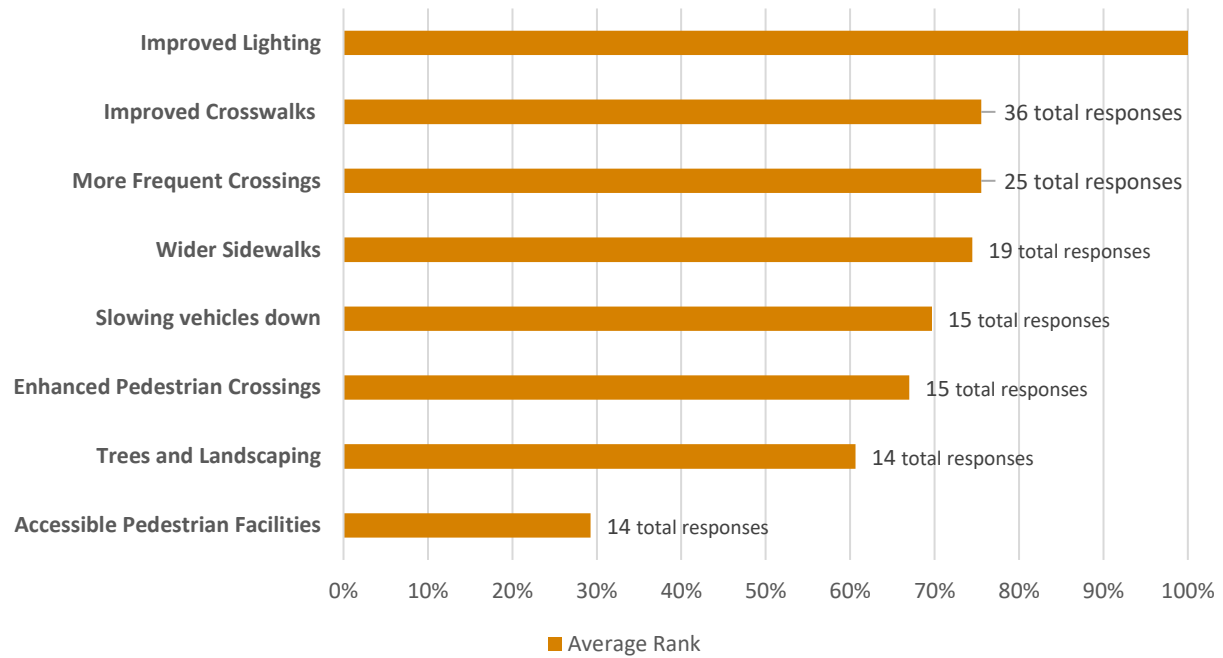
■ I live in San Mateo

■ I work/ go to school in San Mateo

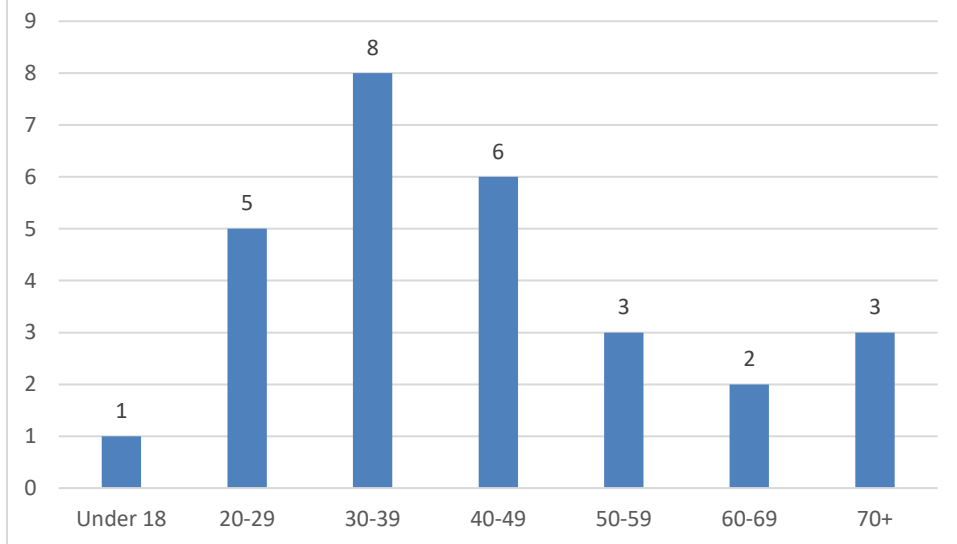
■ I shop and visit in San Mateo

■ Other

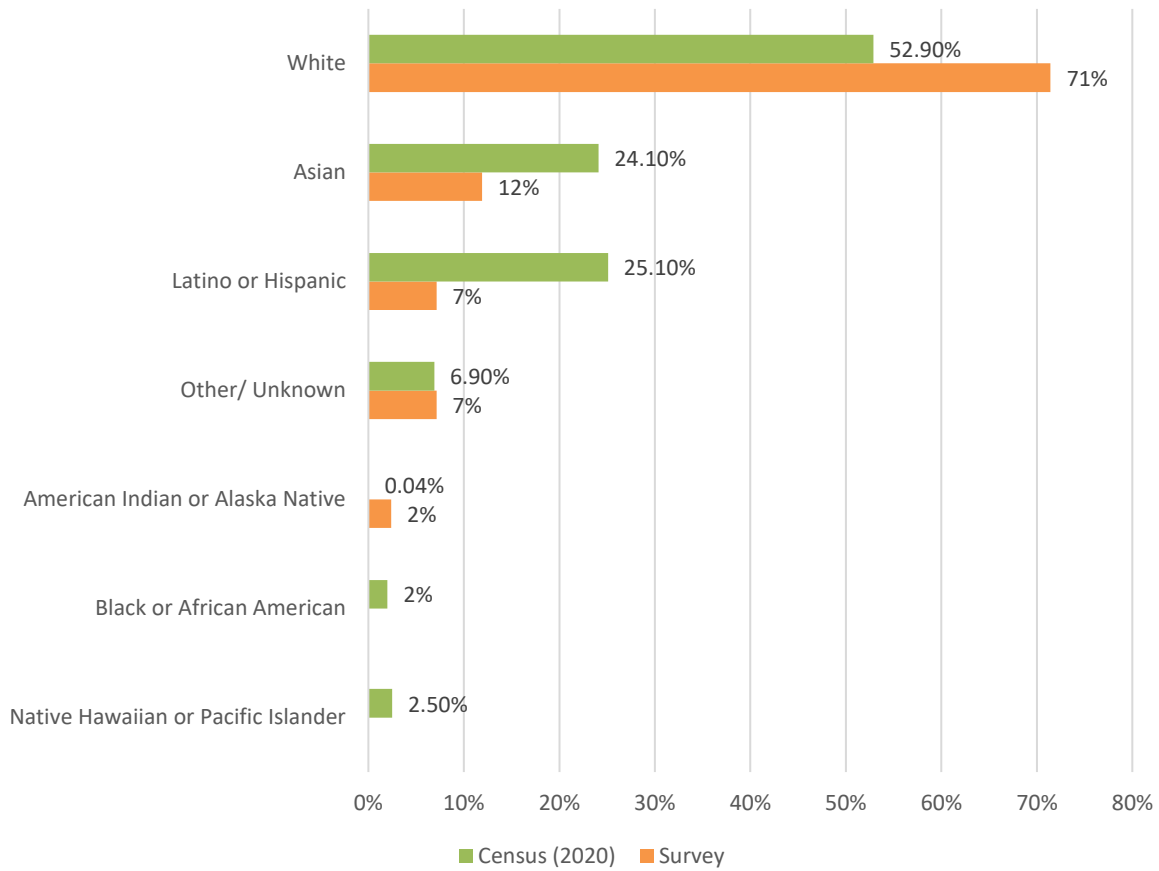
### What would have the greatest positive impact on your walking experience?



### What is your age?



### What is your racial identity?

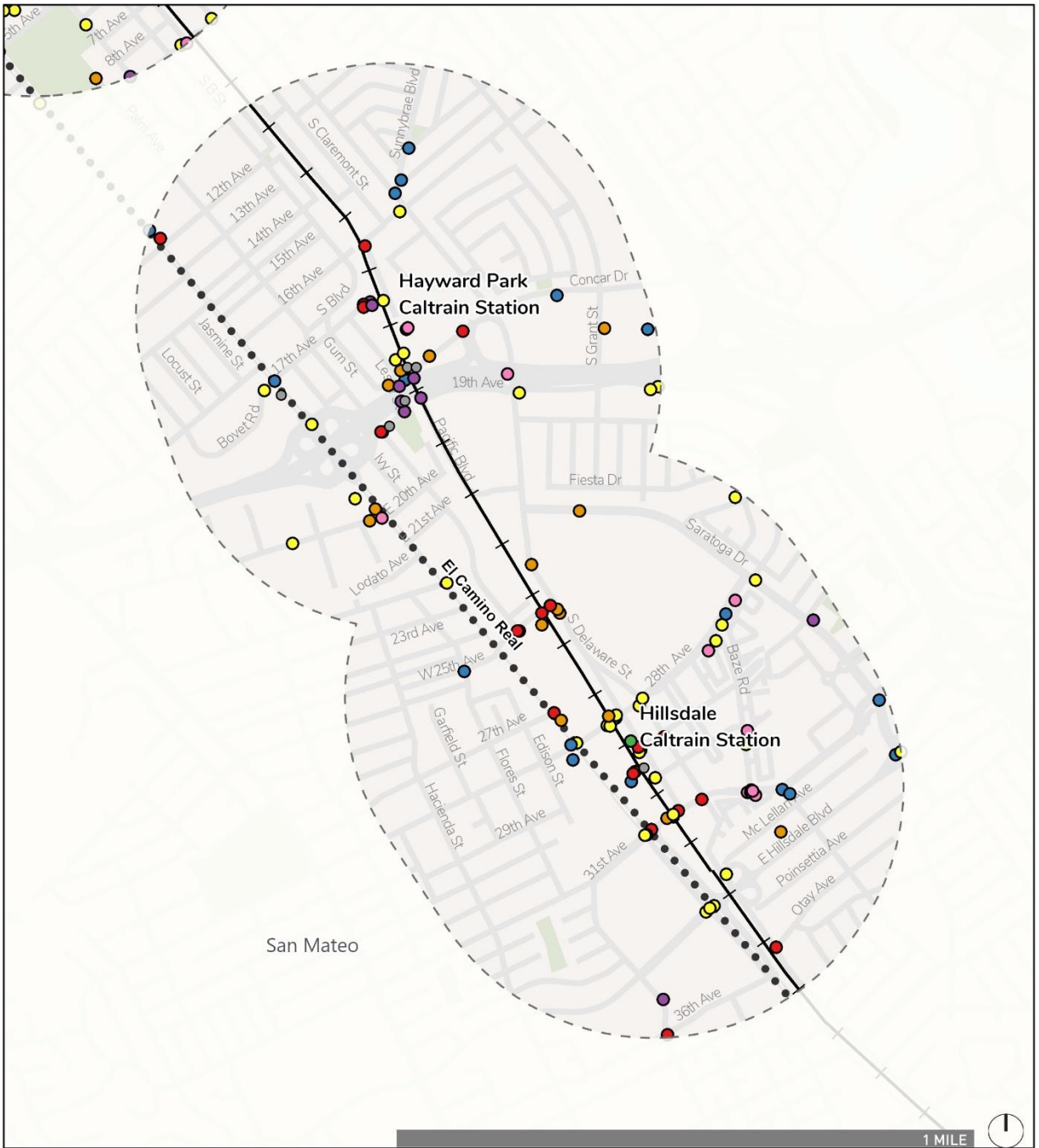


## ATTACHMENT G—ONLINE MAP RESULTS



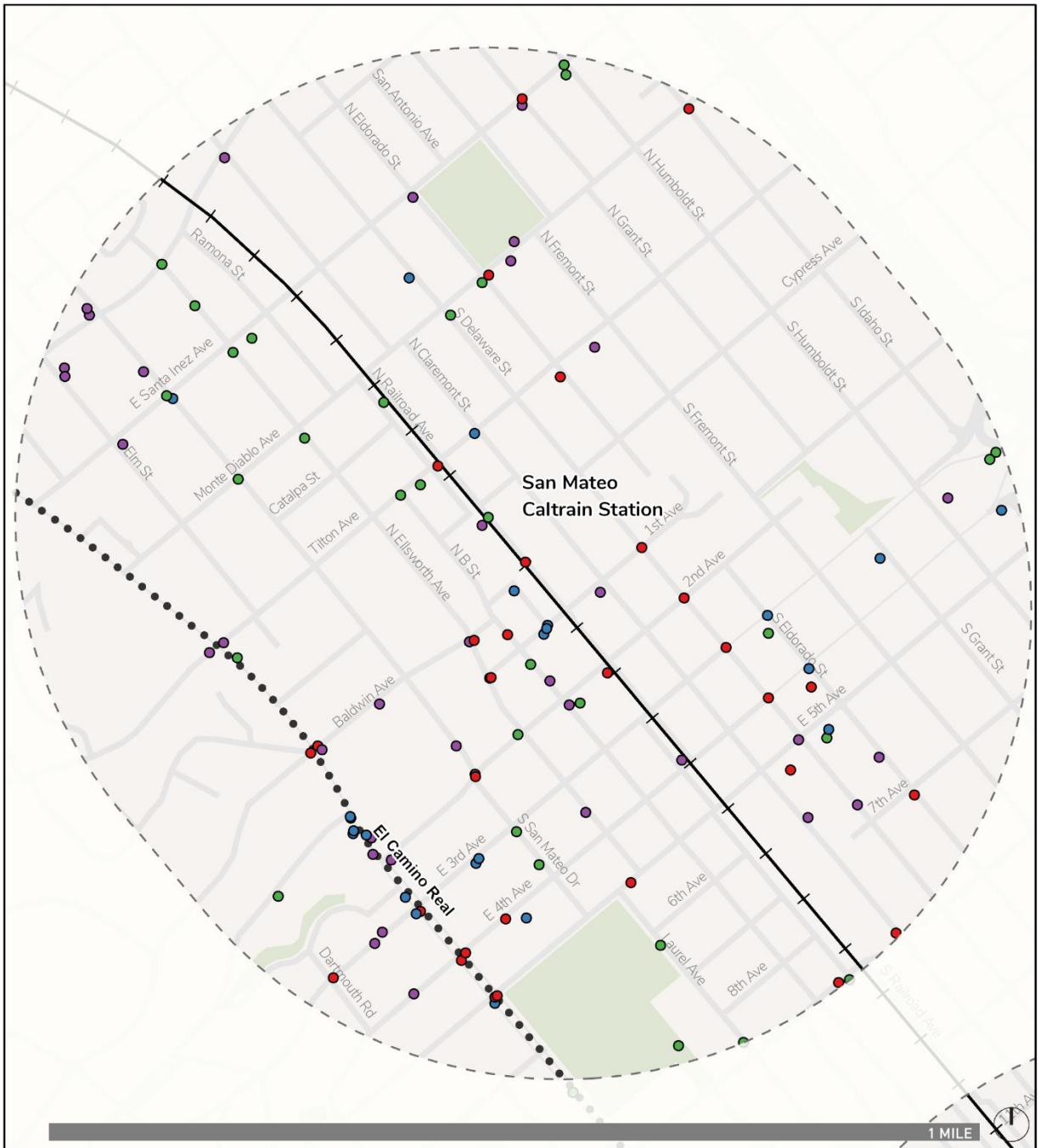
Density of Community Comments on Webmap





- Accessibility
- Crosswalk
- Landscape & Trees
- Lighting
- Pedestrian Crossings
- Sidewalk
- Traffic Calming
- Misc.

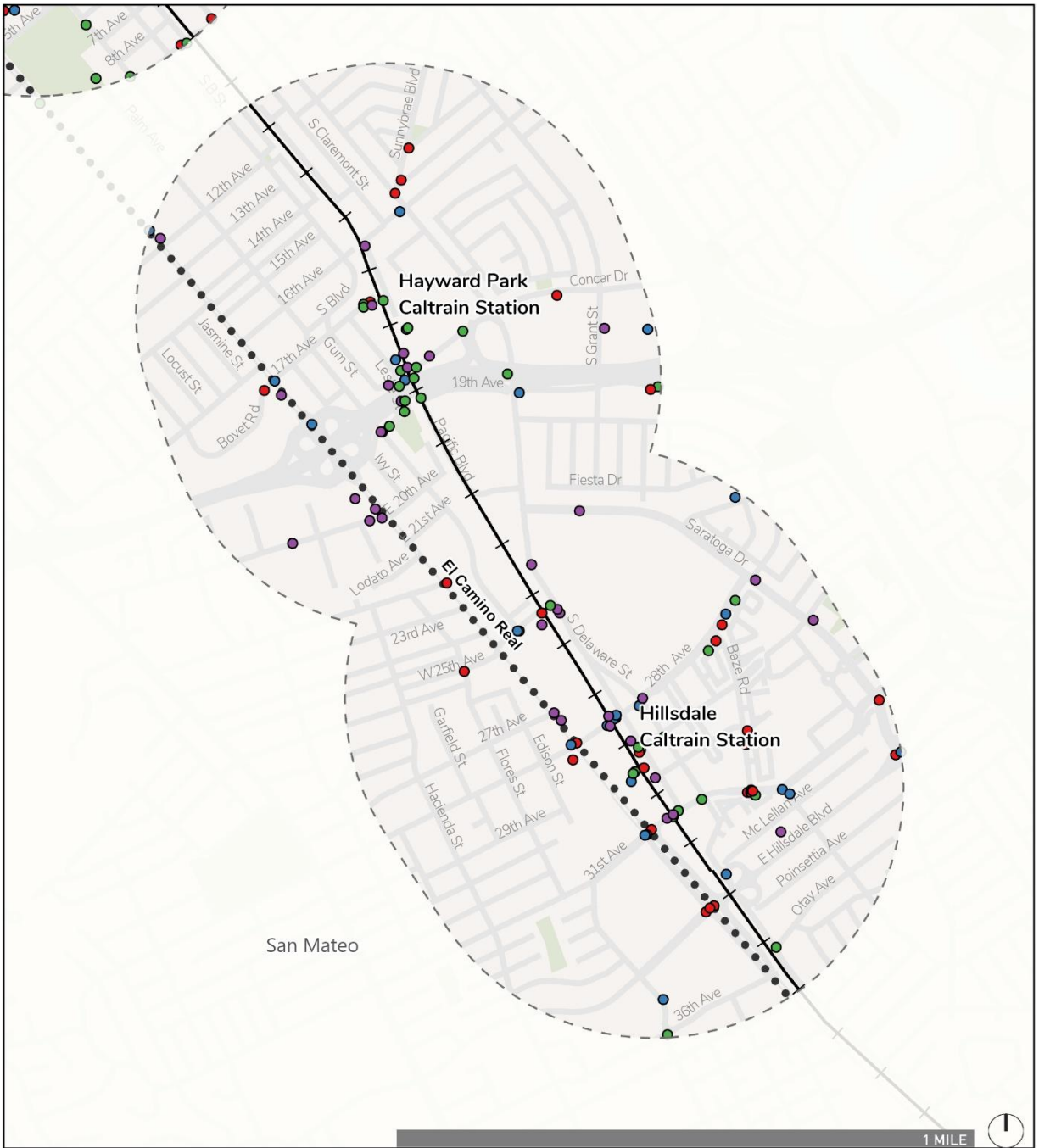
## Specific Community Concerns



- Intersection Treatment
- Midblock Crossing
- Sidewalk Improvement
- Other

Categories of Improvements Needed





- Intersection Treatment
- Midblock Crossing
- Sidewalk Improvement
- Other

## Categories of Improvements Needed





Number of Responses



Top Survey Walking Routes