



SAN MATEO CITYWIDE COMPLETE STREETS ENGAGEMENT PLAN

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FEHR & PEERS



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ENGAGEMENT STAFF



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ENGAGEMENT PURPOSE

To gather meaningful input from San Mateo's rich and diverse community of many cultures, languages, and backgrounds to help inform the development of the San Mateo Complete Streets Plan.

ENGAGEMENT GOALS



Educate and update the community on the benefits and challenges associated with the Complete Streets Plan.



Engage traditionally underrepresented and marginalized communities in the process, including equity priority and low-income communities.



Build rapport and alignment among the community and City agencies.

ENGAGEMENT PRINCIPLES



Include a diversity of voices in the engagement process



Build relationships and co-create with the community



Lift underrepresented voices



Engage historically marginalized communities



Create accessible, inclusive and welcoming spaces for a diversity of languages, cultures, and abilities



Collaborate on ideas and solutions



Make space for all members of the community so they can feel safe and comfortable when providing input



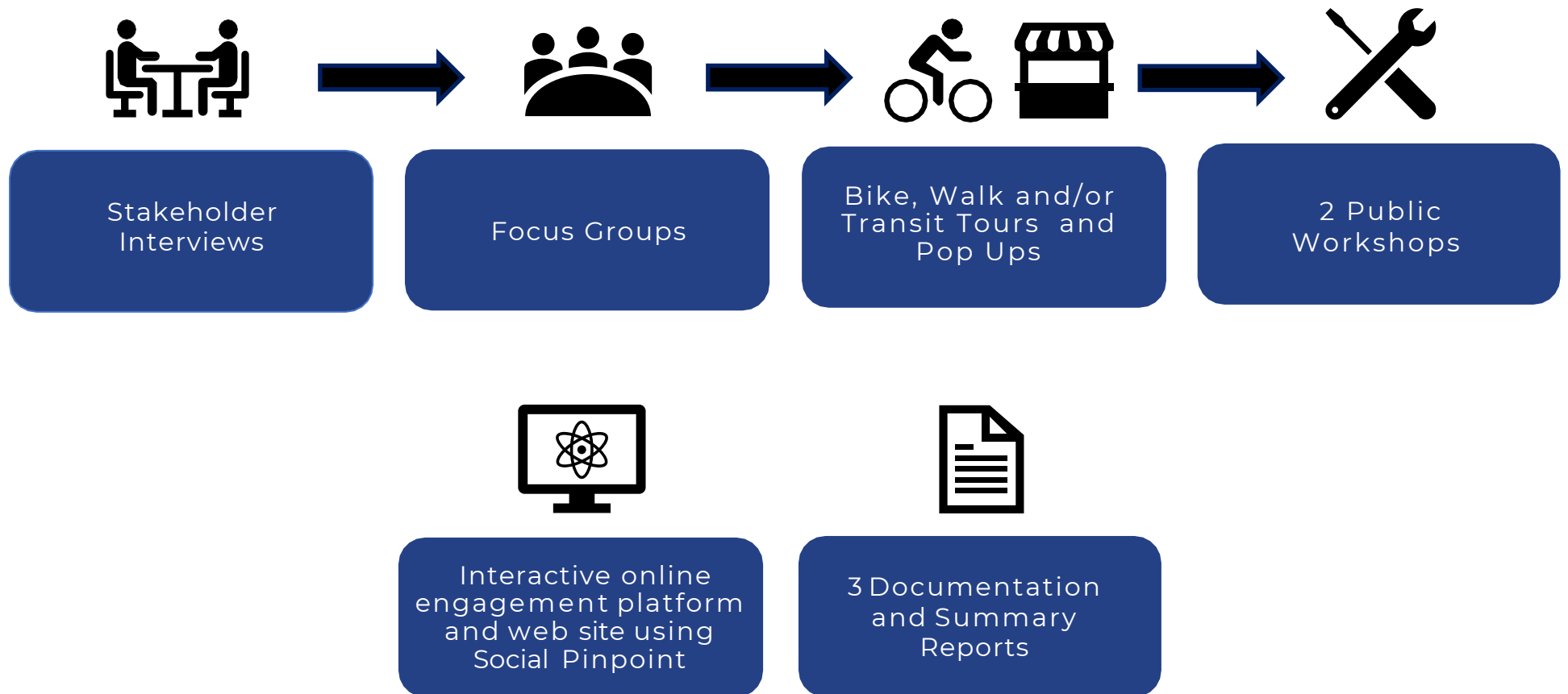
Adapt and **iterate**

WHO WILL WE ENGAGE?



- ☐ Bicycle, pedestrian, and transit advocacy organizations
- ☐ Childcare and special needs services
- ☐ Community-based organizations (CBO)'s
- ☐ Faith institutions
- ☐ Low-income and very low-income households
- ☐ Non-English speakers
- ☐ Renters
- ☐ Residents 44 and younger
- ☐ School districts
- ☐ Seniors and people with disability
- ☐ Small business community
- ☐ Senior homes and facilities
- ☐ Under-represented neighborhood groups

ENGAGEMENT ACTIVITIES



10 Stakeholder Interviews



Purpose

1. To understand the needs, concerns, and expectations of stakeholders.
2. To build rapport and community trust at a deeper level.
3. To gather input and create partnerships for pop ups and focus groups.

How will we achieve this?

1. Identify and confirm with City the key stakeholders for the project.
2. Utilize existing networks and relationships to identify interviewees, including External Working Group members.

Who?

1. Neighborhood association leadership
2. Bicycle, pedestrian, and transit advocates
3. Diversity Equity Council members
4. Community leaders/CBO leaders
5. Small business community members
6. School district staff

Where?

1. Zoom
2. Phone call
3. In-Person

When?

1. Engagement Phase 1 – March

12 Focus Groups



Purpose

1. To understand needs of specific communities and groups in a more intimate and familiar environment in languages most comfortable for the group.

How will we achieve this?

1. Meet with community leaders and key stakeholders who can help co-create focus groups and invite members.
2. Consider using a charrette-style exercise to gather ideas.
3. Provide gift card incentives to the group/attendees.
4. Consider leveraging a pre-existing organizational meeting.

Who?

1. CBOs
2. Neighborhood associations
3. Business groups

Where?

1. Zoom
2. Community centers/City facilities
3. CBO/Organization offices

When?

1. Engagement Phase 1 – April
2. Engagement Phase 2 – June/July
3. Engagement Phase 3 – October/November

4 Bike, Walk, and/or Transit Tours



Purpose

1. Experience the project area from the perspective of the people who live, work, and travel there daily and connect with that community.
2. Gather first-hand information about conditions, needs, and concerns of the community.

How will we achieve this?

1. Work with bicycle/pedestrian/transit groups, neighborhood associations, and other CBOs to co-create tour experience.
2. Work with City to identify tour routes and points of interest.
3. Potentially having one monolingual Spanish tour based off stakeholder interview feedback.
4. Provide gift card incentives for participants.

Who?

1. Neighborhood associations
2. CBOs
3. Pedestrians, bicyclists, transit riders, and commuters.
4. Transit groups and advocates
5. Move San Mateo
6. External Working Group members

Where?

1. City of San Mateo key arteries and roadways

When?

1. Engagement Phase 2 – June/July to review needs/existing conditions
2. Engagement Phase 3 – Oct/Nov to review concept plans and priority projects

4 Pop Up Events



Purpose

1. To engage with the community in a quick, dynamic and interactive way.
2. To gather feedback and ideas from the public in real time.
3. To build public awareness and bring visibility to the project.

How will we achieve this?

1. Work with the External Working Group, key stakeholders, and City staff to identify appropriate times, locations, and venues for pop ups at or near locations that may be impacted by the project.

Who?

1. Broad base of community members who use key transit hubs and attend local community events
2. Community members who live near priority plan/concept plan locations

Where?

1. Transit hubs e.g. San Mateo and Hillsdale Caltrain stations
2. Local farmers' market (Ex: College of San Mateo Market)
3. Community events (Parks and Recreation events in Central Park)
4. Corridors that are the subject of concept plans/priority projects

When?

1. Engagement Phase 2 - June/July on layered networks and verifying existing conditions/needs
2. Engagement Phase 3 – October/November on priority projects and concept plans.

2 Public Workshops



Purpose

1. To provide a space for interested community members and the broader community to learn about the project, receive updates, and provide input.

How will we achieve this?

1. Gather input from community interviews to organize workshops.
2. Provide simultaneous translation in Spanish and other languages as appropriate.
3. May include break out groups for smaller group discussion.
4. Platform may be online or in-person and will be determined after consultation with the community and staff on best approach.

Who?

1. Residents and the broader community not already targeted in other engagement activities
2. Interested community members and key stakeholders

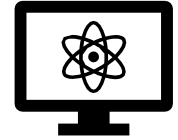
Where?

1. Zoom
2. Community centers/city facilities

When?

1. Engagement Phase 2 - 1 workshop in Phase 2 in July
2. Engagement Phase 3 - 1 workshop in Phase 3 in November

Interactive Online Engagement Platform



Purpose

1. Provide a reliable and regularly updated online hub for the community to receive project updates and provide input at their convenience.

How will we achieve this?

1. Consultant Team will use Social Pinpoint leveraging its interactive capabilities to drive participation.
2. Website will launch prior to start of broad public interfacing engagement activities.

Who?

1. General public
2. English and non-English speakers
3. San Mateo residents
4. San Mateo workers
5. San Mateo commuters

Where?

1. Page on City of San Mateo Website

When?

1. Engagement Phase 1– Phase 3
2. March - November

ENGAGEMENT SCHEDULE

| | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---------------------------------------|-----|--|-----|-----|---------------------------------|-----|-----|-----|--|-----|-----|
| Engagement | | Phase 1: Existing Conditions & Needs | | | Phase 2: Layered Networks | | | | Phase 3: Priority Projects & Concept Plans | | |
| 10 Stakeholder Interviews | | 10 | | | | | | | | | |
| 12 Focus Groups | | | 4 | | 4 | | | | 4 | | |
| 4 Bike, Walk, and/or Transit Tours | | | | 2 | | | | 2 | | | |
| 4 Pop Ups | | | | | | | | | | | |
| 2 Public Workshops | | | | | | 1 | | | | 1 | |
| Online Interactive Tool | | | | | | | | | | | |
| Engagement Summary Reports | | | | | | | | | | | |
| External Working Group Meetings | | #1 | #2 | | | #3 | | #4 | | | #5 |



Stakeholder
Interviews

Focus Groups

Active
Transportation
Tours and Pop Ups

Public
Workshops