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Draft Colma Bicycle and Pedestrian Master Plan

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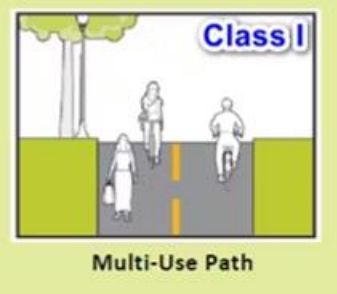
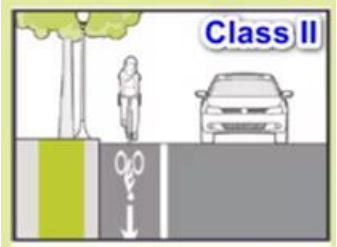
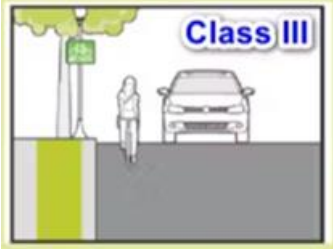
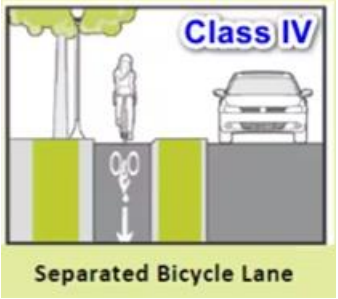
ACRONYMS, ABBREVIATIONS, AND DEFINITIONS

Acronym/Abbreviation	Definition
2021 Bipartisan Infrastructure Law (BIL)	The legislation reauthorizes surface transportation programs for FY 2022-2026 and provides advance appropriations for certain programs. The Bipartisan Infrastructure Law authorizes up to $108 billion to support federal public transportation programs, including $91 billion in guaranteed funding.
Active Transportation	A means of getting around that is powered by human energy, primarily walking and bicycling, also known as non-motorized transportation.
Active Transportation Program (ATP)	Program that focuses on increasing active modes of transportation, by combining both Federal and State funds.
Bay Area Rapid Transit (BART)	The rapid transit system serving the San Francisco Bay Area.
Bicycle and Pedestrian Advisory Committee (BPAC)	Provides 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.
Bicycle Boulevard	Streets with low traffic volumes and speeds, designated and designed to give bicyclist travel priority (variation of Class III bikeway)
Bicycle Tracking through Intersection	Bicycle pavement markings (i.e. paint, striping) through intersections indicate the intended path of bicyclists through an intersection or across a driveway or ramp.
California Department of Transportation (Caltrans)	The State of California government agency responsible for the design, construction, maintenance, and operation of the California State Highway System, as well as that portion of the Interstate Highway System within the state's boundaries. Caltrans manages more than 50,000 miles of California's highway and freeway lanes, provides inter-city rail services, permits more than 400 public-use airports and special-use hospital heliports, and works with local agencies. Caltrans 2020-2024 Strategic Plan can be found at this link: https://dot.ca.gov/-/media/dot-media/programs/risk-strategic-management/documents/sp-2020-16p-web-a11y.pdf.
California Transportation Commission (CTC),	An independent government transportation commission responsible for programming and allocating funds for the construction of highways, passenger rail, transit and active transportation improvements throughout California.
Capital Improvements Project (CIP)	Any major improvement to City facilities and infrastructure. Examples include the construction of transportation, stormwater, water, wastewater projects, along with buildings like fire stations, libraries and recreation centers.
Carpool	An arrangement between people to make a regular journey in a single vehicle, typically with each person taking turns to drive the others.
City/County Association of Governments (C/CAG) of San Mateo County	A governmental body, made up of 21 members with one from each city (20) and the County of San Mateo, that deals with issues that affect the quality of life in general; transportation, air quality, stormwater runoff, hazardous waste, solid waste and recycling, land use near airports, and abandoned vehicle abatement.

Acronym/Abbreviation	Definition
Class I Multi-use Path	Bike paths or shared-use paths with exclusive right of way for bicyclists and pedestrians, away from the roadway and with cross flows by motor traffic minimized.  Multi-Use Path
Class II Bike Lane	Bike lanes established along streets and defined by pavement striping. and signage to delineate a portion of a roadway for bicycle travel. Buffered bike lanes provide greater separation from an adjacent traffic lane and/or between the bike lane and on-street parking.  Bicycle Lane
Class III Bike Route	Bike routes that designate a preferred route for bicyclists on streets shared with motor traffic not served by a dedicated bikeway provide continuity to the bikeway network.  Bicycle Route
Class IV Separated Bike Lane/ Cycle Track	Separated bikeway, referred to as a cycle track or protected bike lane, for the exclusive use of bicyclists. Physically separated from motor traffic with vertical features such as grade separation, flexible posts, inflexible posts, or on-street parking.  Separated Bicycle Lane
Clean Mobility Vouchers	Vouchers to develop and launch zero-emission mobility projects, such as bike sharing and ride-on-demand services, that fill a community's transportation gaps and provide access to key destinations.
Complete Streets	Approach to planning, designing, building, operating, and maintaining streets that enables safe access for all people who need to use them, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities.
Congestion Mitigation and Air Quality Improvement (CMAQ)	Provides federal funds to States for transportation projects designed to reduce traffic congestion and improve air quality, particularly in areas of the country that do not attain national air quality standards

Acronym/Abbreviation	Definition
Developer Impact Fee (DIF)	Locally imposed fees on specific development projects to defray the cost of new or additional public facilities that are needed to serve those developments
Disadvantaged Communities (DAC)	Areas throughout California which most suffer from a combination of economic, health, and environmental burdens.
El Camino Real (ECR)	A 600-mile commemorative route connecting the 21 Spanish missions in California (formerly the region Alta California in the Spanish Empire), along with a number of submissions, four presidios, and three pueblos
Grand Boulevard Initiative (GBI)	A collaboration of 19 cities, counties, local and regional agencies united to improve the performance, safety and aesthetics of El Camino Real. Starting at the northern Daly City limit (where it is named Mission Street) and ending near the Diridon Caltrain Station in central San Jose (where it is named The Alameda), the initiative brings together for the first time all of the agencies having responsibility for the condition, use and performance of the street.
Greenhouse Gas (GHG) Emissions	A greenhouse gas is any gas that has the ability to retain heat in the atmosphere. The primary greenhouse gases include carbon dioxide, methane, and nitrous oxide. While these gases occur naturally, human activities have significantly increased their concentrations in the atmosphere, creating long-lasting climate change. The term "greenhouse gas emissions" refers to the quantity of greenhouse gases released into the atmosphere as a result of specific activities such as the combustion of fossil fuels to produce electricity.
Greenway	Linear open spaces that are designed for multiple uses, including non-motorized transportation, recreational activities, and ecological benefits.
Highway Safety Improvement Program (HSIP)	A core Federal-aid program with the purpose of achieving a significant reduction in traffic fatalities and serious injuries on all public roads, including non-State-owned roads and roads on tribal land.
Levels of Service (LOS)	A qualitative measure used to relate the quality of motor vehicle traffic service. It is used to analyze roadways and intersections by categorizing traffic flow and assigning quality levels of traffic based on performance measures like vehicle speed, density, congestion, etc.
Local Grant Program	A competitive statewide program was created to beautify and clean up local streets and roads, tribal lands, parks, pathways, transit centers, and other public spaces.
Local Streets and Roads Program (LSRP)	State funds made available for basic road maintenance, rehabilitation, and critical safety projects on the local streets and roads system.
Measure A	Local tax measure that imposed a half-cent sales tax for funding transportation facilities, services, and programs.
Measure M	Local tax measure that imposed an annual fee of ten dollars ($10) on motor vehicles registered in San Mateo County.
Metropolitan Transportation Commission (MTC)	Government agency responsible for regional transportation planning and financing in the San Francisco Bay Area.
Micromobility	Shared-use fleets of small, fully, or partially human-powered vehicles such as bikes, e-bikes and e-scooters. These vehicles are generally rented through a mobile app or kiosk, are picked up and dropped off in the public right-of-way and are meant for short point-to-point trips.

Acronym/Abbreviation	Definition
Mid-Block Crossing	Facilitate crossings to places that people want to walk to but that are not well served by a typical intersection crossing due to large block size
Multi-Modal Impact Fee or VMT Mitigation Fee – DIF	Locally imposed Fee that provides flexibility to expand capital facilities for bicycle, pedestrian, and transit modes in addition to funding automobile capacity along with the classified roadway network.
Multi-Use Path	A shared path designed for use by pedestrians, cyclists, and other non-motorized users.
Multimodal Transportation	The movement of people and goods using several modes of transportation, including but not limited to, walking, biking, transit, rail, cars, and trucks.
Office of Traffic Safety (OTS)	Government organization that provides an effective means of eliminating fatalities, injuries, and economic losses resulting from crashes
One Bay Area Grant 3 (OBAG 3) Program	The policy and programming framework for investing federal Surface Transportation Block Grant Program (STP), Congestion Mitigation and Air Quality Improvement (CMAQ), and other fund programs throughout the San Francisco Bay Area.
Pedestrian Facility	Infrastructure specifically designed for pedestrian use, such as sidewalks, crosswalks, pedestrian bridges, and tunnels.
Public Participation Plan (PPP)	Establishes a model for effective public involvement and contains written procedures for including the public in a community's planning process.
Push-button activated mid-block Rectangular Rapid Flashing Beacon (RRFB)	Two, rectangular-shaped yellow indications, each with a light-emitting diode (LED)-array-based light source. They flash with an alternating high frequency when activated to enhance conspicuity of pedestrians at the crossing to drivers.
Right-of-Way	The legal right of a pedestrian or vehicle to proceed first in a particular situation or on a particular roadway.
Road Diet	To reduce the number of travel lanes and/or effective width of the road is reduced in order to achieve systemic improvements.
Safe Routes to School (SRTS)	An approach that promotes walking and bicycling to school through infrastructure improvements, enforcement, tools, safety education, and incentives to encourage walking and bicycling to school.
Safe Streets and Roads for All (SS4A)	Funds regional, local, and Tribal initiatives through grants to prevent roadway deaths and serious injuries.
SamTrans	Public transport agency in and around San Mateo, California, in the San Francisco Bay Area. It provides bus service throughout San Mateo County and into portions of San Francisco and Palo Alto
Silicon Valley Bike Coalition (SVBC)	A 501(c)3 nonprofit that works to support healthier and more just communities in San Mateo and Santa Clara counties by making biking safe and accessible through education, advocacy and fun.
Single Occupancy Vehicles (SOV)	A vehicle that is being operated by only one occupant.
Stakeholders	A person, group of persons or organizations with an interest or concern in something.

Acronym/Abbreviation	Definition
State Controller's Office (SCO)	Prepares and releases warrants (another word for checks or payments) and electronic fund transfers from the State Treasury.
Surface Transportation Block Grant Program (STBG)	Provides flexible funding that may be used by States and localities for projects to preserve and improve the conditions and performance on any Federal-aid highway, bridge and tunnel projects on any public road, pedestrian and bicycle infrastructure, and transit capital projects, including intercity bus terminals.
Sustainable Transportation Planning Grants	Funding created to support the California Department of Transportation's (Caltrans) Mission: Provide a safe and reliable transportation network that serves all people and respects the environment.
Transit-Oriented Development	Compact, mixed-use development centered around public transit stations, designed to encourage walking, cycling, and transit use.
Transportation Demand Management (TDM)	A set of strategies aimed at maximizing traveler choices and encouraging multimodal transportation to reduce single occupancy vehicles on the road.
Transportation Development Act (TDA)	State law that provides funding to be allocated to transit and non-transit related purposes that comply with regional transportation plans. TDA established two funding sources; the Local Transportation Fund (LTF), and the State Transit Assistance (STA) fund.
Vehicle Miles Traveled (VMT)	Vehicle Miles Traveled measures the amount and distance people drive by personal vehicle to a destination.
Wayfinding	Signage, maps, and other information systems designed to help pedestrians and cyclists navigate a city or a specific route.
World Health Organization (WHO)	The United Nations agency working to promote health, keep the world safe and serve the vulnerable.

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1 INTRODUCTION, VISION, AND GOALS

1.1 Goals

Encouraging bicycling and walking in the Town of Colma ("Town") promotes healthy lifestyles, reduces traffic congestion, improves air quality, and provides greater connectivity to major destinations and transit facilities and better opportunities to socialize in public spaces.

The Town Bicycle and Pedestrian Master Plan 2023 ("the Plan") is primarily a coordinating and resource document. The Plan focuses on developing a safe network of bikeways and walkways, identifying roadway improvements, and documenting programs and policies that will support the Town's goal of becoming a more bicycle- and pedestrian-friendly community. The development of this Plan will ensure consistency with the California Active Transportation Program (ATP) and aid the Town's efforts to pursue outside funding for bicycle and pedestrian projects. The purpose of the Plan is to encourage an increased use of active modes of transportation, such as biking and walking by achieving the following goals:

- Increase the proportion of trips accomplished by biking and walking.
- Improve safety and mobility of non-motorized users.
- Advance the active transportation efforts of the Town and regional agencies to achieve greenhouse gas (GHG) reduction.
- To promote bicycling and walking as healthy and sustainable modes of transportation.
- Ensure that disadvantaged communities (DAC) fully share in the benefits of the program.
- To connect bicycling and walking facilities throughout the Town.
- Provide a broad spectrum of projects to benefit many types of active transportation users.

The Plan was developed in collaboration with the community and includes input from a variety of stakeholders, including residents, businesses, and regional transportation agencies. At a local level, the Plan complements and supports existing plans and policies. At a regional level, this plan incorporates state and regional policies that help meet the overarching goal of increasing walking and bicycling throughout California by preserving the active transportation system and reducing the number of accidents and fatalities amongst bicyclist and pedestrians.

The Plan is a living document that will be updated as needed to reflect changes in the community and the needs of bicyclists and pedestrians. The Town is committed to implementing the Plan and making the Town a more bicycle- and pedestrian-friendly community. For continued updates on the Plan progress towards implementation of this plan, visit: https://www.colma.ca.gov/bike-and-pedestrian-master-plan/.

All recommended improvement projects and implementation measures may need additional technical analysis, environmental study, and targeted outreach before implementation.

1.2 Benefits of Walking and Bicycling

Bicycling and walking (and any form of active transportation) provides multiple benefits to the individual and their community as summarized here. According to the World Resources Institute (2021),[1] "high rates of active mobility lead to greater connectivity, reduced traffic and parking congestion, more reliable travel times and increased public transit ridership."

[1] Ohlund, Hannah, Siba El-Samra, Claudia Adriazola-Steil, Giovanni Zayas, and Felipe Targa. "Invest in Walking and Cycling for Sustainable, Safe Cities. Here's How." World Resources Institute, December 3, 2021. https://www.wri.org/insights/invest-walking-cycling-sustainable-safe-cities.

ENVIRONMENTAL BENEFITS

Traditional, car-centric transportation planning has increased GHG emissions and impacted air quality, road injuries and fatalities, and traffic congestion. Active transportation, such as walking and bicycling, is the lowest-carbon mode of transportation. It is also one of the most powerful changes communities can make to achieve their sustainability, economic, and social goals. Prioritizing pedestrians and cyclists over motor vehicles and ensuring the safety of all road users is best achieved by investing in active mobility infrastructure and initiatives. However, walking and cycling remain grossly underfunded, while car-centered planning and design continue to dominate. Active travel can help reduce Vehicle Miles Traveled (VMT) and GHG emissions to achieve global targets. Per the 2030 Town of Colma Climate Action Plan Update, the Town's transportation emissions accounted for approximately 74% of total GHG emissions in Colma as of 2017. Travel on local roads accounted for 55% of transportation emissions. Shifting to walking and cycling can reduce GHG emissions and is the most efficient way to decarbonize transportation (World Resources Institute 2021).

COMMUNITY AND PUBLIC HEALTH BENEFITS

Increased sense of community: Biking and walking can help to increase social interaction and a sense of community. This can be beneficial for both physical and mental health. Traveling by foot or bike can improve equity, social cohesion, perceptions of security and livability. Many low-income populations also live with little transportation access or unsafe and inconvenient routes to their destinations. Constructing safe active travel networks can improve access to opportunities and services for these disadvantaged groups. People's physical, mental, social and economic health benefits from the ability to walk or bike in safe environments (World Resources Institute 2021).

- Traveling by foot or bike can improve equity, social cohesion, perceptions of security, and livability.
  - Equity: By making transportation more accessible and affordable, people from all walks of life can participate in their communities and reach their destinations safely and easily.
  - Social cohesion: When people can get around their communities on foot or bike, they have more opportunities to interact with their neighbors and build stronger relationships.
  - Perceptions of security: When people feel safe walking or biking in their communities, they are more likely to get out and about, which can lead to a more vibrant and livable community.
- Many low-income populations also live with little transportation access or unsafe and inconvenient routes to their destinations.
  - Transportation access: Many low-income people do not have access to a car or reliable public transportation, which can make it difficult to get to work, school, or other essential services.
  - Unsafe and inconvenient routes: Even when low-income people do have access to transportation, they may have to travel long distances or take unsafe routes to get to their destinations.
- Constructing safe active travel networks can improve access to opportunities and services for these disadvantaged groups.
  - Active transportation networks: Safe active travel networks include sidewalks, bike paths, and other infrastructure that make it easy and safe for people to walk or bike.
  - Opportunities and services: By improving access to opportunities and services, safe active transportation networks can help to break the cycle of poverty and improve the quality of life for low-income people.
- Physical, mental, social, and economic health benefits from the ability to walk or bike in safe environments.

- Physical health: Walking and biking are great forms of exercise that can help people stay healthy and reduce their risk of chronic diseases.
- Mental health: Walking and biking can also improve mental health by reducing stress and anxiety and promoting feelings of well-being.
- Social health: Walking and biking can help people connect with their community and build relationships with their neighbors.
- Economic health: Walking and biking can save people money on transportation costs and improve their productivity at work.

Improved economic development: Safe active travel networks can help to improve economic development by making it easier for people to get around and attracting businesses to the area. According to the World Resources Institute (2021), cities and towns have observed boosts to their economy upon improving pedestrian and bicycling infrastructure, "…such as increased sales, commercial rent and job creation." A study conducted by Political Economy Research Institute (2010), "estimated that 11 to 14 jobs are created per $one million invested in cycling and walking projects compared to the seven jobs created when investing in highways."

Public Health Benefits: Safe walking and bicycling infrastructure have positive impacts on public health. For example, the World Health Organization (WHO) found that increasing sustainable mobility could reduce pre-mature deaths with improvements to air quality and increased physical activity and saving of health care costs.

According to the United States (US) Department of Transportation (DOT), one-fourth (¼) of adults reported that they do not engage in any physical activity outside of their job, which can be a contributing factor to the two thirds (2/3) of adults who are overweight in the US. Studies show that exercise by walking and biking can help increase blood flow, release endorphins to reduce stress, and can reduce the risk of heart and circulatory disease by as much as 30%. Biking and walking are great forms of exercise that can lead to a reduction in obesity, heart disease, stroke, and other chronic diseases. Biking and walking can also have a positive impact on mental health by reducing stress, anxiety, and depression. They can also improve mood, self-esteem, and overall well-being.

1.3 Desired Plan Outcomes

The Town of Colma Bicycle and Pedestrian Master Plan 2023 is the first of its kind for the Town. Over the past 10 years, several plans and policy documents have been developed in specific areas of the Town. However, none of these plans have brought together all the recommendations, policies, and ideas for safe active transportation networks in the Town.

This Plan is a compilation of existing (adopted) documents from the Town and regional partners, and feedback gathered through public outreach. By bringing together all these resources, the Town is better positioned to leverage federal, state, and local funds to provide a connected, safe, and effective active transportation system.

Section 2.2 of the Plan provides a summary of the documents used to formulate this Plan. Section 6 of the Plan includes a link to easily access the full documents and resources referenced in the summary.

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2 CONTEXT AND EXISTING CONDITIONS

The Town is the smallest city in San Mateo County, in size and population, being only 1.98 square miles with 1,492 residents. The Town is bordered by Daly City to the north and west, the City of South San Francisco (South City) to the south, and San Bruno Mountains to the east, (Figure 1, Town of Colma San Francisco Peninsula).

Residential land uses make up approximately 2% of the land use in the Town, with single-family residential uses located in the in the Sterling Park neighborhood and along Hillside Boulevard, and residential medium density uses along Mission Road.

The Town's primary land use is cemeteries (76%) holding 1.5 million people buried in its 17 cemeteries. In addition to providing cemetery and ancillary uses for the San Mateo County region, the Town provides key commercial corridors (I.e., El Camino Real, Serramonte Boulevard, Junipero Serra Boulevard) to major destinations including commercial shopping and auto-dealerships). Together these commercial uses make up 14% of the land use. These key corridors employ over 4,000 local and neighboring residents (2040 General Plan, 2020 Census). Figure 2, Town of Colma Land Uses and Major Destinations

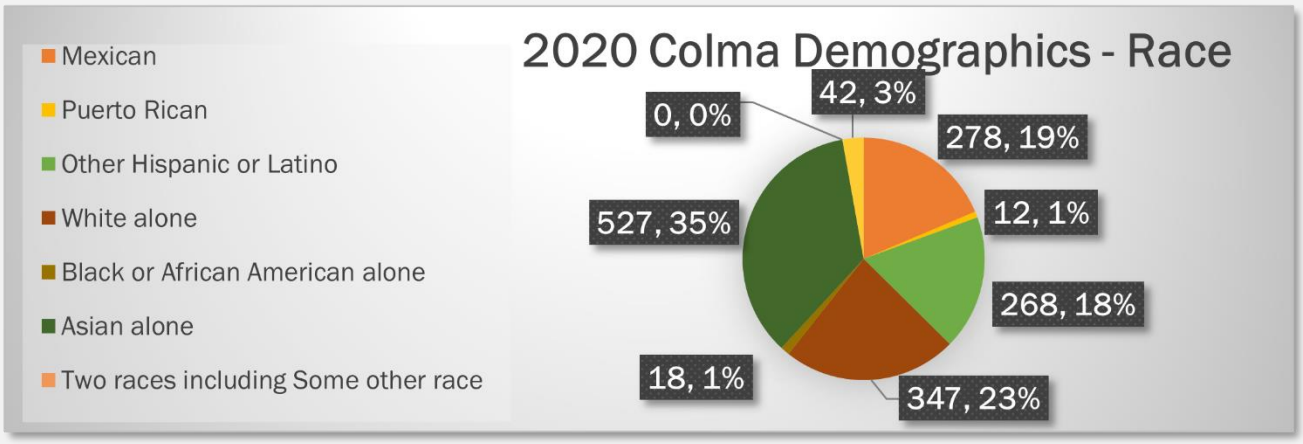
The Town is also part of one of the longest corridors in the state, El Camino Real (ECR) or California State Route (SR) 82, which goes directly through the heart of the Town. This corridor sees an upward of 25,000 vehicles per day making it uninviting to pedestrians and bicycles due to its high volume of traffic and car-centric design.

In addition to land use factors, the Town has unique environmental factors including proximity to a high fire hazard severity zone, special flood zone areas, and diverse topographic elevation changes that are shown on the Environmental Factors Map (Figure 3).

2.1 Community and Demographic Context

Although the Town is home to over 1.5 million souls, the population in 2020 was just below 1,500, with a majority of the population being Asian (35%) and White (23%) (2020 ACS Data). A breakdown of the demographics, as reported by the 2020 American Census Survey (ACS) is presented below in Exhibit 1. The age demographics in Colma includes a substantial portion of its residents to be middle aged (421) and seniors (273).

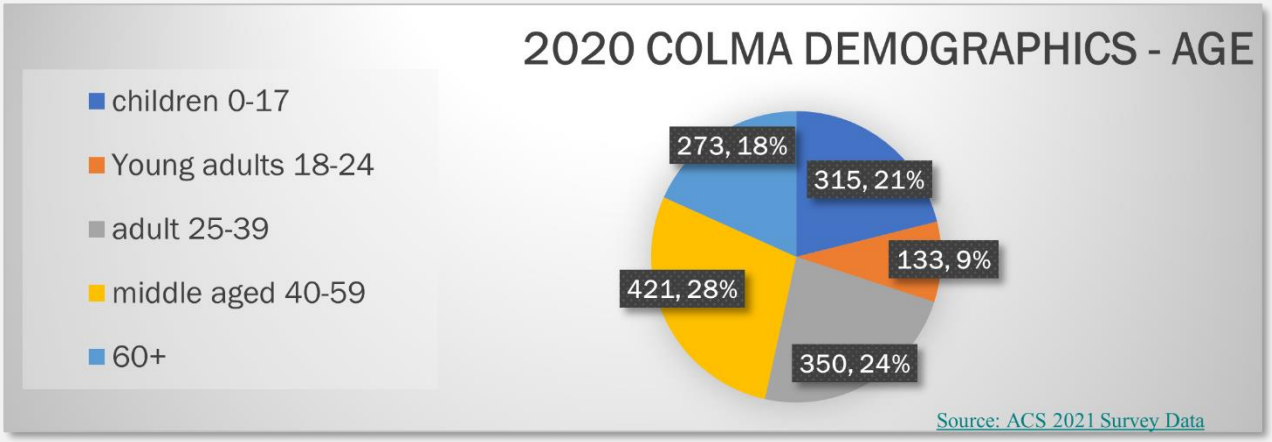
Exhibit 1. Town of Colma Demographics by Race



Source: U.S. Census Bureau, CSG Consultants 2023

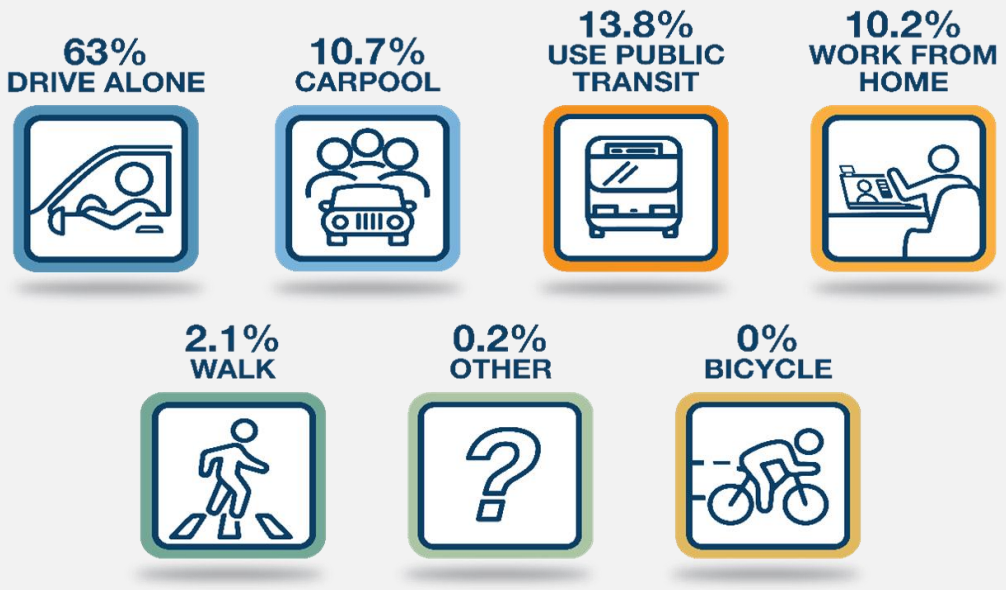
Of its 1,492 residents in 2020, 854 (over the age of 16) reported to have been employed (at least part time). Their average commute time was 28.5 minutes, consistent with the States average of 27.6 minutes. However, despite commuting for less than 30 minutes on average, most residents choose to drive alone. Exhibits 2 and 3 below, show a breakdown of the commuting habits for Colma Residents (ACS 2020 Data).

Exhibit 2. Town of Colma Demographics by Age



Source: U.S. Census Bureau, CSG Consultants 2023

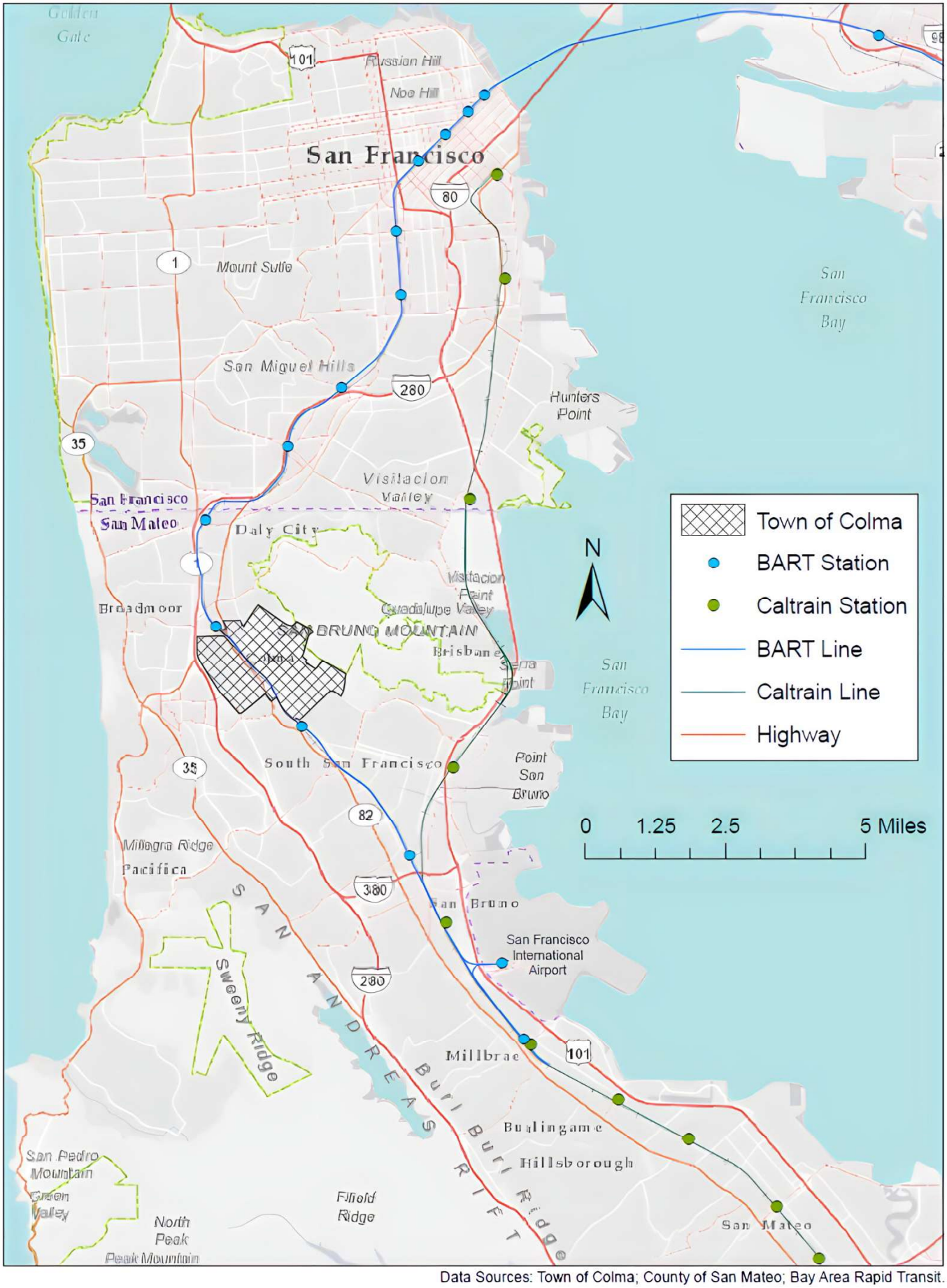
Exhibit 3. Commuting Demographic



Source: U.S. Census Bureau, CSG Consultants 2023

Figure 1

Town of Colma San Francisco Peninsula



Data Sources: Town of Colma; County of San Mateo; Bay Area Rapid Transit.

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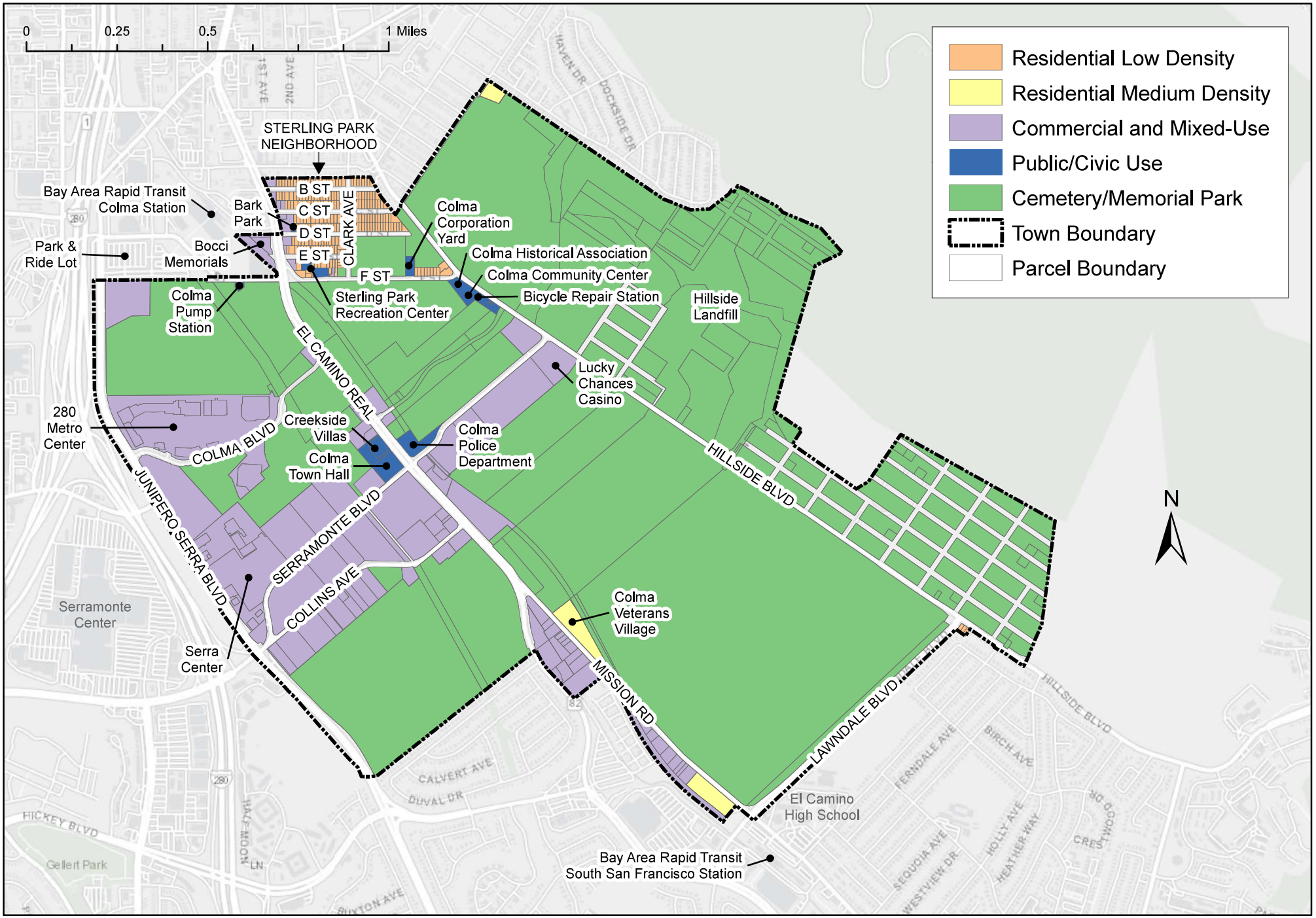
Figure 2

Town of Colma Land Uses and Major Destinations



Data Source: Town of Colma General Plan.

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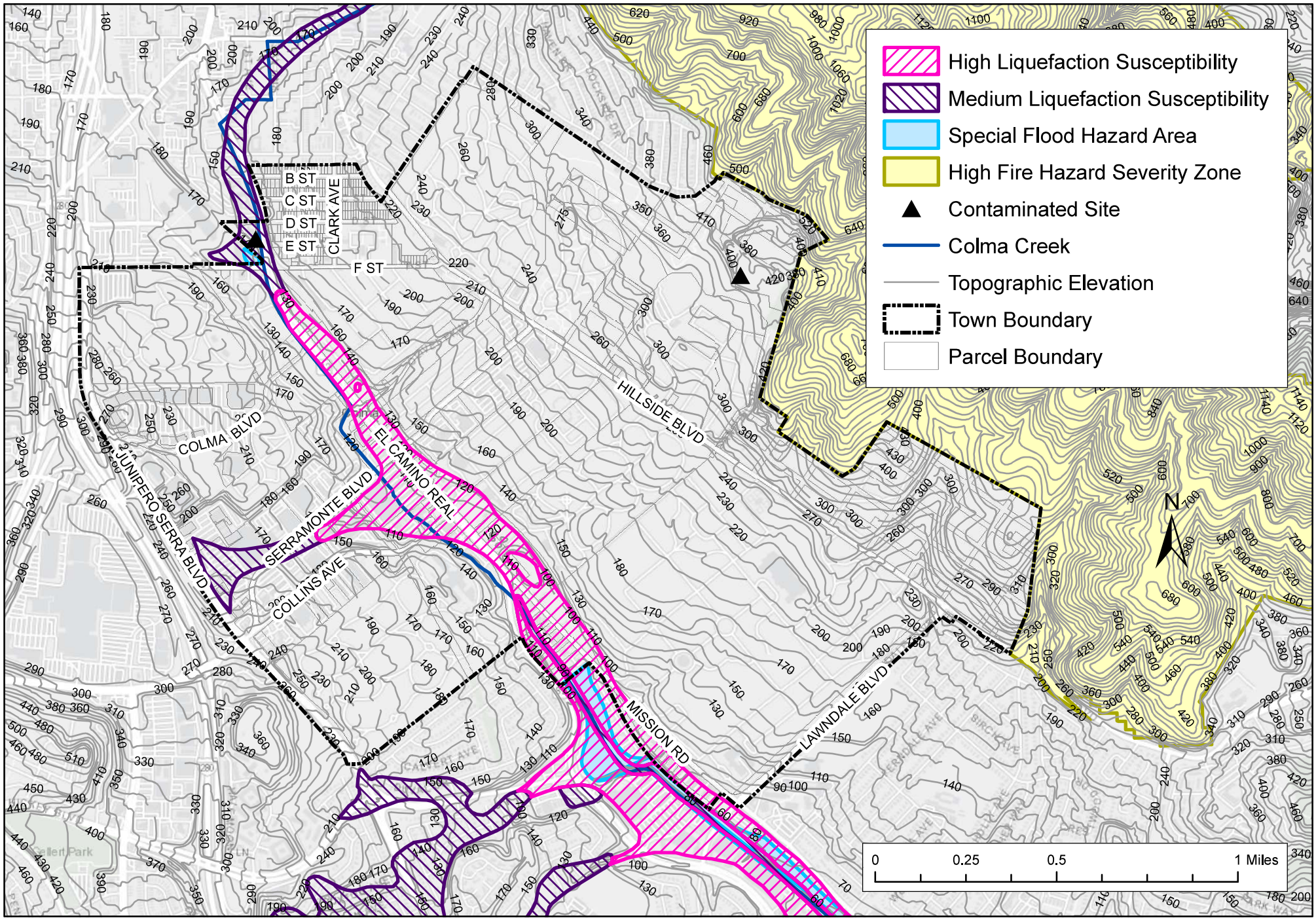
Figure 3
Town of Colma Environmental Factors



Data Sources: Town of Colma General Plan; County of San Mateo.

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Table 1 and Table 2 provide a summary of commuting trends and data based on the American Community Survey (ACS) 2021, Census data.

Table 1
Town of Colma Commuting Trends

Current Commuting Stats	Bike Value	Walk Value
Current Population	1,353	
Number of Commute Trips per Day (all modes)	575	
Number of Bicycle/Walk- to-Work Commute Trips	0	21
Bicycle/Walk-to-Work Mode Share per Day	0.00%	3.60%
Number of College Students	41	
Estimated College Bicycle/Walk Commute Trips per Day	N/A	N/A
School Children (K-12)	132	

Source: U.S. Census Bureau, American Community Survey (ACS) 2021

Table 2
Potential Future Bicycle and Pedestrian Commuter based on Existing Conditions

Potential Future Bicycle/Walk Commuters	Value
Number of Commute Trips per Day less than 10 minutes	51
Existing Bicycle/Walk-to-Work	21
Number of Potential Bicycle/Walk Commute Trips per day	30
Estimated Number of New Future Bicycle/Walk Commute	5

Source: U.S. Census Bureau, American Community Survey (ACS) 2021

2.2 Existing Reports

The information from the following plans and reports was incorporated into this Master Plan to build upon and complement existing planning documents. Together, these plans will better position the Town when leveraging federal, state, and local monies to achieve its goal of providing a connected, safe, effective active transportation system in the Town of Colma. A link to access a full copy of these reports can be found as part of Section 6 References of this document.

COLMA EL CAMINO REAL BICYCLE AND PEDESTRIAN IMPROVEMENT PLAN

Colma El Camino Real Bicycle and Pedestrian Improvement Plan focused exclusively on ECR or California State Route 82 (SR-82), which goes directly through the heart of the Town, connecting Daly City to South San Francisco. Although SR-82 carries over 25,000 vehicles a day, this corridor has become more of a local arterial as opposed to the destination corridor the Grand Boulevard Initiative (GBI) is working towards achieving. The plan also mentions that the land use profile along the corridor, auto-oriented focus, and streetscape design have made ECR unwelcoming to pedestrians and bicyclists.

Taking into consideration the Town's unique demographic characteristics that house 1,500 residents but employs 4,131 local and neighboring residents, the plan proposes a series of recommendations to improve the travel experience which includes a road diet. The proposed recommendations consist of removing a travel lane in both directions between F Street to the north and ECR's intersection with Mission Road to the south, Figure 4, Issues and Potential Improvements on El Camino Real.

The ECR Bicycle and Pedestrian Improvement Plan also provides recommendations to move SamTrans bus stops and install bus boarding islands. As of this report's preparation date draft of the Colma Bicycle and Pedestrian Master Plan, SamTrans recently conducted a ECR Bus Speed & Reliability Study that SamTrans shared with us last year for your information.

SERRAMONTE BOULEVARD AND COLLINS AVENUE MASTER PLAN

The Serramonte Boulevard and Collins Avenue Master Plan focuses on the town's primary commercial corridors between Serramonte Boulevard (Blvd.) and Collins Avenue (Ave.), also known as the Town's economic engine. The corridor is located between Juniper Serra Boulevard and El Camino Real, as shown in Figure 3 Serramonte Boulevard and Collins Avenue Corridor.

Serramonte Blvd. and Collins Ave. are key commercial corridors for the Town. These two vital corridors provide access to the auto rows (car dealerships) in the Bay Area, commercial centers on the western end, and the Town's City Hall at the eastern end. However, despite their importance, the roads lack cohesion in urban design due to setbacks, landscaping, and public realm treatment. This makes the corridor uninviting to pedestrians and bicyclists.

The plan further highlights dangerous conditions for pedestrians crossings due to lack of visual cues to slow down traffic, lack of crosswalks at intersections, the absence of marked bicycle lanes on shared traffic lanes and lack of bicycle and pedestrian facilities. Although there are shared roads, there are no designated bicycle lanes or right of way. As a result, bicycle traffic in the Town is extremely low.

Furthermore, both Serramonte Boulevard and Collins Avenue were found to have excess vehicular roadway capacity. As such, the plan details a series of recommendations throughout the corridor which include:

- A road diet: This would reduce the number of travel lanes on Serramonte Blvd. from four (4) to three (3), and on Collins Avenue from two (2) to one (1). The additional space would be used to widen sidewalks, add bicycle lanes, and install pedestrian amenities.
- Push-button activated mid-block Rectangular Rapid Flashing Beacon (RRFB): These beacons would be installed at mid-block crosswalks to alert drivers to pedestrians crossing the street.
- Crossing pedestrian refugee islands and pedestrian crossing beacons: These islands and flashing beacons would be installed at intersections to provide a safe crossing area for pedestrians.
- Installation of more lighting and traffic signals: This would improve visibility and make it easier for pedestrians and cyclists to cross the street.
- Restriping along the corridor: This would improve the visibility of crosswalks and other pedestrian amenities.

Figure 4
Issues and Potential Improvements on El Camino Real – El Camino Real Bicycle and Pedestrian Master Plan

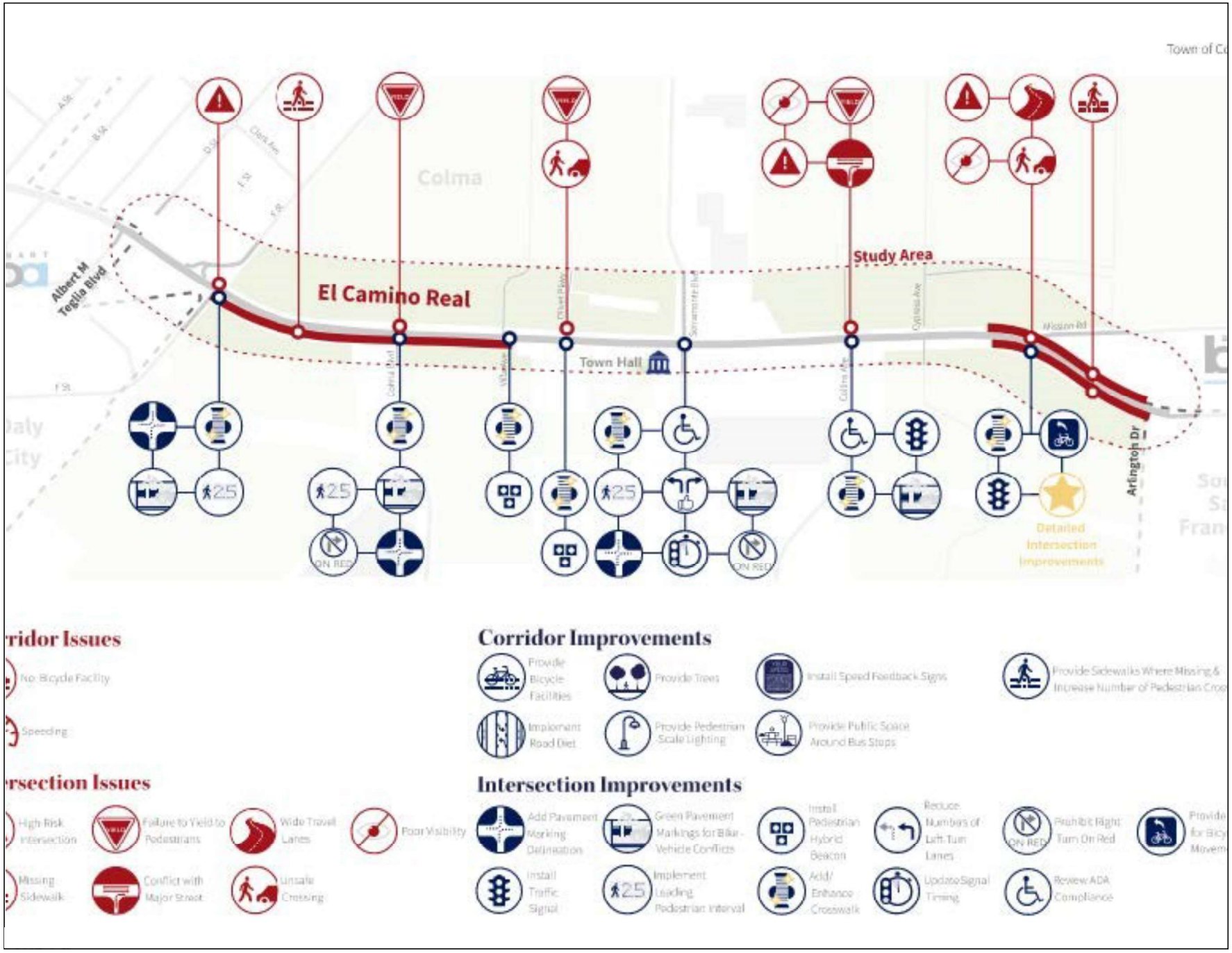

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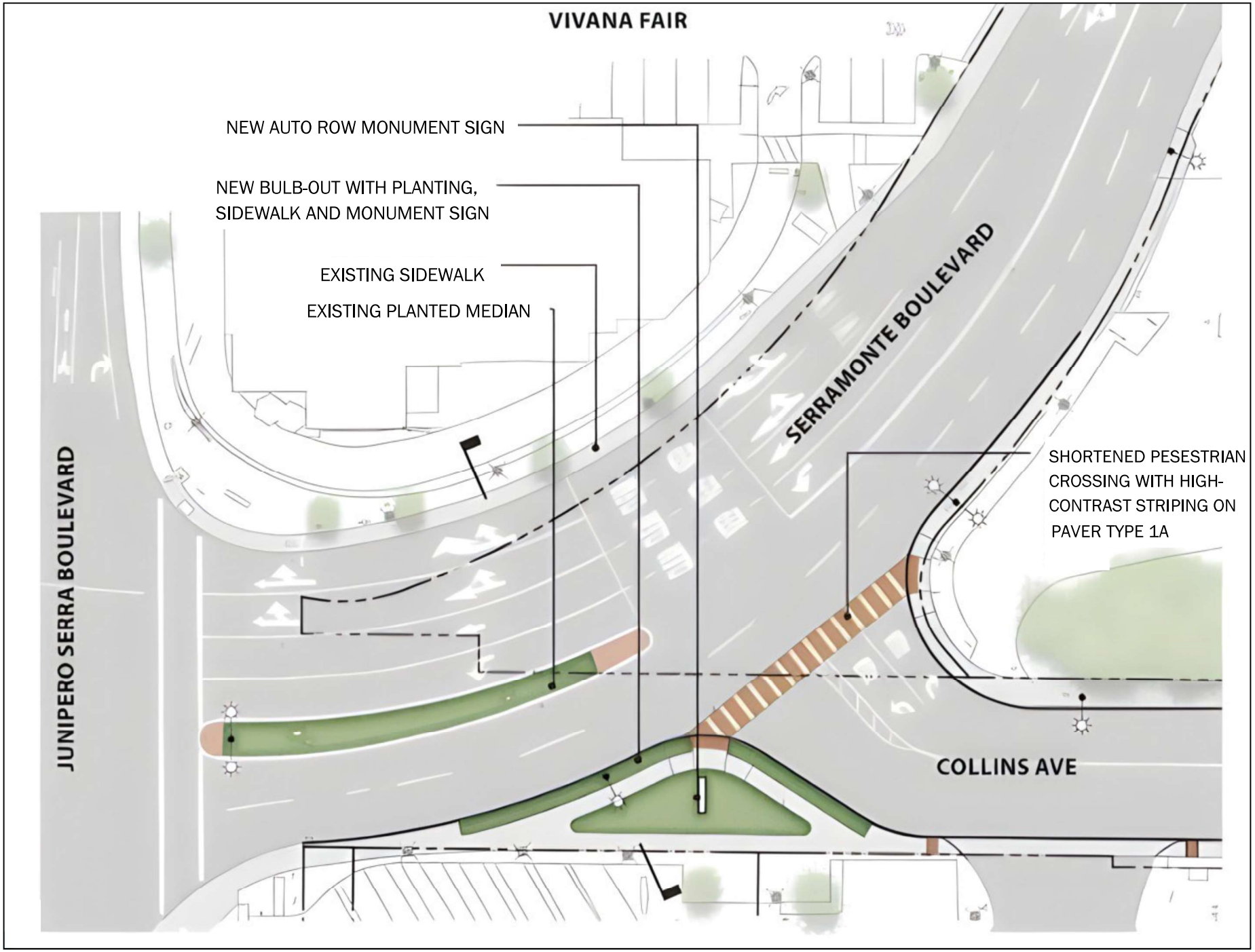
Figure 5

Town of Colma Proposed Serramonte, Collins, Junipero Serra Boulevard Intersection



Data Source: Serramonte Boulevard and Collins Avenue Master Plan

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COLMA TRANSPORTATION SAFETY ACTION PLAN FINAL SYSTEMIC SAFETY ANALYSIS REPORT

The Colma Transportation Safety Action Plan Final Systemic Safety Analysis Report (SSAR) analyzed the crash history on roadways to determine the cause and how to take appropriate measures in improving road safety. The Town's SSAR was completed in 2018 and looked at crash data from 2011 through 2016. The data used was gathered from Statewide Integrated Traffic Reporting System (SWITRS), University of California, Berkeley Transportation Injury Mapping System (TIMS), Colma Police Department reported crash data, Local roadway, traffic volume, roadway/intersection characteristics, transit data, and field counts.

The SSAR identifies 121 reported crashes and concluded the following, as it relates to bicyclist and pedestrians:

- Five (5), or 4%, involved pedestrians.
- Four (4), or 3%, involved bicyclists.
- Roadside crashes (71%), vehicle/pedestrian crashes (67%), and head-on crashes (50%) resulted in the highest proportion of injuries.
- The most frequently cited primary collision factors include improper turning (22%) and unsafe speed (19%).
- Two (2) of five (5) reported pedestrian crashes were coded as occurring in the road (including the shoulder), indicating the pedestrian was likely walking along the road or shoulder rather than trying to cross.
- Of the thirty-eight (38) crashes reported to have occurred in the dark, 2% occurred where no streetlights were present.

The SSAR identifies a series of projects to improve road safety in each of the corridors within the Town such as El Camino Real, Juniper Serra, Hillside, Mission Road, Serramonte, Collins Ave, Colma, Lawndale, and F Street. Many of the projects require capital improvements but are broken down by corridor and could be completed in phases based on priority. The report also identifies strategies to implement road safety though policies, education, and enforcement. The report further prioritizes the proposed projects and analyses the projects' benefit-cost ration.

CALIFORNIA TRANSPORTATION PLAN 2040

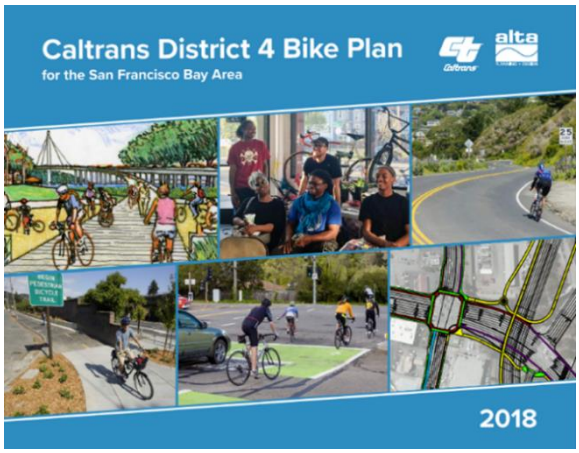
The California Transportation Plan 2040 (CTP 2040) serves as the long-range policy plan for the California's transportation system with the goal of enhancing Californian's quality of life through more equitable and sustainable transportation options. The plan describes major trends that will impact transportation over the next twenty-five (25) years and identifies goals, policies, strategies, performance measures, and recommendations to create a safe, sustainable, universally accessible, and globally competitive transportation system. CTP 2040 incorporates several state and planning documents such as the Regional Transportation Plan (RTP) throughout California, Environmental Goal and Policy Report, and Smart Mobility Framework.

GRAND BOULEVARD INITIATIVE MULTIMODAL TRANSPORTATION CORRIDOR PLAN

The Grand Boulevard Initiative Multimodal Transportation Corridor Plan was created in 2010 to guide El Camino Real away from an auto oriented streetscape and towards a pedestrian and transit friendly, safe, and efficient multimodal arterial. The plan analyzes the existing node/link street design and the challenges that communities face due to disconnected communities. Based on existing conditions and planned corridor improvements, the plan presents a multimodal access strategy that recommends creating space in the right of way for multiple travel modes, providing facilities for multimodal travel, differentiating mobility policies to reflect corridor development policies, and applying performance measure in project planning and evaluation.

CALTRANS DISTRICT 4 BIKE PLAN FOR THE SAN FRANCICO BAY AREA

The California Department of Transportation (Caltrans) District 4 Bike Plan looks at the eight (8) counties surrounding the San Francisco Area; Sonoma, Napa, Solano, Contra Costa, Alameda, Santa Clara, San Mateo, and Marin, to identifies infrastructure improvements that can the enhance bicycle safety and mobility of its residents.



Source: Caltrans Webpage

The plan acknowledges the lack of dedicated bikeways on several urban conventional State highways such as El Camino Real (State Route 82), making this route uninviting to bicyclists and pedestrians. Consistent with the previous documents, this plan noted that the state highways often pass by several cities making them the City's "backbone" by serving concentrated land use and commercial land. However, the lack of pedestrian pathways and bicycle lanes creates a challenge even when the destinations are within walking/biking distance. The plan proposes a Class IV separated bikeway on El Camino Real/State Route 82.

TOWN OF COLMA GENERAL PLAN 2040

The Town of Colma General Plan 2040 (GP 2040) serves as the long-range plan which directs the town in its decision making when considering land use, circulation/transportation, housing, conservation, open space, noise, and safety.

The Town is one of San Mateo's smallest cities but has the largest expanses of open space created by cemeteries, giving the Town its name of "City of Souls". The town is approximately two (2) miles south of City of San Francisco and midway between San Francisco Bay and the Pacific Ocean. Of its approximately 1,500 residents, only 1% work in the town despite there being three (3) times the number of jobs in the City (2,900). The Town serves as a regional shopping destination for retail goods, automobiles, cemeteries needs and associated services, and has a card room. The GP 2040, in its entirety, considers the Town's unique attributes to develop a plan that straightens the Town's identity, enhances the residential environment, while preserving the regional center for cemeteries and commerce.

MOBILITY ELEMENT – TOWN OF COLMA GENERAL PLAN 2040 & COMPLETE STREETS POLICIES

As part of GP 2040, the Mobility Element focuses on the transportation system in the Town. The Mobility Element provides the goals, policies, and actions to develop a safe, efficient, and environmentally responsible multimodal transportation system in the town of Colma, ensuring that these facilities reflect the land uses contemplated by the Land Use Element, and ensuring appropriate facilities that enhance mobility for pedestrians, bicycles, automobiles and which encourages the use of public transit. California State law (Government Code Section 65302(b)) mandates that a city or county adopts a general plan with a mobility (circulation) element that consists of the general location and extent of existing and proposed major thoroughfares, transportation routes, and terminals.

The street system within Colma is structured around State Highway 82 (El Camino Real) and Interstate 280, (I-280, Junipero Serra Freeway) which carry traffic into and out of town in a generally north to south direction. The internal street system consists of arterial streets, collector streets and local streets. Usable road width, sight distance, and travel speed generally decrease from major highways to local streets.

"Vision Zero" is the simple notion that any loss of life on city streets is unacceptable. Humans, by nature, make mistakes. Vision Zero includes design practices to keep and make road networks safer for human activity and protect all users of the street and adjacent spaces. Colma has established a Vision Zero goal incorporating three key efforts: (1) project prioritization through Capital Improvement Plan projects, (2) engineering, and (3) enforcement to create safer streets by slowing vehicle traffic and reducing the impacts associated with vehicle travel.

SAN MATEO COUNTYWIDE BICYCLE AND PEDESTRIAN PLAN

The San Mateo Countywide Bicycle and Pedestrian Plan was developed by the City/County Association of Governments (C/CAG) of San Mateo in partnership with the Technical Advisory Group and the C/CAG Bicycle and Pedestrian Advisory Committee (BPAC). This plan was developed with six (6) goals in mind: Establish a connected network of facilities for bicyclists and pedestrians, Promote more people bicycling and walking for transportation and recreation, Improve safety for walking, bicycling, and accessing transit, Advance Complete Streets principles and the accommodation of all roadway users, Develop, prioritize, and fund projects to advance equity, and Promote collaboration and technical support and will serve as a guide for the local jurisdictions to make the roads safer, reduce congestion, and promote residents to walk and bike more throughout the County.

The project recommendations include infrastructure improvements, policies, and programs while focusing on the following four (4) key recommendations.

- The Bicycle Backbone Network whose goal is to address gaps between city limits to provide continuous, low-stress bikeways across the county.
- Pedestrian Focus Area (areas with high pedestrian activity) projects that focus on transit access and Complete Street corridor improvements.
- Visionary projects that focus on long-term planning efforts which includes, Bay to Sea Trail, the Grand Boulevard Initiative, the Dumbarton Rail Corridor Trail, the Coastal Trail, and the Crystal Springs Regional Trail, and
- Policies and Programs to facilitate the implementation of bicycle and pedestrian networks. This plan focused on the following four, Local Jurisdiction Training and Grant Support, Micromobility Strategies, High Injury Network and Systemic Safety Approach, First- and Last-Mile Transit Connections.

To achieve the goals, this plan provides a detailed analysis of the existing network, connectivity, transportation options, safety, gaps, and provides recommendations based on those needs.

HILLSIDE BOULEVARD COMPLETE STREETS IMPROVEMENT PROJECT

The Hillside Boulevard Complete Streets Improvement Project proposed a two-phase implementation of complete streets infrastructure, including bike lanes and sidewalks, on Hillside Boulevard. Phase I was completed in 2014 and began at the northern city limit and ended at the driveways of Lucky Chances Casino near the Hillside Blvd./Serramonte Blvd. intersection. Phase II proposes similar improvements from Lucky Chances Casino to the Hillside Blvd./Lawndale Blvd. intersection near the southern city limit. The project aims to increase safety while enhancing mobility and connectivity for all modes of transportation. The Town applied for grant funding at the end of 2022 with the goal of construction completion by the end of 2027.

MISSION ROAD IMPROVEMENT PROJECT

The Mission Roads Improvement project included pedestrian, bicycle, and roadway improvements on Mission Road. This was completed in 2021.

ACTIVE SOUTH SAN FRANCISCO BICYCLE AND PEDESTRIAN PLAN MASTER PLAN

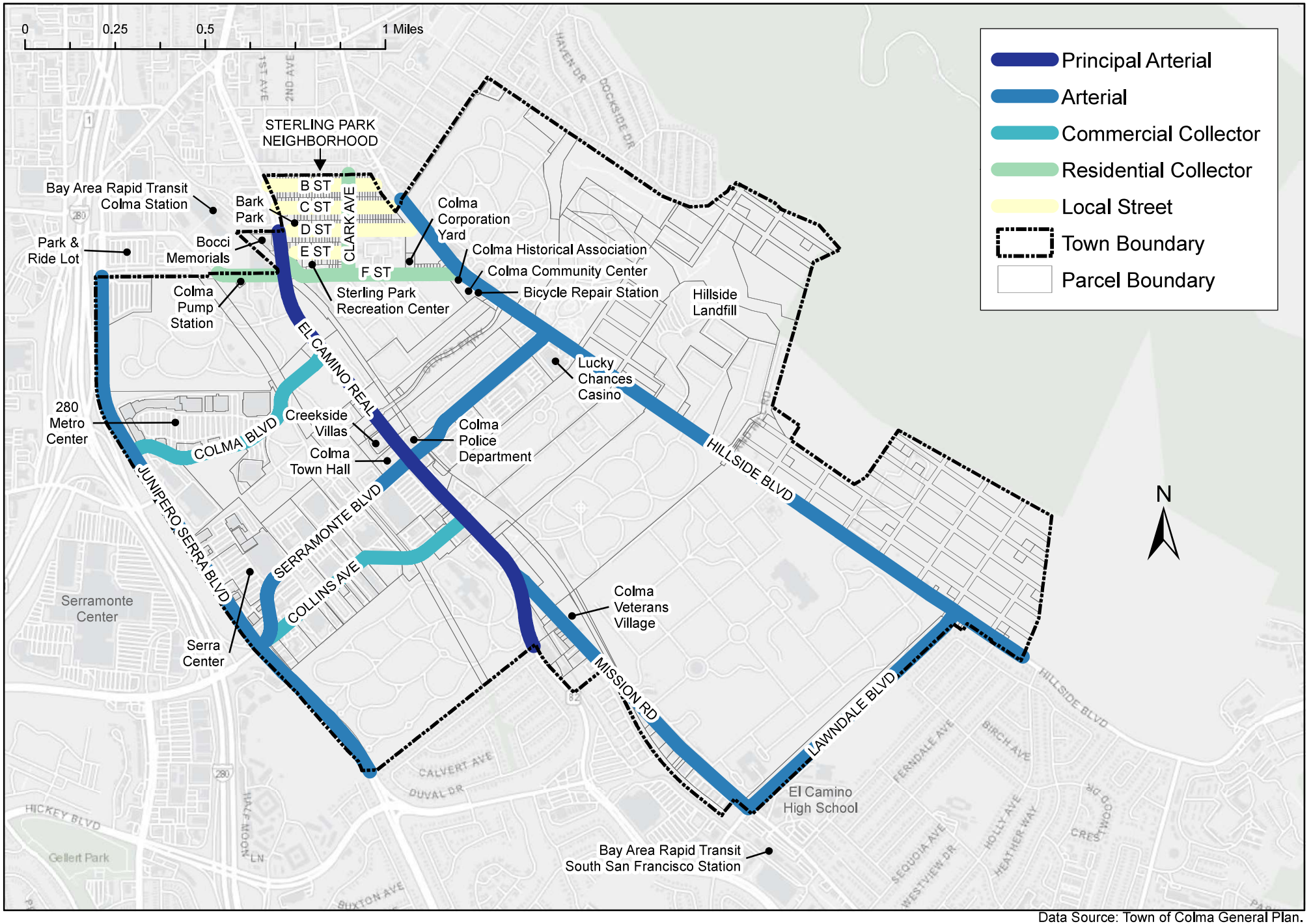
The Active South San Francisco (South City) Bicycle and Pedestrian Plan was complete in June 2022. The plan is an update to the City's previous plan and integrates several modes of transportation such as walking, biking, mobility assistance devices, human powered devices (e-scoters, e-bikes, skateboards, etc.). South City lies south of the Town bordering it on Lawndale, El Camino, and Arlington Dr. South City provides Colma residents access to the South San Francisco BART station on the corner of Lawndale and Mission Blvd.

The South City Plan proposes a series of recommendations for bikeways, some of which connect into the Town, those recommendations are as follows:

- Class III buffered Bicycle Lane on Mission Rd. and McLellan Dr. which would connect to Mission Road and Lawndale Blvd.
- Class IV Separated Bikeway on Junipero Serra Blvd.
- Class III buffered Bicycle Lane on Hillside Blvd. connecting to the South end of Hillside Blvd in Colma.

The plan also proposes several pedestrian improvements focus areas, program, policies, and infrastructure improvements in areas surrounding the Town.

Figure 6
Town of Colma Roadway Network



Data Source: Town of Colma General Plan.

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2.2.1 Previously Adopted Policies, Programs, and Implementation Measures

A list of previously adopted goals, policies and implementation measures are provided into a summary table in Appendix C of this document. related to Complete Streets, Transportation Demand Management (TDM) strategies, Development Impact Fees (DIF) related to reduction of Vehicle Miles Traveled (VMT) and encouraging and implementing program and projects to encourage walking and biking in and around the Town.

2.3 Transportation Existing Conditions

This section includes a summary of existing conditions and background related to active transportation in the Town including existing and proposed pedestrian and bicycle facilities in section 2.3.1. and existing street volumes for pedestrian and bicycle trips.

2.3.1 Pedestrian Facilities, Bicycle Facilities, Public Transit Facilities, and Park and Ride Lots

Pedestrian Facilities. The Town has a number of pedestrian facilities and amenities, including:

Sidewalks: Most of the streets in Colma have sidewalks, although there are some gaps. The sidewalks are generally in good condition, but they can be narrow in some areas. Figure 7 provides a map of the Towns pedestrian network.

Crosswalks: There are pedestrian crosswalks at most intersections in Colma. The crosswalks are marked with signs and painted lines, and they are generally well-lit.

The town is actively working to improve its pedestrian facilities and infrastructure including projects to improve pedestrian safety and access such as widening sidewalks, adding more crosswalks and flashing beacons, and creating a network of pedestrian trails.

The town is also working to make its streets more pedestrian-friendly by reducing speed limits and implementing traffic calming measures and installing pedestrian safety measures. These measures are also intended to make the town more accessible for everyone.

Bike Facilities. In 2017, the Town of Colma installed a Bicycle repair “fix it” station along Hillside Blvd. in front of the Colma Community Center, 1520 Hillside Blvd., Colma. The bicycle “fix it” station was donated by Kaiser Permanente as part of the Town’s sustainability program and is owned and maintained by the Town. During the community engagement phase of the project (Plan), Staff conducted a site visit to the fix it station and noticed temporary repairs (patched) and maintenance is needed on the station, Exhibit 4. The station is in need of repairs and should be incorporated into the Town’s inventory for regular maintenance as needed. Repairs for the Fix is station could be funded with a variety of funding made available to the City such as, but not limited to, STBGP, SS4A, and ATP.

Exhibit 4. Town of Colma Fix it Station

Source: CSG Consultants, Photos taken April 2023

Currently, there are bike stations at both BART stations located at the north and south end of the Town and the Target at Serra Center. Bike stations allow bicyclists to safely park and secure their bike while they complete their shopping/social activities. The BART stations also provide an extra level of security with bike lockers as part of the BikeLink Network. Bike Lockers are lockable bike storage facilities that protect bikes from inclined weather and allow for storage of additional gear such as helmets, lighting, panniers, etc. More information on the BikeLink Networks can be accessed at, https://bikelink.org/maps. The Town currently does not provide bike lockers or stations at the 280 Metro Shopping Center, Board Room, Auto Dealerships or Community Centers.

Bike Lanes. As noted in the Town's General Plan 2040, there are currently Class II bicycle facilities throughout the Town, Figure 8 (Bicycle Network Map).

The following roadways are designated as Class II Bike Lanes in the Town of Colma:

> Hillside Boulevard provides connectivity from the north end of the town, down to the South end of Town and has Class II lanes on both sides of the road from Hoffman Street to Serramonte Blvd. Bicycle and pedestrian improvements on Hillside Blvd. between the northern city limit and the Lucky Chances Casino near the Hillside Blvd/Serramonte Blvd. intersection were completed in 2014 as part of the Hillside Boulevard Complete Streets Improvement Project. Phase 1. Phase II proposes similar improvements from Lucky Chances Casino to the Hillside Blvd/Lawndale Blvd. Intersection near the southern city limit.
>
> Lawndale Boulevard provides connectivity from Hillside Blvd. to Mission Street near El Camino Real High School. Class II bike lanes are provided in both directions and are in need of repair including restriping and bike signage/markings and pavement rehab,
>
> Mission Boulevard starts at the south end of Town on Lawndale Blvd., where the roadway intersects with El Camino Real. Class II bike lanes are provided in both directions and are in good condition. Striping and pavement markings are visible throughout Mission Blvd. Bicycle and pedestrian improvements on Mission Blvd. were completed in 2018/2019 as part of the Mission Road Safe Routes to School (SRTS) and Green Streets Infrastructure Pilot Project.
>
> Junipero Serra Boulevard starting on the D street (right before the Town's City limits) to Arlington Dr. (the edge of town). Class II bike lanes are provided in both directions and are in moderate condition.

The town does not have any roadways classified as a Class III Bicycle Routes, but there is a Class III route in Daly City on Serramonte Blvd., which merges/transitions with the Town's Class II bike Lane on Junipero Serra Blvd. at Serramonte Blvd. intersection at City limits. Per the General Plan 2040 Mobility Element, the Town plans to improve El Camino Real as a Class IV Separate Bikeway, and F St. as Class II or Class III bicycle facility. The existing bicycle network, as described above, is shown in Figure 8, Bicycle Network Map.

Public Transit. The City of Colma is currently served by SamTrans and BART. Service is as follows.

Bay Area Rapid Transit (BART) is accessible on the North and South side of the Town. The Colma BART Station is located at 365 D Street just to the north (in Unincorporated San Mateo County), and the South San Francisco BART station is located at 1333 Mission Road, South San Francisco, and provides connectivity throughout San Mateo County and beyond. The station(s) shares service with SamTrans and provides parking, bike racks and lockers, and is easily accessible for pedestrians and nearby residents in Colma. Colma BART station serves both the "Yellow" (Antioch-SFO + Millbrae) and "Red" (Richmond-Millbrae + SFO) lines. Headway (service frequency) for the "Yellow" line averages 15 minutes for stops between 5:00 AM and 8:00 PM, and 30 minutes for stops between 8:00 PM-1:30 AM. The "Red" line sees similar headway (frequency of service), with 15 minutes between stops at 5:50 AM-8:30 PM. More information on BART and how to ride BART can be viewed at, https://www.bart.gov/.

San Mateo County Transit (SamTrans) provides 14 stops throughout the Town of Colma and shares a transit hub with the Colma BART station. More information on transit connections and how to ride SamTrans can be viewed at, https://www.samtrans.com/.

SamTrans has three (3) bus stops in the Town of Colma located on El Camino Real (cross streets Colma Blvd, Serramonte Blvd and Old Mission Rd). These stops have varying headway (frequency of service) depending on the time of day and day of the week. Between midnight and 5:00 AM on weekdays, the headway is approximately one (1) hour. This time decreases to 15 minutes between stops during the hours of 5:00 AM to 7:00 AM, with 10-minute stop frequencies between 7:00 and 7:30 AM. 15-minute headway resumes from 7:30 AM to 6:45 PM, where afterwards frequency increases to 20-30 minutes per stop. Weekend frequencies range from 20 minutes during peak hours to 30 minutes in the later evening.

SamTrans buses can accommodate cyclists, with bike racks equipped on the exterior and storage for a select number of bicycles inside of the bus depending on passenger load/demand. SamTrans buses also offer free on-board Wi-Fi and accommodate well-behaved service animals under supervision on all lines.

A Park and ride Lot is available via SamTrans, located adjacent to the Colma BART Station at D St. and Hill St. The lot offers over 8,000 parking spaces for a $3 daily parking fee per vehicle. More information on the Park and Ride Lot can be found at, https://www.samtrans.com/rider-information/colma-park-and-ride-lot.

Figure 9, Town of Colma Public Transit Network Map, shows the location of transit stops including BART and SamTrans transit service, and the Transit Priority Areas (TPA) located within half (½) Mile of Major Transit Stop in and around the Town.

2.4 Travel Behavior – Trip Volumes and Roadway Safety

This section describes the travel behavior of pedestrians and bicycles in the Town based on existing conditions. Specifically, it provides the estimated average volumes of pedestrian trips and bicycle trips that occur daily on the Town's roadway system; and it discusses how the spatial variations and distributions of estimated trips relate to the existing land uses and major destinations in and around Colma. This section includes trip volume maps which use size-gradient symbols, where the widths of line symbols represent the quantity of trips on specific street segments. These flowline symbols are also labeled with the corresponding estimated trip values. The maps provide visualizations of the relative differences between trip volumes on various roadways, and they facilitate comparative analysis.

Pedestrian travel behavior is described in section 2.4.1. Bicycle travel behavior is covered in section 2.4.2. Recent data on the number and location of reported automobile accidents involving either a pedestrian or a bicyclist in the Town of Colma, as provided by the Colma Police Department, is included in section 2.4.3.

Methodology. The average daily trip (ADT) volume numbers contained in this report are projections based on analysis of real, "raw" data and according to specific parameters including, but not limited to, those described below. These data projections are prepared for the purpose of obtaining a "big picture" view of pedestrian and bicycle traffic in the Town of Colma. The data projections are not intended to provide the basis for evaluating specific roadway conditions or improvements. Prior to implementing new improvements or designs, field verification is recommended.

The estimated ADT volumes were obtained from StreetLight Insight, a "big data" web platform that harnesses connected device data and Internet data to measure vehicle, transit, bicycle, and pedestrian traffic. StreetLight Data, Inc.[2] (StreetLight) runs a proprietary data processing engine to algorithmically transform data inputs into contextualized, aggregated, and normalized travel patterns. The resulting metrics are validated against external sources, including permanent and temporary sensors, household surveys, and the Census.

[2] StreetLight Data. https://www.streetlightdata.com/

For this study, the ADT volumes were generated based on the data gathered during specific time periods as recommended by StreetLight. The recommended time periods represent typical months that are not impacted by seasonal events and are the most recent typical year. For pedestrian trip data, the time parameters included September to November of 2019 and April to June of 2020, inclusive. For bicycle trip data, the time parameters included March-May and September-November of 2019, inclusive. The data includes weekdays and weekend days, which do not vary significantly in traffic volumes.

The spatial parameters for generating the trip data include all the major roadways in the Town. The analysis excluded local residential roads with very low traffic volumes and private roads. The StreetLight application generated the results of the trip data analysis based on numerous selected predefined street segments, which were further normalized and averaged to represent larger street segments for the purposes of this report and its map figures.

2.4.1 Pedestrian Travel Behavior

The estimated ADT volumes of pedestrian trips on major public rights-of-way in the Town of Colma are provided on the map in Figure 10 (Pedestrian Trips Volume Daily Map). It is assumed that most pedestrian trips occurring in Colma involve an origin and/or a destination within the Town. This is because routes that entirely cross Colma involve travelling multiple miles; and few routes offer efficient cut-throughs for pedestrians travelling between locations that lie outside of the Town.

As shown in the Pedestrian Trips Volume Daily Map, the highest volume of pedestrian activity occurs on the west side of the Town. These higher pedestrian volumes correspond to the streets connecting the major retail commercial centers: 280 Metro Center and Serra Center, located east of Junipero Serra Boulevard in the Town, and Serramonte Center, located west of Junipero Serra Boulevard in Daly City. Around the intersection of Junipero Serra and Colma boulevards, daily pedestrian volumes reach approximately 3,000; and around the intersection of Junipero Serra and Serramonte boulevards, the volumes range from approximately 1,000 to 2,000. On Serramonte Boulevard, which is a major commercial corridor that extends through the center of town, the pedestrian ADT volumes range from over 1,000 west of El Camino Real, to nearly 700 daily trips east of El Camino Real. These patterns of higher pedestrian volumes indicate a positive correlation to major retail commercial uses in and around the Town.

Colma Boulevard and the northern segment of El Camino Real provide a pedestrian connection between the highest-volume major commercial areas on the west side of Colma (see above) and major destinations in the vicinity of northern Colma, including the Sterling Park residential neighborhood of Colma, residential areas of Daly City, and the nearby BART Colma Station. The average daily pedestrian trip volumes on these connecting segments exceed 500.

At the south end of the Town, high pedestrian activity occurs in the vicinity of the residential townhomes located along Mission Road, and El Camino High School and the BART South San Francisco Station, both of which are located south of the Town. In this localized area around the intersection of Mission Road and Lawndale Boulevard, the pedestrian ADT volume exceeds 1,100. The southernmost segment of Hillside Boulevard, which connects to South San Francisco neighborhoods, also has localized high pedestrian activity with an ADT count that exceeds 600.

In the rest of the Town, daily pedestrian trip volumes on the major roadways are generally between approximately 200 and 500. The exceptions are Collins Avenue and Hillside Avenue, between Serramonte Boulevard and Lawndale Boulevard, where no numerically significant pedestrian activity was reported. These extremely low-traffic streets contain long segments with no existing sidewalks on either side.

2.4.2 Bicycle Travel Behavior

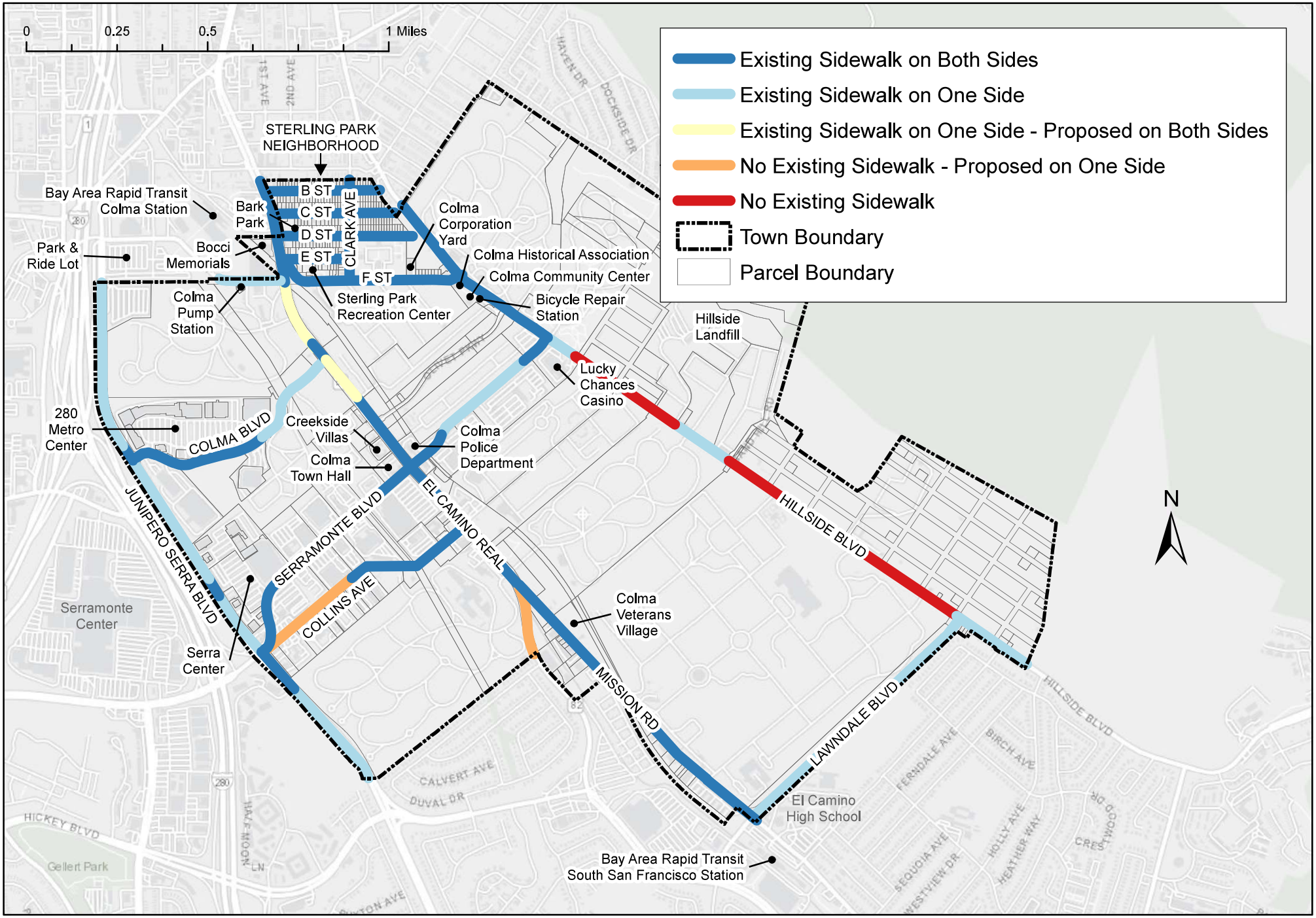
The estimated average daily volumes of bicycle trips on major public rights-of-way in the Town of Colma are shown on the map in Figure 11 (Bicycle Trips Volume Daily Map). Unlike pedestrian travel behavior which is assumed to be Colma-based, it is presumed that most bicycle trips do not necessarily include an origin or destination within the Town. It is likely that most bicycle trips pass through Colma between origins and destinations that lie outside of the Town.

The map shows that the highest volumes of bicycle activity occur on the major north-south thoroughfare of Junipero Serra Boulevard. The base level of through-traffic on Junipero Serra Boulevard is approximately 500 bicycle trips per day, which is higher than the volumes on any other roadway in Colma. In addition, the traffic volumes on Junipero Serra Boulevard increase significantly to approximately 700 to 900 trips on segments that access the commercial retail centers of 280 Metro Center and Serra Center. These retail centers appear to be the only major destinations for bicyclists within Colma.

Bicycle traffic volumes on El Camino Real, a secondary north-south thoroughfare that runs through the center of Colma, range from approximately 300 to 400 trips per day. At the "Y" split of El Camino Real/Mission Road in southern Colma, the traffic volume divides, and substantial numbers of bicyclists use each segment. On Hillside Boulevard, the third north-south thoroughfare in Colma, the bicycle traffic volumes are significantly less than on Junipero Serra Boulevard and El Camino Real. The traffic volumes on Hillside Boulevard are fewer than 100 bicycle trips per day, except at the north end of Colma where the traffic volume exceeds 100.

Colma Boulevard and Serramonte Boulevard are the most utilized east-west connections between the major north-south thoroughfares of Junipero Serra Boulevard and El Camino Real. These corridors carry bicycle traffic on the order of approximately 200-300 trips per day. On Serramonte Boulevard, between El Camino Real and Hillside Boulevard, bicycle volumes drop to over 100. On Collins Avenue, another east-west connector between Junipero Serra Boulevard and El Camino Real, traffic volumes are less than 100 bicycle trips per day. At the north and south ends of Colma, respectively, the east-west roadways of "F" Street and Lawndale Boulevard reported no numerically significant bicycle traffic.

Figure 7
Town of Colma Pedestrian Network



Data Source: Town of Colma General Plan.

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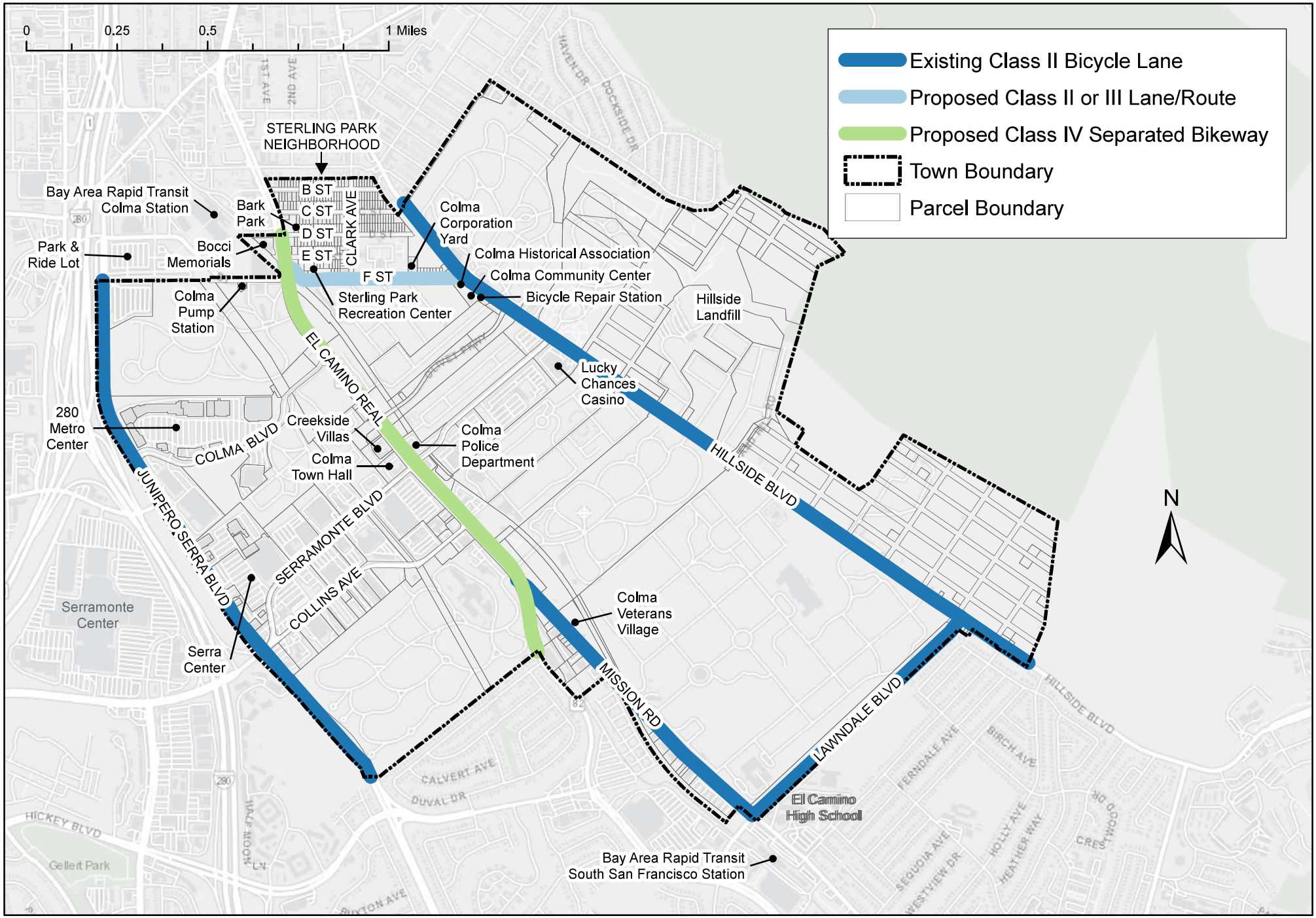
Figure 8
Town of Colma Bicycle Network



Data Source: Town of Colma General Plan.

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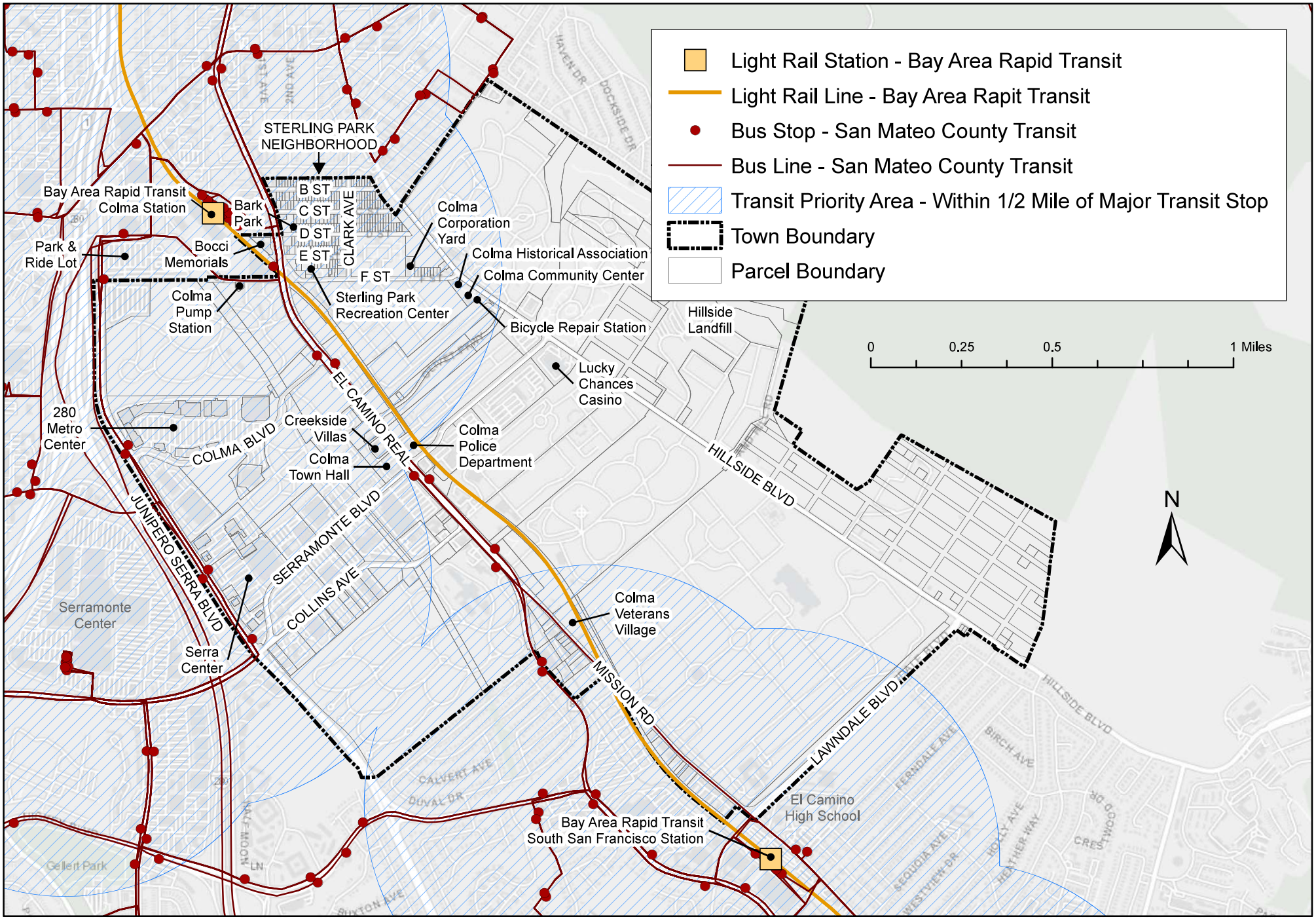
Figure 9
Town of Colma Public Transit Network



Data Sources: San Mateo County Transit District; Bay Area Rapid Transit District; Metropolitan Transportation Commission.

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2.4.3 Pedestrian and Bicycle Safety

The Colma Police Department provided data on the number and location of reported automobile accidents involving either a pedestrian or a bicyclist in the Town since the beginning of 2021 (see Table 3.). In total, six (6) automobile accidents involving either a pedestrian or a bicyclist were recorded in 2021 and 2022, combined. No accidents were reported in 2023 as of this report's preparation date.

Table 3
Bicycle and Pedestrian Accidents

Map Key Number	Accident Date	Accident Location	Accident Description
1	01/09/21	4915 Junipero Serra Boulevard (Serra Center)	Vehicle did not make a complete stop and hit pedestrian as they began crossing the intersection in parking lot.
2	04/01/21	Junipero Serra Boulevard/Colma Boulevard	A vehicle traveling at a high rate of speed hit a bicyclist who was crossing the street.
3	07/06/21	5045 Junipero Serra Boulevard (Serra Center).	Vehicle backed out of parking stall and hit pedestrian.
4	11/28/21	4915 Junipero Serra Boulevard (Serra Center)	A vehicle making a right turn onto Junipero Serra Blvd. hit a bicyclist who did not have a bicycle headlight.
5	12/17/21	4925 Junipero Serra Boulevard (Serra Center)	Vehicle hit a pedestrian due to vision obstruction.
6	05/15/22	El Camino Real/Mission Road	Vehicle hit bicyclist who made an unsafe lane change.

Source: Colma Police Department 2023

Figure 12 (Pedestrian and Bicycle Accidents, 2021-2022 Map) shows the location of each automobile accident involving either a pedestrian or a bicyclist in the Town since the beginning of 2021. As indicated on the map, most of these accidents occurred in the vicinity of Junipero Serra Boulevard between Colma and Serramonte boulevards, which is the area of greatest traffic volume for both pedestrian and bicycle traffic in the Town. It's important to note that all three (3) accidents involving pedestrians did not occur on a Colma public roadway, but within the Serra Center commercial property just west of Junipero Serra Boulevard. Of the three (3) reported accidents involving bicycles, two occurred on Junipero Serra Boulevard at intersections with other streets or driveways. One accident involving a bicycle occurred at the El Camino Real/Mission Road "Y" split.

2.4.4 Safe Routes to School

Walking and biking to school are great ways for students to get exercise, learn about their community, and reduce their environmental impact. The San Mateo County Office of Education's Safe Routes to School (SRTS) program is working to make it easier and safer for students to walk and bike to school by partnering with local governments, schools, and community groups. "By continuing to invest in education, encouragement, and infrastructure that supports safe walking and biking, there will be a change in transportation among school children in San Mateo County."

The San Mateo County Office of Education (SMCOE) recently conducted a youth-based high injury network (HIN) Report as part of the SRTS program. The report analyzed collision data from 2014 through 2020 to identify roadways near schools with the highest frequencies of pedestrian and bicycle collisions. This information can help local jurisdictions prioritize safety improvements and make walking and biking to school safer for students.

According to the HIN Report, there were seven (7) pedestrian-involved accidents and one (1) bicycle-involved accident in the Town from 2014 through 2020. Figure 13[3] (Town of Colma Safety Analysis Infographics - SRTS HIN Report) provides a safety analysis summary for the Town of Colma.

Collision data provided in the HIN Report is from the Transportation Injury Mapping System (TIMS), which has all injury and higher severity collisions reported to the California Highway Patrol (CHP) by local and government agencies from the Statewide Integrated Traffic Records System (SWITRS).

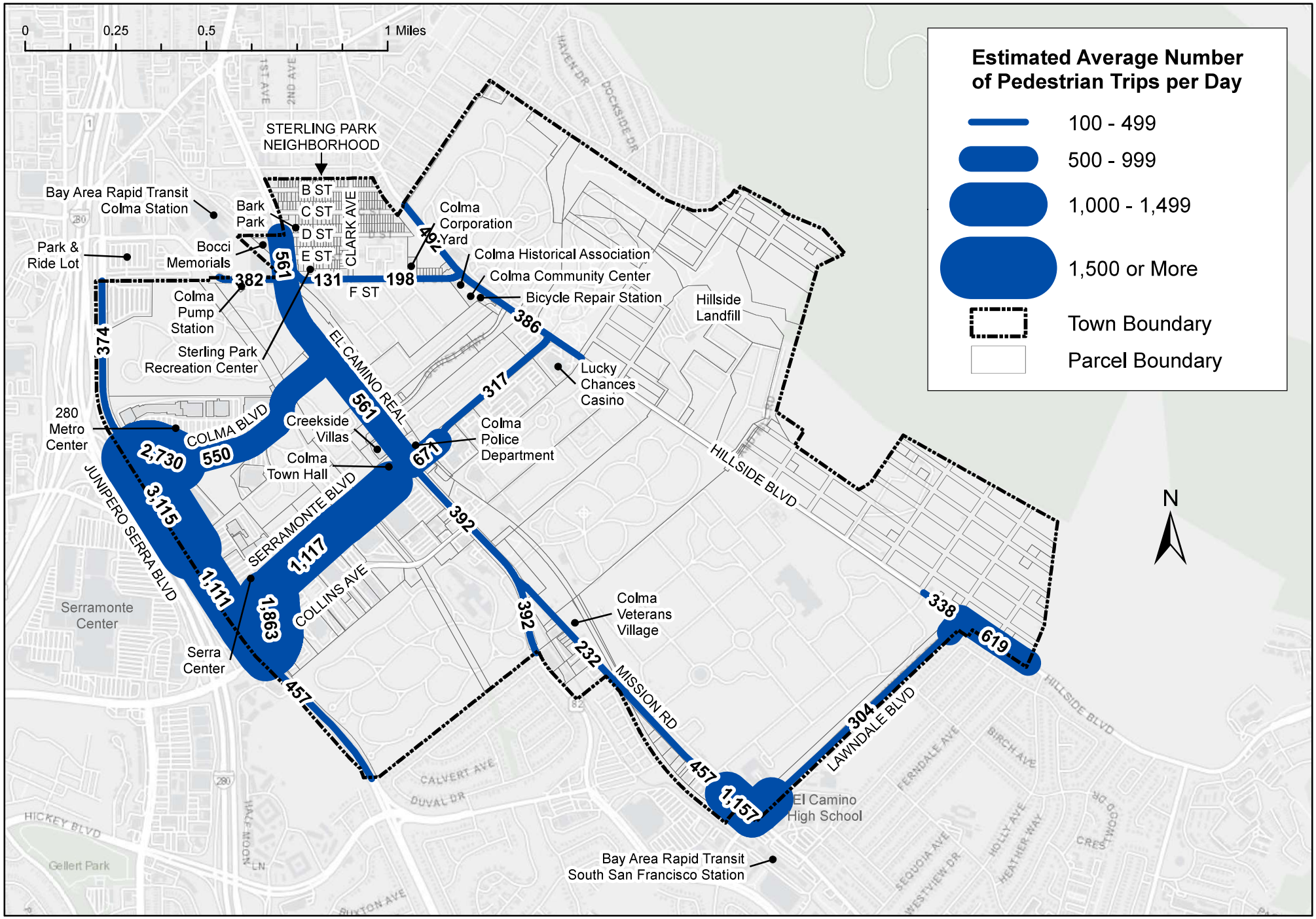
A speed analysis for priority corridors was also incorporated into the HIN Report to identify roadway segments or areas with reported vehicle speeding near schools. Figure 14 (Town of Colma Speeding Analysis - SRTS HIN Report) shows the reported speeding near schools in and around the Town, including roadways segments on Lawndale Boulevard near El Camino Real High School, and Hillside Boulevard, Junipero Serra Boulevard and El Camino Real at the northern end of the Town.

The HIN Report also provides a robust summary of key countermeasures, as shown on Exhibit 5a and 5b (Recommended Countermeasures table), "…selected to focus on speed management, pedestrian safety improvements, intersection improvements, and programmatic strategies that have proven safety benefits."[4]

[3] Source: San Mateo County Office of Education SRTS HIN Report

[4] Day-Kapell, Hannah, Kristen Haukom, David Wasserman, and Grace Young (Alta Planning + Design). Rep. *San Mateo County Safe Routes to School High Injury Network Report*, n.d.

Figure 10
Town of Colma Pedestrian Trip Volumes



Data Source: StreetLight Data, Inc.

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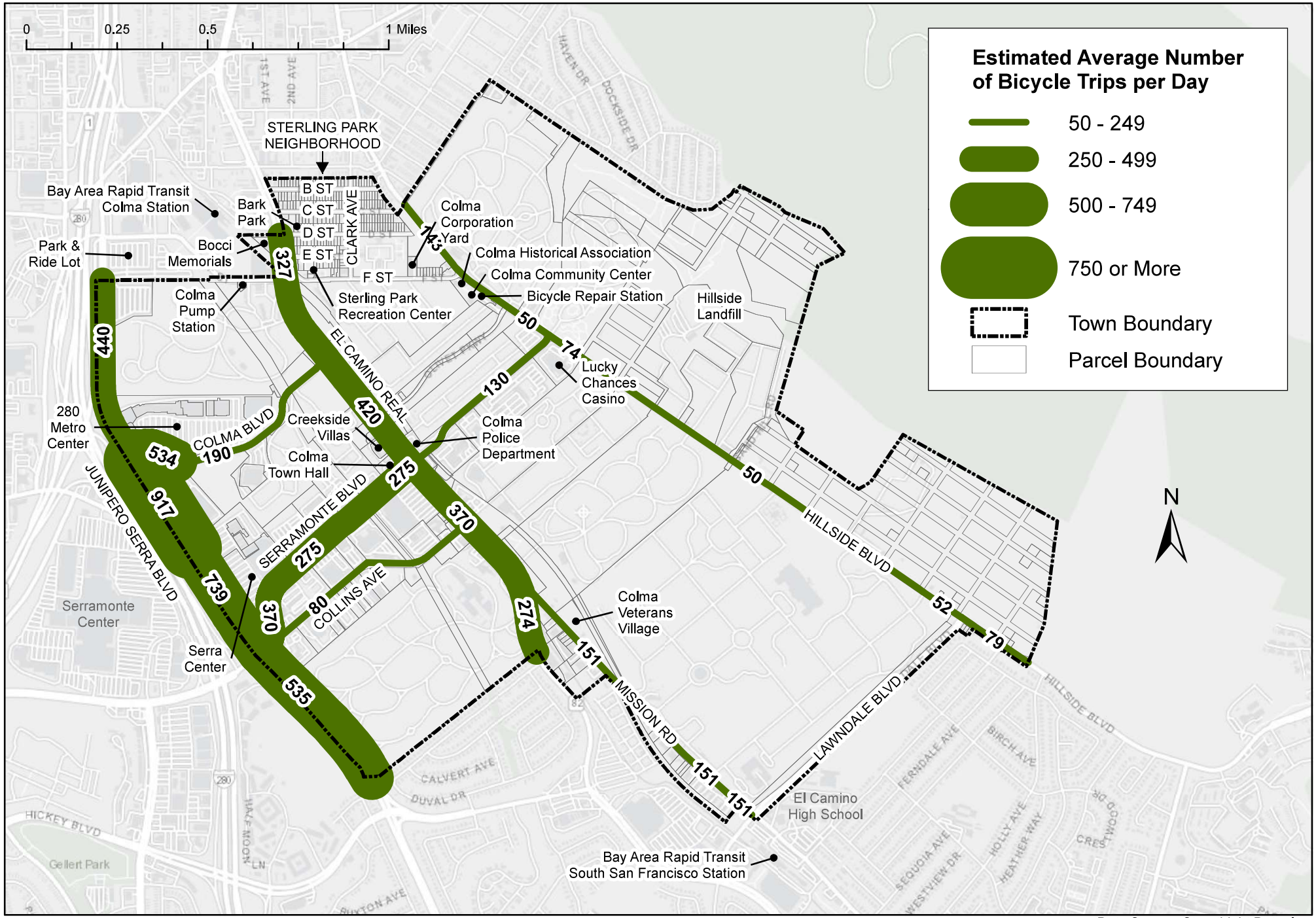
Figure 11
Town of Colma Bicycle Trip Volumes



Data Source: StreetLight Data, Inc.

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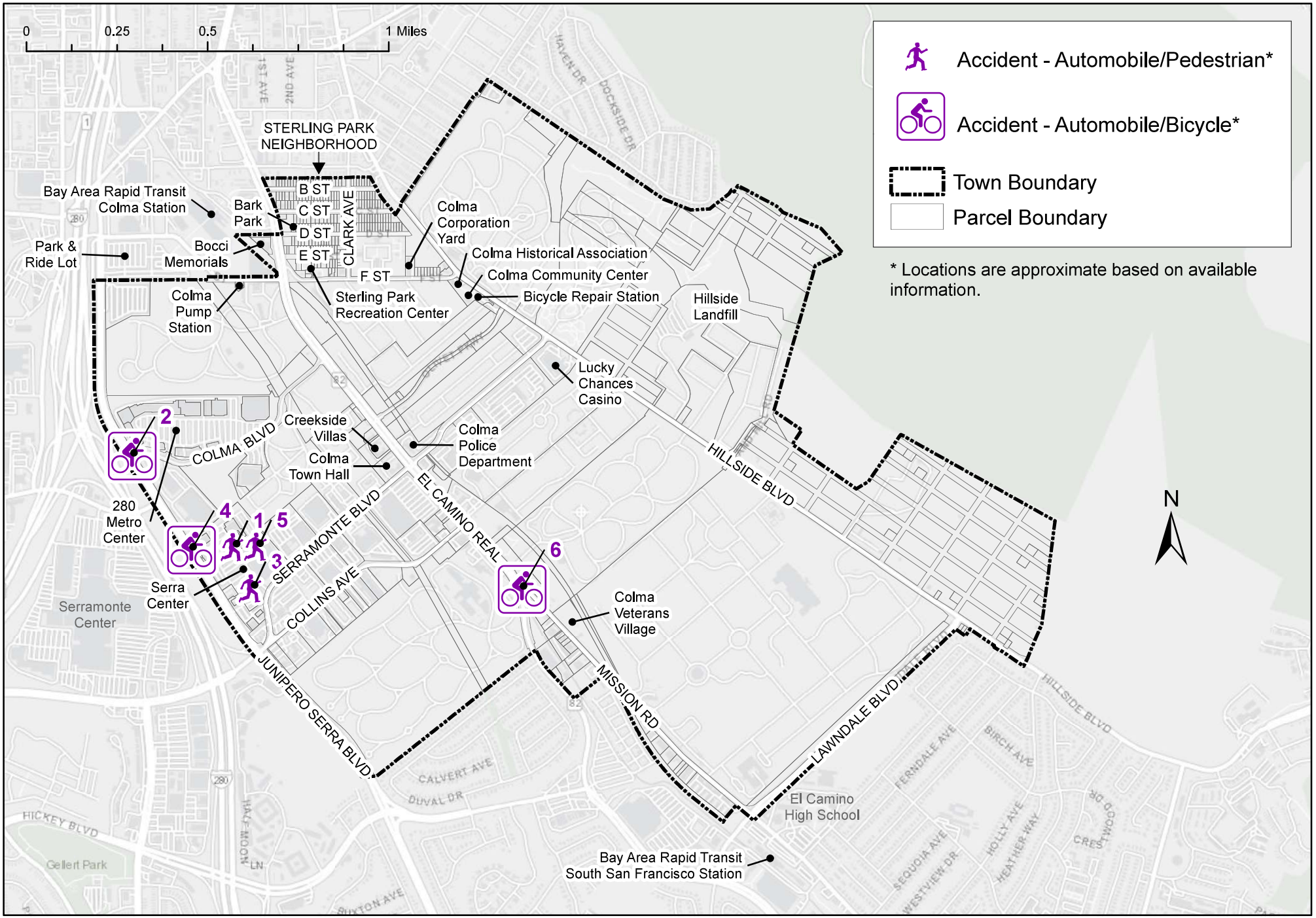
Figure 12

Town of Colma Pedestrian and Bicycle Accidents, 2021-2022



Data Source: Town of Colma Police Department.

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Exhibit 5a. Recommended Countermeasures Table

Countermeasures	Description	Cost Efficiency[1]	Effectiveness[2]	Co-Benefits[3]
Actuated Beacons (RRFBs/PHBs)	Rectangular Rapid Flashing Beacons (RRFBs) and Pedestrian Hybrid Beacons (PHBs) are actuated traffic control devices designed to help pedestrians safely cross higher-speed roadways at midblock crossings and uncontrolled intersections (Zegeer et al., 2013). Both countermeasures have demonstrated the ability to increase pedestrian yield rates dramatically and reduce pedestrian and total collisions (Albee and Bobitz, 2021). PHBs are more suited to high-volume roads with an annual average daily traffic in excess of 9,000 and with speed limits exceeding 35 miles per hour. RRFBs are more appropriate on multilane roads with speed limits less than 40 miles per hour (Albee and Bobitz, 2021).	★★★	★★★	★
Speed Humps and Tables	Speed humps are raised portions of street surface with height tapering near the drain gutter to allow unimpeded bicycle travel, while speed tables are typically long and flat raised surfaces used to provide enhanced pedestrian crossings. These vertical speed control measures have predictable impacts on speeds but are often a traffic calming measure of last result. Design considerations include impacts to emergency access and to drainage that require evaluation (Zegeer et al., 2013).	★★	★★	★
Markings and Crosswalk Enhancements	Marked crosswalks indicate preferred locations for pedestrians to cross and can help designate right-of-way for motorists to yield to pedestrians. Enhancements to crosswalks including advanced yield lines (stop bars, shark teeth, etc.), high-visibility continental crosswalk designs, and signage have demonstrated safety benefits at relatively low cost (Zegeer et al., 2013).	★★★★	★★	★

Source: SMCOE SRTS HIN Report

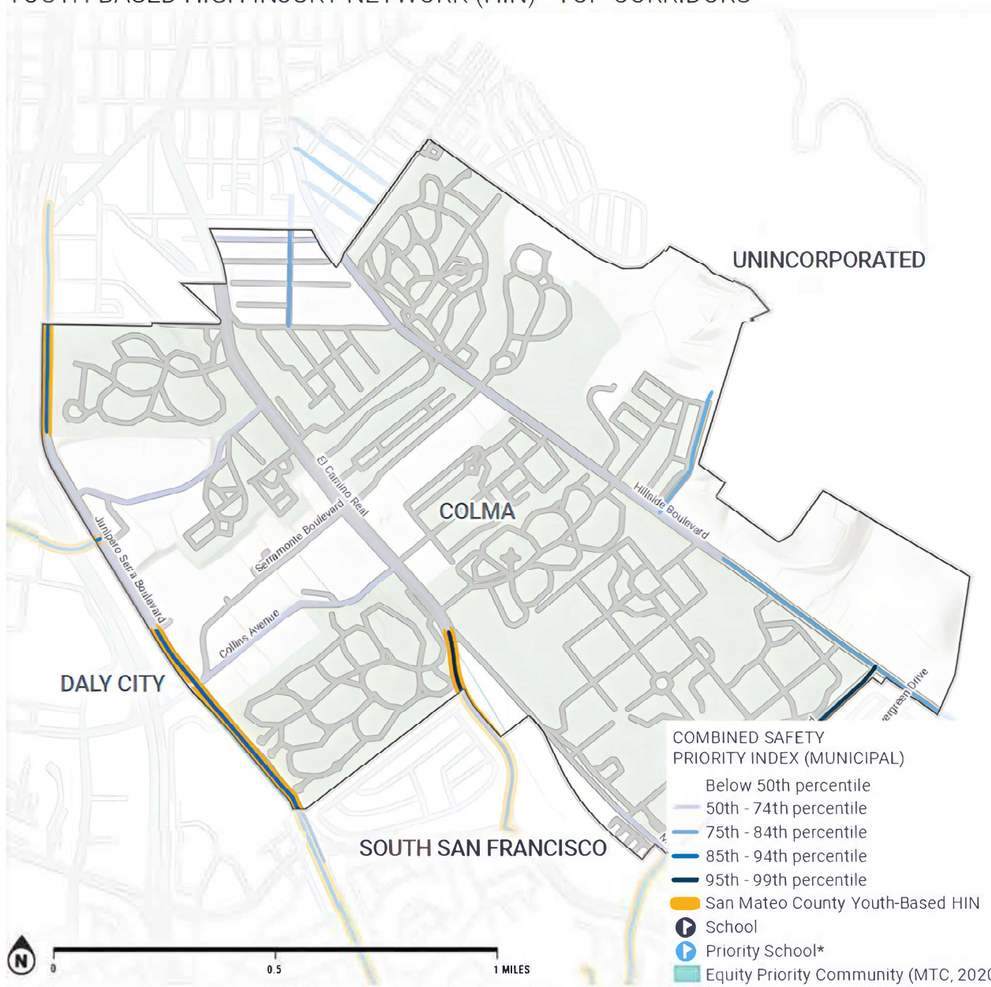
Exhibit 5b. Recommended Countermeasures Table

Countermeasures	Description	Cost Efficiency[1]	Effectiveness[2]	Co-Benefits[3]
Actuated Beacons (RRFBs/PHBs)	Rectangular Rapid Flashing Beacons (RRFBs) and Pedestrian Hybrid Beacons (PHBs) are actuated traffic control devices designed to help pedestrians safely cross higher-speed roadways at midblock crossings and uncontrolled intersections (Zegeer et al., 2013). Both countermeasures have demonstrated the ability to increase pedestrian yield rates dramatically and reduce pedestrian and total collisions (Albee and Bobitz, 2021). PHBs are more suited to high-volume roads with an annual average daily traffic in excess of 9,000 and with speed limits exceeding 35 miles per hour. RRFBs are more appropriate on multilane roads with speed limits less than 40 miles per hour (Albee and Bobitz, 2021).	★★★	★★★	★
Speed Humps and Tables	Speed humps are raised portions of street surface with height tapering near the drain gutter to allow unimpeded bicycle travel, while speed tables are typically long and flat raised surfaces used to provide enhanced pedestrian crossings. These vertical speed control measures have predictable impacts on speeds but are often a traffic calming measure of last result. Design considerations include impacts to emergency access and to drainage that require evaluation (Zegeer et al., 2013).	★★	★★	★
Markings and Crosswalk Enhancements	Marked crosswalks indicate preferred locations for pedestrians to cross and can help designate right-of-way for motorists to yield to pedestrians. Enhancements to crosswalks including advanced yield lines (stop bars, shark teeth, etc.), high-visibility continental crosswalk designs, and signage have demonstrated safety benefits at relatively low cost (Zegeer et al., 2013).	★★★★	★★	★

Source: SMCOE SRTS HIN Report

Figure 13
Town of Colma Safety Analysis Infographics

COLMA
SCHOOL SAFETY ANALYSIS
YOUTH-BASED HIGH INJURY NETWORK (HIN) - TOP CORRIDORS



*Priority schools are defined as those with 75% or greater eligibility for Free and Reduced Price Meal (FRPM) programs during the 2020-2021 school year.

TOP 5 SAFETY PRIORITY CORRIDORS

Number of Collisions

Corridor	All Collisions	Fatal or Severe (KSI)	Pedestrian-Involved	Bicyclist-Involved	Youth-Involved
State Highway 82	22	1	3	0	5
Junipero Serra Blvd	18	3	1	1	2
Southgate Ave	11	3	3	0	3
Villa St	2	1	0	0	1
Hillside Blvd	2	1	0	0	1

Segments are sorted by their Combined Safety Priority Index scores. Columns may not add up because collisions may be counted in multiple columns.

Prepared 6/10/2022 1:17 PM

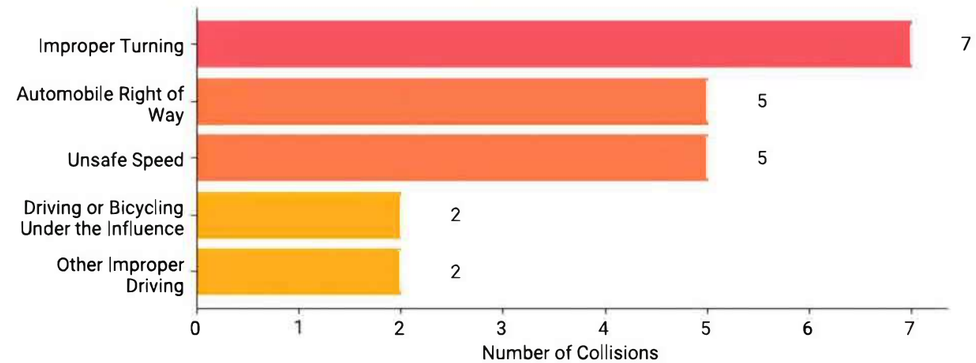
COLLISION STATISTICS FOR COLMA, 2014-2020

See the San Mateo County SRTS High Injury Network Report for additional context and guidance on countermeasures.

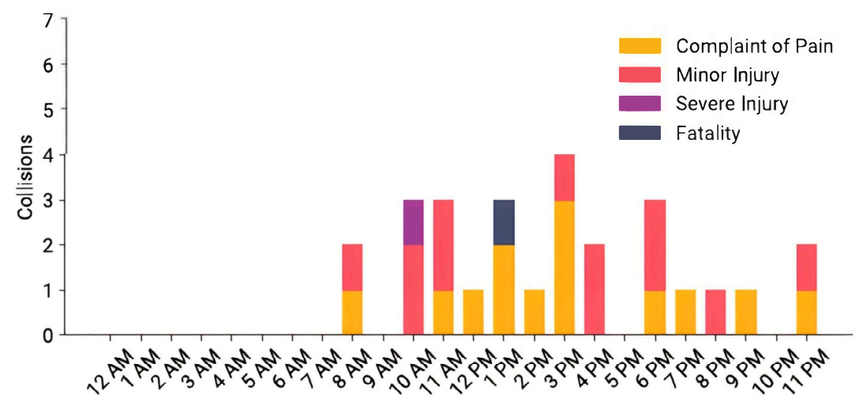
COLLISION TYPES BY LOCATION

	City-Wide				Within 1/4 Mile of a School			
	All	KSI	Youth	Active	All	KSI	Youth	Active
All Collisions	28	2	7	5	6	0	1	1
Alcohol Involved	3	0	0	1	1	0	0	0
Speeding Involved	5	1	2	0	0	0	0	0
Mid-Block Collision	15	1	3	4	3	0	1	1

TOP 5 COLLISION FACTORS, ALL COLLISIONS



ALL COLLISIONS BY TIME OF DAY



Collision data from 2014 to 2020 was downloaded from the statewide Transportation Injury Mapping System (TIMS) which reports all collisions resulting in an injury. 2020 data was provisional at the time of download.

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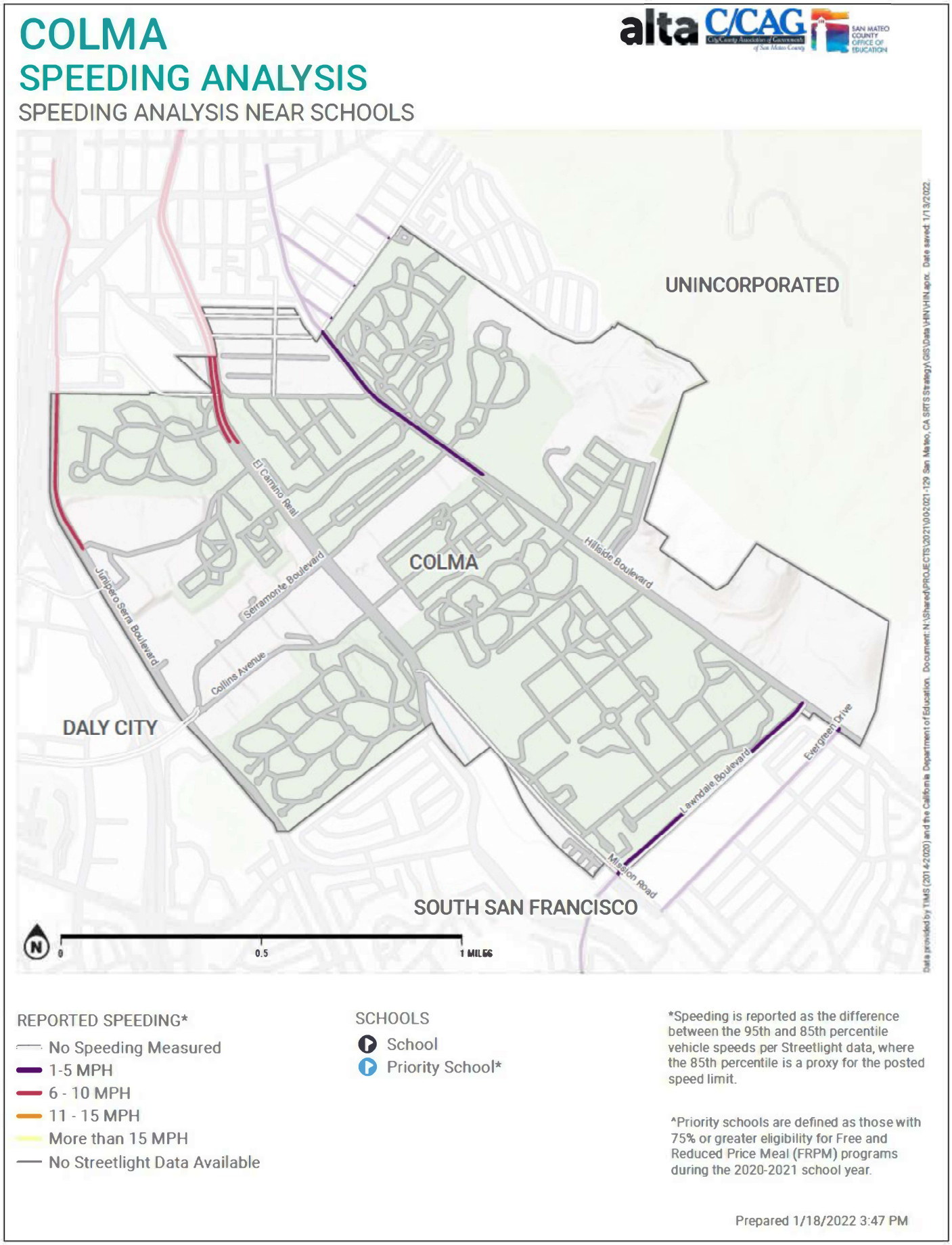
Figure 14

Town of Colma Speeding Analysis



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3 PUBLIC ENGAGEMENT

When planning and programming funds, it is important to involve the public in a way that is open, transparent, and accessible. This means providing clear and concise information, giving people the opportunity to provide feedback, and considering their input when making decisions. By involving the public, planners and decision-makers can ensure that the plans and programs are effective and meet the needs of the community.

In addition to ensuring that projects meet community needs, public engagement can also help build public support for planned projects. When the public understands the rationale behind a project and how it will benefit the community, they are more likely to support it. This can be especially important for controversial projects, such as new bike lanes, road diets, and street scape.

Finally, public engagement can help to educate the public about active transportation planning and the tradeoffs and constraints that planners face. This can help to build public understanding of the challenges of transportation planning and the need for creative solutions.

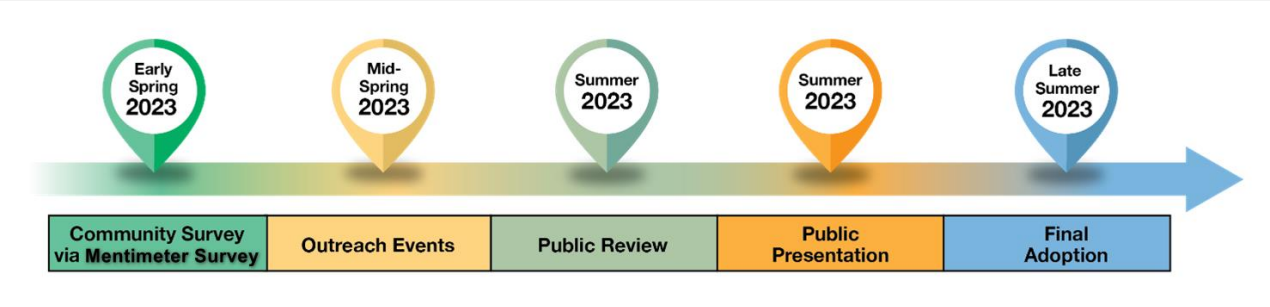
The project team developed the Public Participation Plan (PPP) for the development of this plan. The PPP served as a guide for engaging the public through the development of the Final Master Plan. The outreach efforts in this plan were intended to engage and gather input from all segments of the community, including disadvantages communities and organizations that represent those with special needs, in addition to active stakeholders, local business owners, and the transit districts, with a combination of virtual content, in person meetings, a web-based survey, and promotional materials.

3.1 Outreach Strategy and Events Timeline

The outreach for this plan commenced with the distribution of a web-based survey in early spring 2023. The survey was made available through a quick response code (QR Code) and web link.

The project team worked with local law enforcement to put on a Coffee with a Cop: Bike and Pedestrian Safety. This event took place at the local Starbucks and provided residents with the opportunity to voice their concerns when it came to bicycle and pedestrian safety in the Town. Following this event, the project team worked with community members on several other outreach opportunities. The outreach activities are described in the following section.

Exhibit 6. Recommended Countermeasures Table



Source: Town of Colma

The following section provides a summary of all of the outreach conducted, the stakeholders involved, and feedback received.

3.2 Outreach Events Summary

WEB-BASED SURVEY

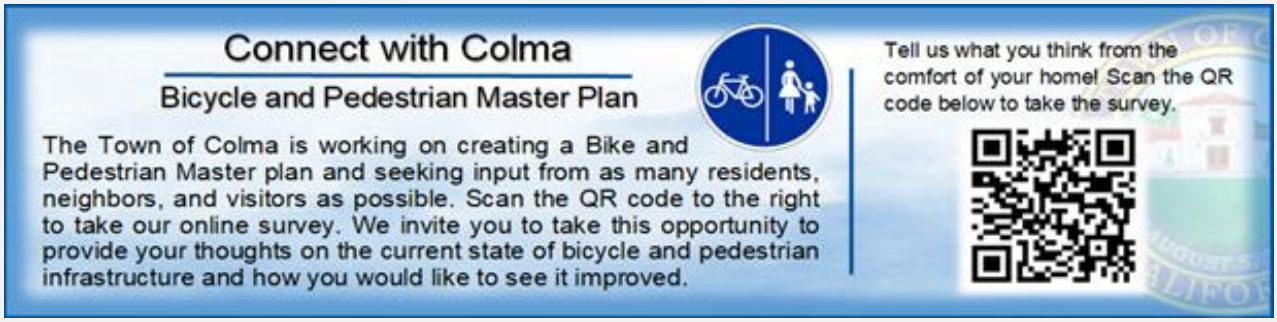
The public engagement process began with a review of the engagement strategies of previous plans to determine best practices in the community. The project team then built a comprehensive stakeholders list (Appendix D) including public agencies, business owners, and activist groups. To begin outreach to identified stakeholders, a web-based survey was developed. The survey, which was available in English and Spanish, went live March 1, 2023, via mentimeter.com. A quick response (QR) code was also created and shared with stakeholders. The survey was distributed via email, social media blast, the Town's monthly newsletter (Livewire) in March and April, and bookmark flyers. The bookmark flyer, shown in Exhibit 8, includes a summary of the survey's purpose, the survey link, and QR code. They were shared with local businesses and posted inside their local community bulletins, such as the Veterans Village, Starbucks, Philz Coffee, Colma BART station, and the Town Community Center.

The survey was made available until April 26, 2023. It consisted of multiple choice and open-ended questions. Below is a summary of the results. Appendix B provides the full survey results.

Exhibit 7. Bicycle and Pedestrian Master Plan Survey

Source: Mentimeter Survey

Exhibit 8. Bookmark



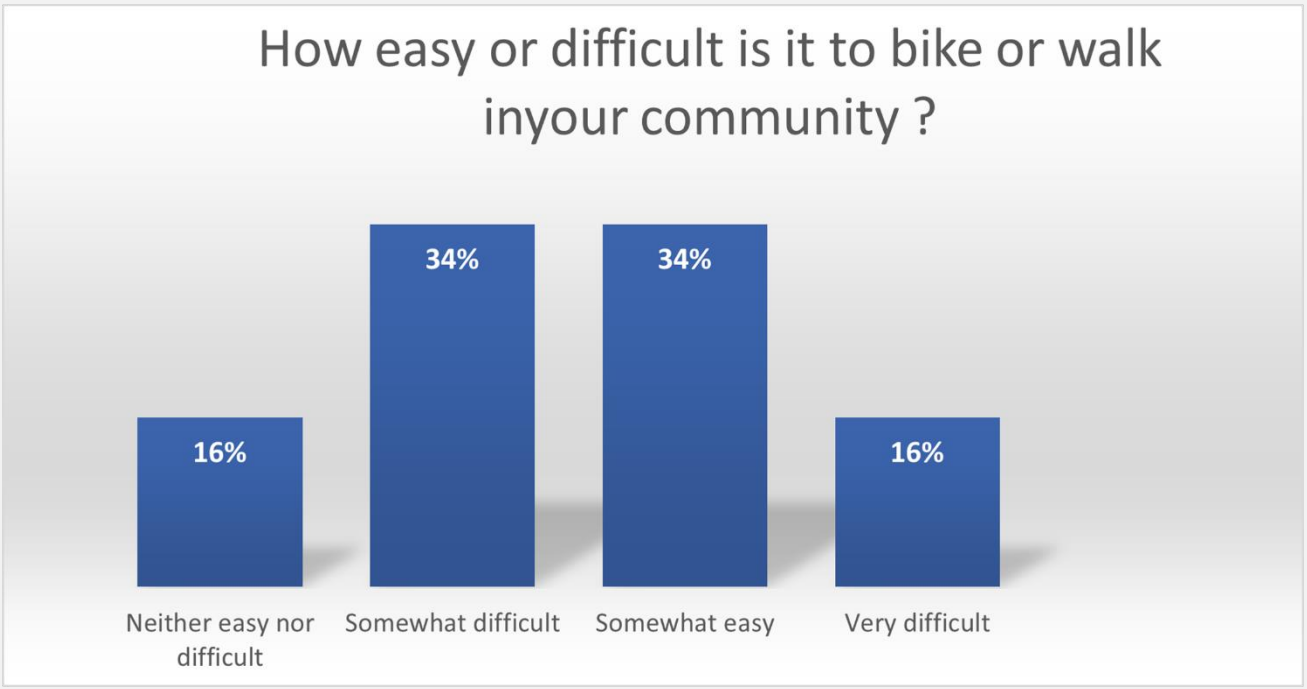
Source: Town of Colma, CSG Consultants

COMMUTING

When asked about commuting habits, 69% of respondents said they drive alone, 19% ride their bicycle, 6% ride transit while the other 6% walk. However, 42% of the total respondents agreed that they would like to travel by bicycle more often.

When asked about the difficulty of walking and biking, the results were split evenly between difficult and easy as shown on Exhibit 9 below.

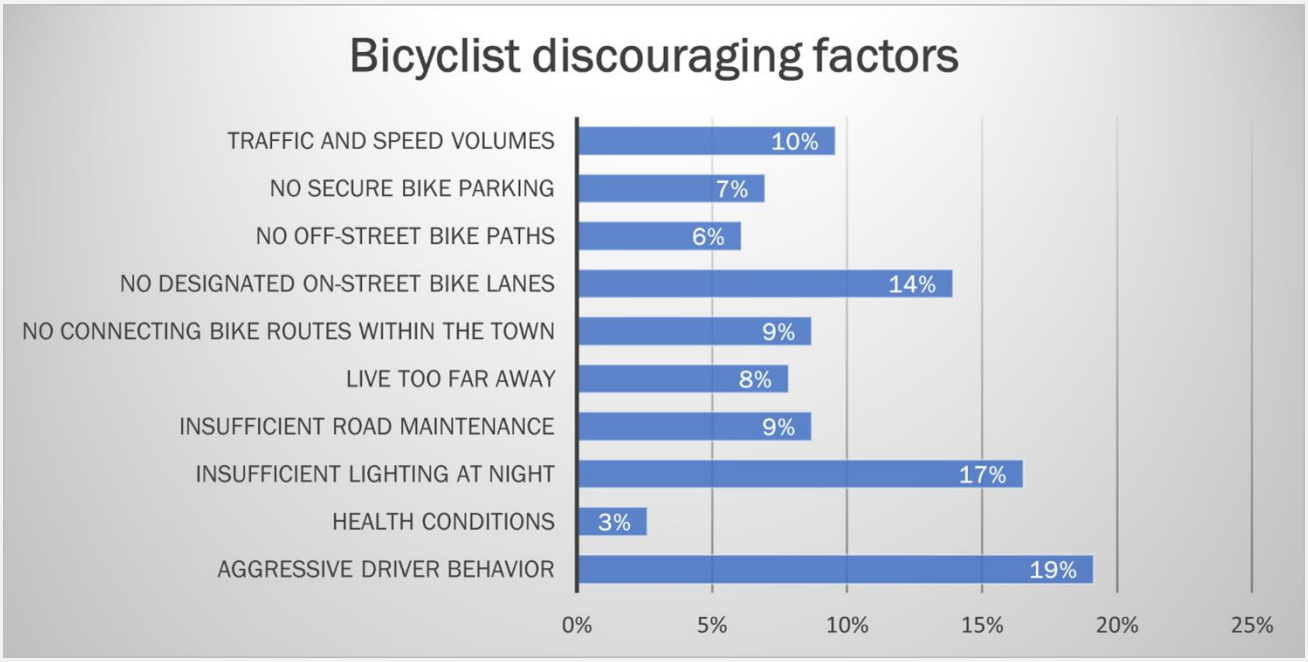
Exhibit 9. Survey Questions

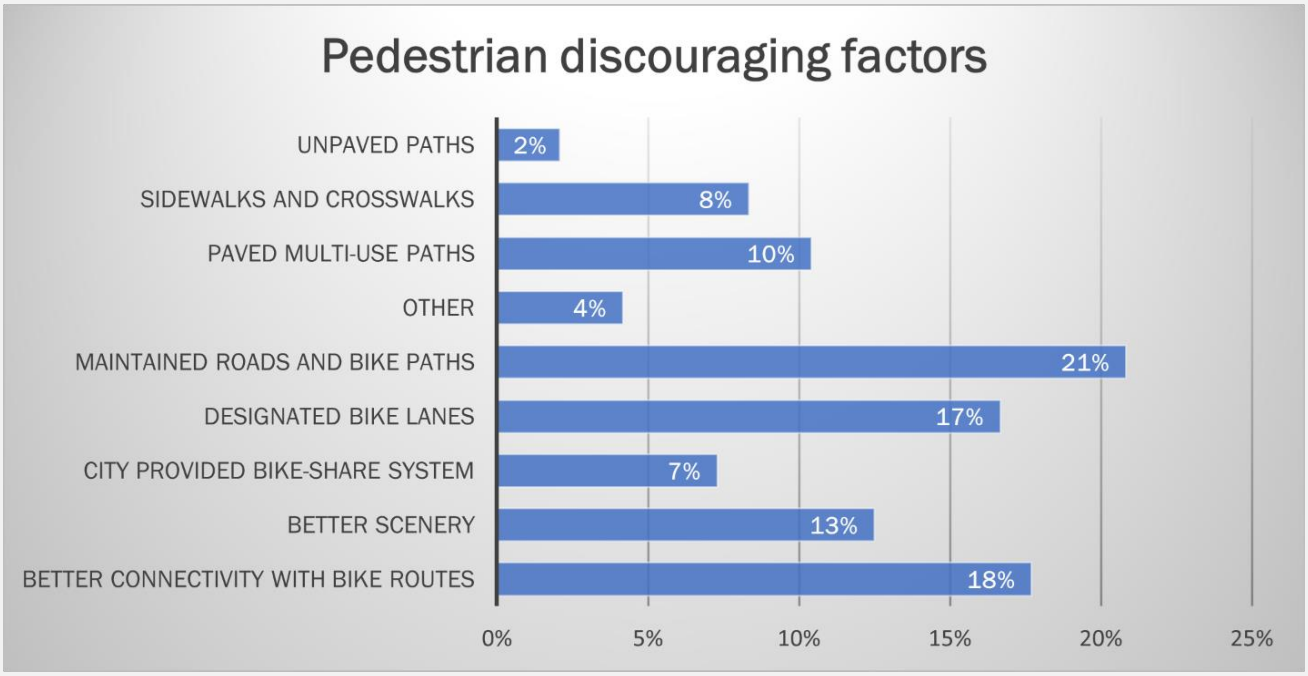


Source: Mentimeter Survey

While it seems that walking and biking is not difficult in the Town, there are a few discouraging factors that may contribute to the low pedestrian and bicyclist rates. These factors include hazardous conditions, such as insufficient lighting and debris; aggressive driver behavior; no designated bike lanes; and travel time/distance to get to the destination.

Exhibit 10. Bicycle and Pedestrian Discouraging Factors

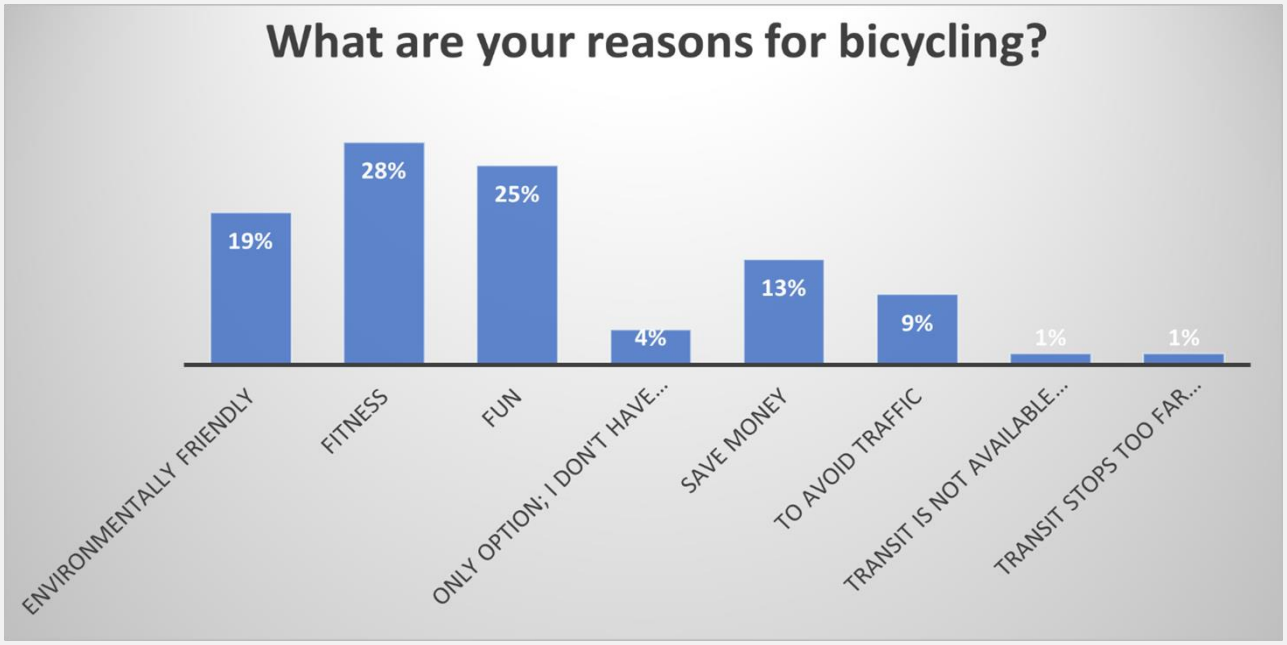


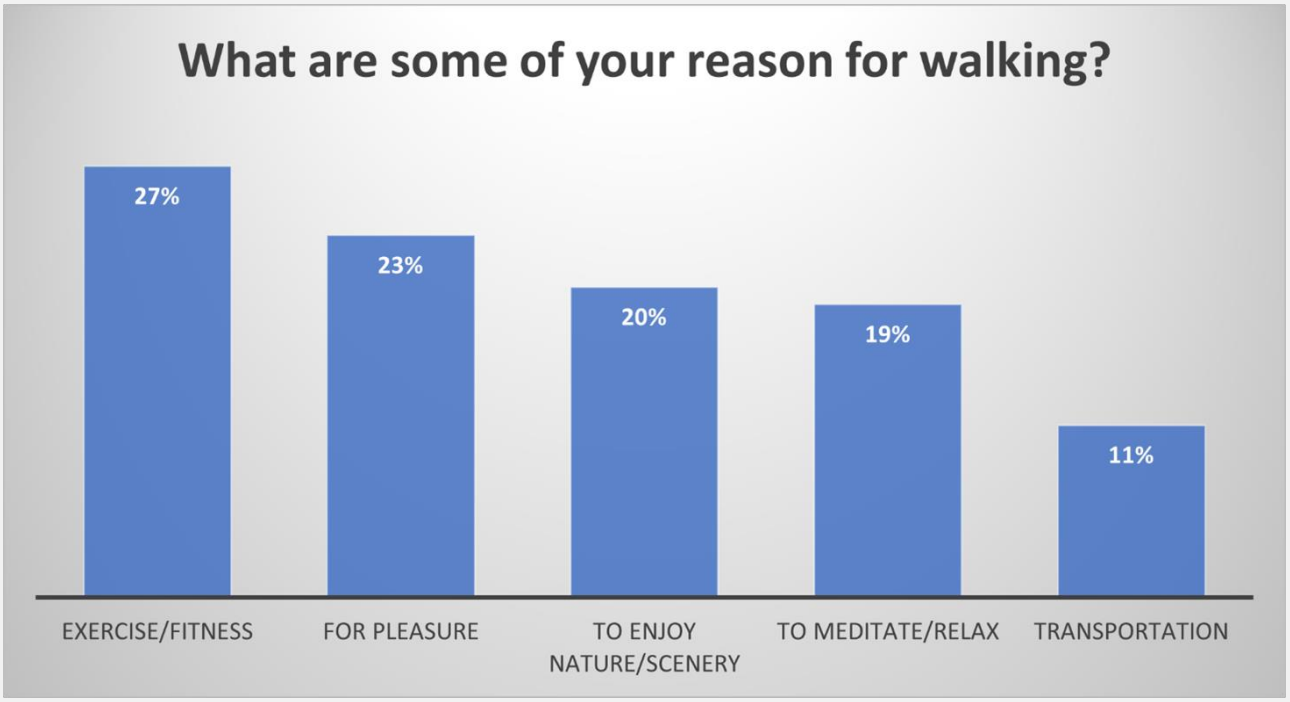


Source: Mentimeter Survey

According to the survey results, people who bike and walk do so for various reasons. 28% of bikers and 27% of pedestrians said they bike and walk for fitness. 25% of bikers and 23% of pedestrians said they bike and walk for fun. And 19% of bikers and 20% of pedestrians said they bike and walk because it is environmentally friendly, and they enjoy the scenery.

Exhibit 11. Reasons for Bicycling and Walking

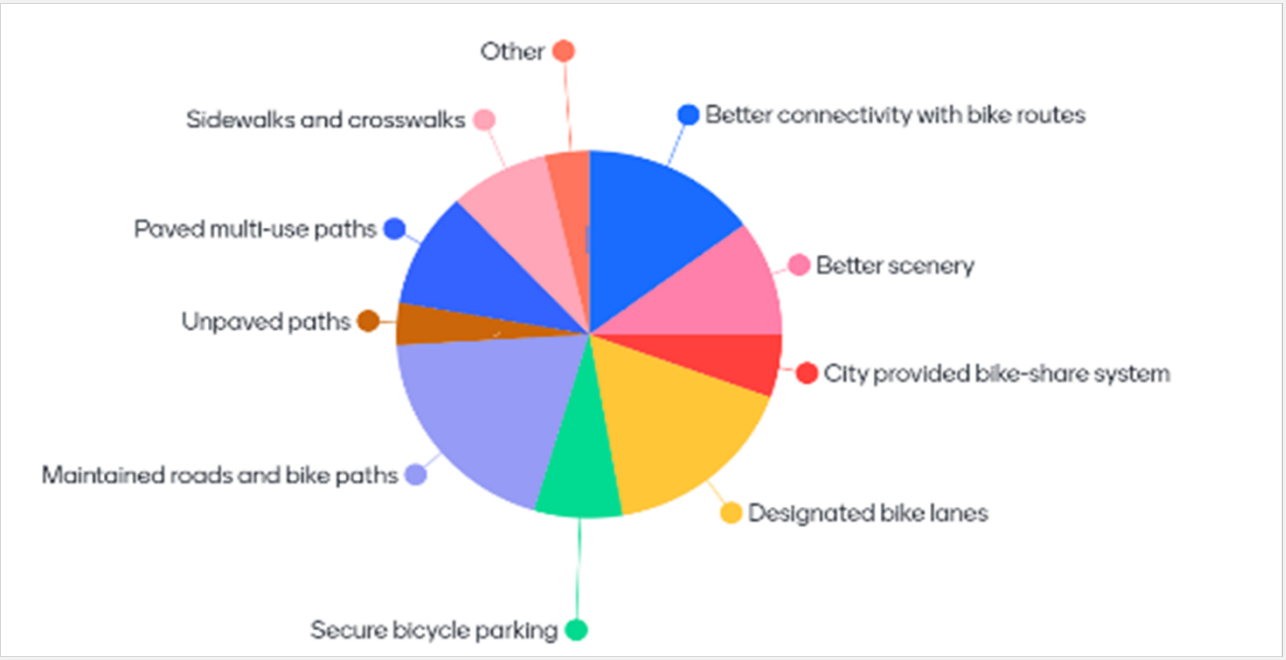


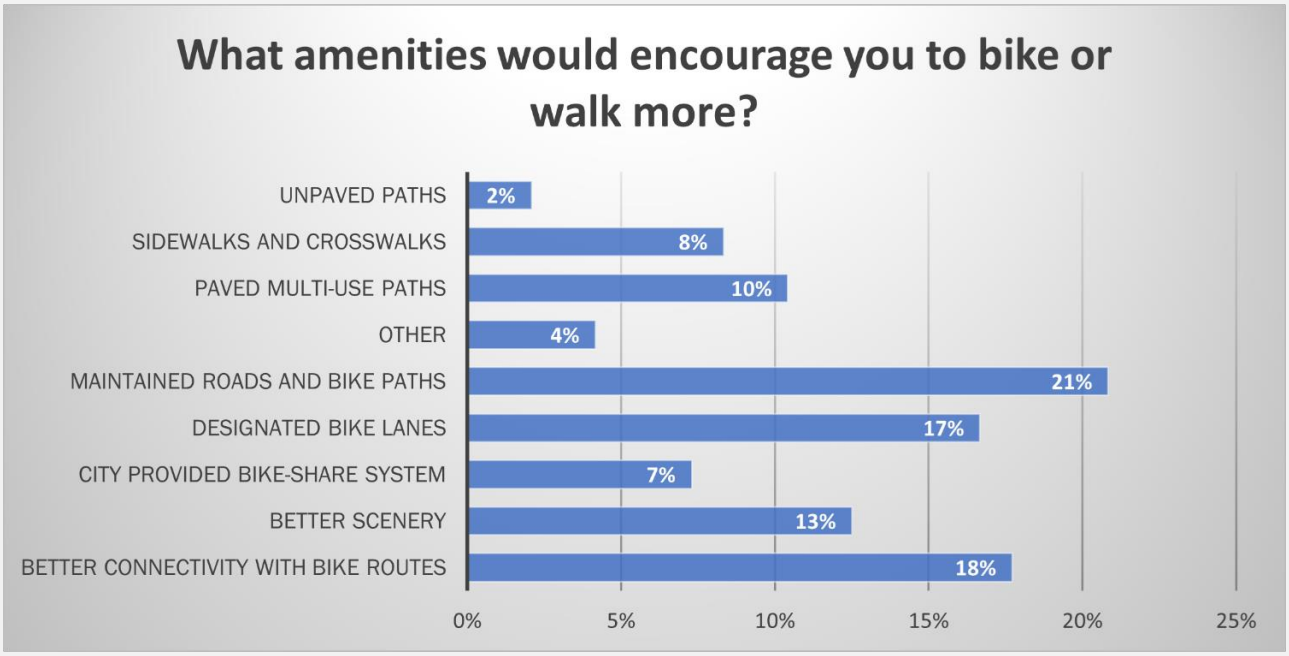


Source: Mentimeter Survey

Exhibit 12 provides a summary of recommendations to increase bicycle and pedestrian activity in the Town.

Exhibit 12. Amenities to encourage Bicycling and Walking





Source: Mentimeter Survey

Participants were also asked what the top three (3) important things that the city can do to improve the bicycle and pedestrian network, and specific facilities or amenities needed to encourage more bicycle and pedestrian transportation.

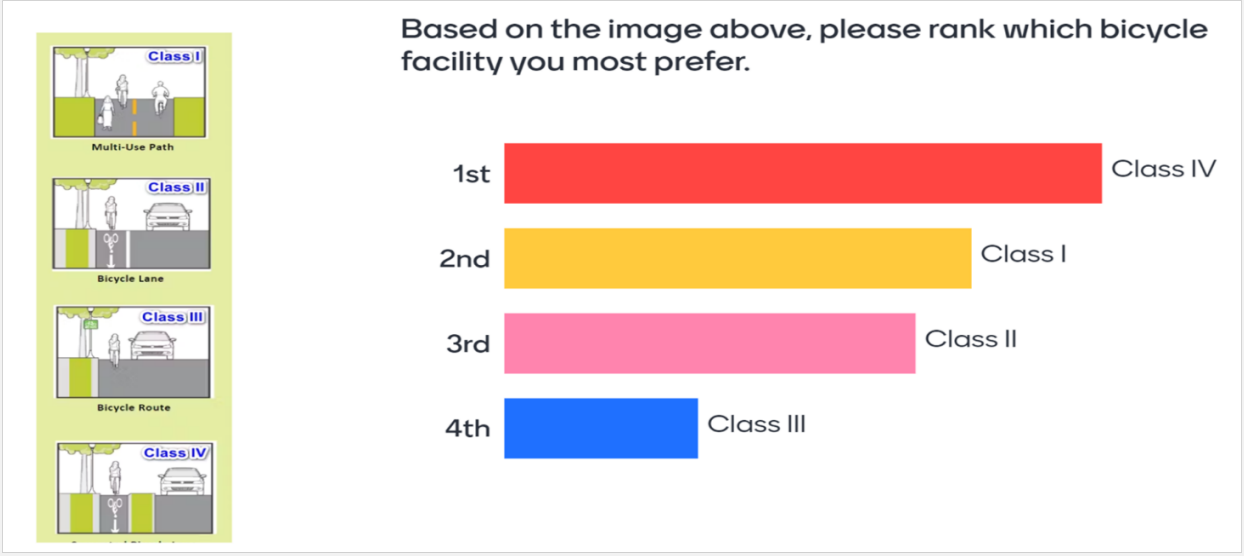
The responses encompassed a diverse range of suggestions, including the addition of lanes, improved amenities, enhanced connectivity, and aesthetic improvements. A majority of the feedback centered around amenities, safety and the provisions of bike lanes. Figure 15, Public Input Word Art, provides a graphic/visual representation of survey responses.

Participants emphasized the need for various encouraging factors, such as installation of:

- Bike racks/stations;
- well-placed signage; and
- the inclusion of street furniture.

It was noted in Section 2 that the Town has a sizable population of vulnerable individuals, including children and youth (ages 0 - 19) and the elderly (over 50 years of age). Ensuring they have safe and convenient resting points along their routes could potentially motivate them to walk or cycle more frequently. To this end, implementing amenities like benches, planters, water bottle fill-up stations, bike repair stations, and dedicated bike parking lots or racks throughout the corridors would be beneficial. Additionally, incorporating destination maps and wayfinding signage specifically designed for bicyclists and pedestrians would enable safer navigation, eliminating the need to consult mobile devices for directions. This would mitigate the risk of distracted cycling, similar to the hazards posed by distracted driving. Furthermore, respondents highlighted the importance of protected lanes, including demands for the creation of new lanes and improvements to existing ones, to foster safer and more convenient cycling and walking routes. Safety emerged as another prominent topic, with participants expressing a need for safety-focused amenities and road enhancements. Suggestions included improved lighting, secure bicycle parking and lanes, protective barriers, and additional signage. The accompanying images below provide visual representations of the comments and response received by members of the public, reinforcing the significance of these safety-related requests.

Exhibit 13. Bike Facilities Preference



Source: Mentimeter Survey

In addition to recommendations on potential facilities and amenities for bicycle and pedestrian improvements, the survey asked members of the public where they recommended bicycle and pedestrian improvements in the Town. Figure 16 (Locations of requested Bicycle and Pedestrian Improvements Map) and Table 4 provides a summary of recommendations for bicycle and pedestrian improvements within and around the Town.

Table 4
Summary of requested bicycle and pedestrian improvements[5]

MAP ID	Location of requested improvement.	Improvement Request/Recommendation
1	San Pedro Road & Washington Street intersection (near Colma Fire Dept)	Needs bicycle/pedestrian facilities, connections, or improvements
2	Hill Street & Albert Teglia Boulevard intersection (near Colma BART station)	Needs bicycle/pedestrian facilities, connections, or improvements at critical intersection for BART accessibility
3	Hillside Boulevard & A Street intersection (Daly City)	Needs bicycle/pedestrian facilities, connections, or improvements at intersection just outside of the Town.
4	El Camino Real, near BART Station	BART connection at B Street, D Street
5	Hillside Boulevard &Serramonte Boulevard intersection	Needs bicycle/pedestrian facilities, connections, or improvements
6	Serramonte Boulevard @ CarMax access driveway intersection	Needs bicycle/pedestrian facilities, connections, or improvements
7	Colma Blvd @ Greenlawn Memorial Park access driveway	Needs bicycle/pedestrian facilities, connections, or improvements
8	El Camino Real & Serramonte Boulevard intersection	Improve crosswalk visibility
9	El Camino Real & Collins Avenue intersection	Needs bicycle/pedestrian facilities, connections, or improvements
10	Serramonte Boulevard @ Serra Center access driveway	Improve crosswalk visibility People do not stop at intersection
11	El Camino & Mission Road intersection	Needs bicycle/pedestrian facilities, connections, or improvements
12	Hillside Boulevard & Lawndale Boulevard intersection	Needs bicycle/pedestrian facilities, connections, or improvements; Crosswalk and connection with SSF (South San Francisco) improvement project/coordination with SSF needed.
13	Junipero Serra Boulevard & Serramonte Boulevard intersection	Needs bicycle/pedestrian facilities, connections, or improvements
14	280 and Serramonte	Needs bicycle/pedestrian facilities, connections, or improvements
15	El Camino Real & Hickey Boulevard intersection (South San Francisco)	"Too much going on"; Needs bicycle/pedestrian facilities, connections, or improvements

[5] Source: Town of Colma 2023 Bicycle and Pedestrian Master Plan survey conducted on Mentimeter.com

Table 4 Summary of requested bicycle and pedestrian improvements[5]		
MAP ID	Location of requested improvement.	Improvement Request/Recommendation
16	Mission Road & McClellan Drive/ Lawndale Boulevard intersection near El Camino Real High School (South San Francisco)	Needs bicycle/pedestrian facilities, connections, or improvements
A	El Camino Real roadway corridor	Needs bicycle/pedestrian facilities, connections, or improvements;
B	Hillside Boulevard roadway corridor	Area between Lawndale and Market needs to improve bike safety
C	Serramonte Boulevard roadway corridor	Needs Midblock crosswalk with lighting

Source: Mentimeter survey, 2023

COFFEE WITH A COP AND PLANNER

Source: Town of Colma

The project team coordinated with local law enforcement and Starbucks to organize an engaging "Coffee with the Community: Bike and Pedestrian Safety." event. The event took place on Tuesday, March 8, 2023, from 9:00 a.m. - 10:30 a.m. at the Starbucks located at 900 Serramonte Blvd. Starbucks donated free coffee for all participants. The primary objective of this event was to provide residents with a valuable platform for addressing their concerns regarding bicycle and pedestrian safety, facilitated by the presence of esteemed members from the Colma Police Department and Planning staff. Staff had an extensive conversation with a Colma resident who was an avid bicyclist and provided recommendations for improvements throughout the Town. All comments received were considered when drafting the project recommendations, policies, and goals.

In an effort to gather input from a wider range of participants, bookmark flyers were also distributed in the drive through and over the counter. This allowed individuals who were unable to stay for the event to still contribute and provide input. Recognizing the importance of inclusivity, the initiative aimed to capture the perspectives of as many community members as possible. It is worth highlighting that many individuals who participated in the event took the initiative to share their insights through the survey. This dual engagement approach provided them with multiple avenues to express their opinions and ideas. The feedback will be carefully considered and thoughtfully incorporated into the final Master Plan. This inclusive approach ensures the outcome reflects a comprehensive and representative strategy, considering the valuable contributions of the community members.

Source: CSG Consultants

To better engage with transit riders who prioritize active transportation, staff set up a pop-up event at the Colma BART station located on the North end of the Town, 365 D St, Colma Ca. to gather input from commuters and BART and SamTrans transit riders, a strategic location to understand ensures connectivity and accessibility for bicyclists and pedestrians in and around Colma. By setting up the pop-up event at this bustling transit station, the staff seized the opportunity to gather input from the diverse community of transit riders and observe.

SILICON VALLEY BIKE COALITION COORDINATION

The Silicon Valley Bike Coalition (SVBC) is a bike activist organization that advocates for safe and accessible bicycling in San Mateo and Santa Clara Counties to build healthier and more just communities. In the past, the SVBC has provided public comment and letters of support for bicycle improvement plans in the Town. In April 2023, staff met with a representative of the coalition to introduce the Plan and discuss best practices for public outreach and how the goals of the plan aligned with the vision of the SVBC. The representative from the SVBC provided the following recommendation for the Plan:

Recommendation to improve Hillside Blvd. as a Class II "b" facility to provide a physical buffer between vehicle lane and bike lane (i.e., raised median, not just bollards/channelization), which could be improved as a Class IV bike facility in the future once additional funding is available.

In addition to the meeting in April, Staff have interacted with the SVBC and their outreach events on multiple occasions. In August of 2022, Staff attended the annual Silicon Valley Bike Summit which provided a great opportunity to connect and collaborate with active transportation leaders and local government officials. The event included numerous panels and presentations covering active transportation topics ranging from E-bikes to more meaningful and effective community engagement. In April 2023, Staff attended one of SVBC's Smart Cycling courses offered as a free resource to the public. The program began with fundamentals including equipment terminology and adjustments, followed by the rules of the road and handling basics. After providing a strong foundation, the course delved into traffic tips for all types of road and intersection conditions. Overall, the course provided Staff with valuable bike safety information and the opportunity to gain a greater understanding of some of the challenges bicyclists face on the road.

LIVEWIRE

The Town of Colma consistently maintains an effective means of communication through its monthly newsletter, LiveWire. This newsletter serves as a comprehensive source of up-to-date news, events, job opportunities, and ongoing projects within the Town and its surrounding areas. In the March edition of LiveWire, a dedicated section was included to announce the Starbucks event, providing a brief description of the Plan and informing readers about how they could participate by taking the Mentimeter Survey. The newsletter is distributed by the Town to individuals who have voluntarily subscribed to the mailing list, ensuring that the information reaches an engaged audience.

In the subsequent April edition of LiveWire, the bookmark flyer was included to encourage residents to actively participate in the survey and share their valuable feedback on bicycle and pedestrian safety. By providing a physical reminder of the survey and its importance, the Town aimed to generate increased response rates and ensure that the perspectives of the community were well-represented. Appendix A includes copies of the March and April LiveWire editions for reference, allowing interested parties to review the content in greater detail. This communication approach through LiveWire ensures that residents are kept informed and actively involved in the ongoing initiatives and decision-making processes of the Town.

SOCIAL MEDIA BLAST

Source: Town of Colma/Twitter

The Town's outreach efforts were effectively announced and promoted through its active presence on popular social media platforms such as Facebook, Twitter, and Instagram. These platforms served as valuable channels to reach a wide audience and engage with the community on a digital platform. By leveraging the Town's official social media accounts, important updates about the events, including the Starbucks event and other related initiatives, were disseminated to followers and residents. Furthermore, the Colma Police Department played an integral role in amplifying the outreach efforts by sharing the events on their own social media channels. This collaboration ensured a broader reach and increased visibility among the community members who follow the police department's accounts.

Through these collective efforts, the Town effectively used social media to inform, engage, and encourage participation from residents and interested individuals. By leveraging these popular platforms, the Town and the Colma Police Department ensured that important announcements and initiatives regarding bicycle and pedestrian safety reached a wide audience and garnered meaningful community involvement.

INTERGOVERNMENTAL COORDINATION

Staff's proactive and comprehensive outreach efforts have yielded valuable opportunities for intergovernmental coordination. During the Coffee with the Community event, staff engaged in a meaningful discussion with Staff from other agencies. The focus of this discussion centered around future coordination with adjacent cities including South San Francisco on upcoming and ongoing Capital Improvement Projects. This exchange provided a platform for sharing insights, ideas, and potential collaborations that would benefit both communities.

Furthermore, while distributing surveys at the Colma BART Station, staff had the opportunity to connect with the BART Sustainability Coordinator. This interaction allowed for a discussion on future coordination efforts related to micromobility and improving connectivity and accessibility to BART stations. This contact led to the connection with the BART Bike Task Force staff liaison and committee members, establishing a valuable link to a specialized group dedicated to promoting bicycling initiatives within the BART system. Appendix A includes a list of Design Guidelines and Resources including a guideline for regulating Shared Micromobility).

Source: Town of Colma/Twitter

Source: Colma Police Department/Facebook

These intergovernmental connections and collaborations provide opportunities for shared knowledge, coordinated efforts, and enhanced transportation planning and infrastructure development. By leveraging these opportunities for coordination, City staff are better equipped to address the needs and aspirations of the community while fostering valuable partnerships with neighboring jurisdictions and regional transportation agencies.

Figure 15
Public Input Word Art

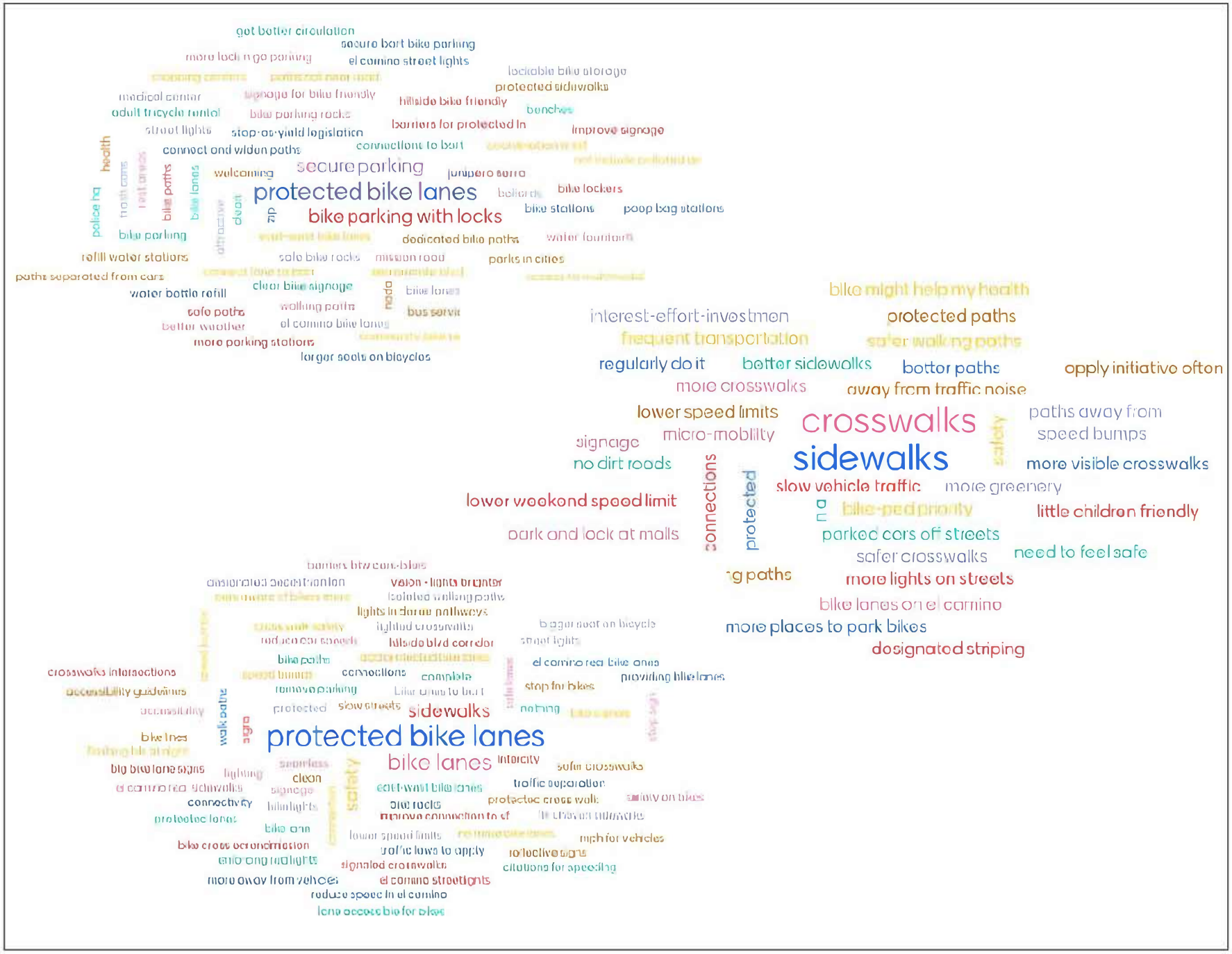


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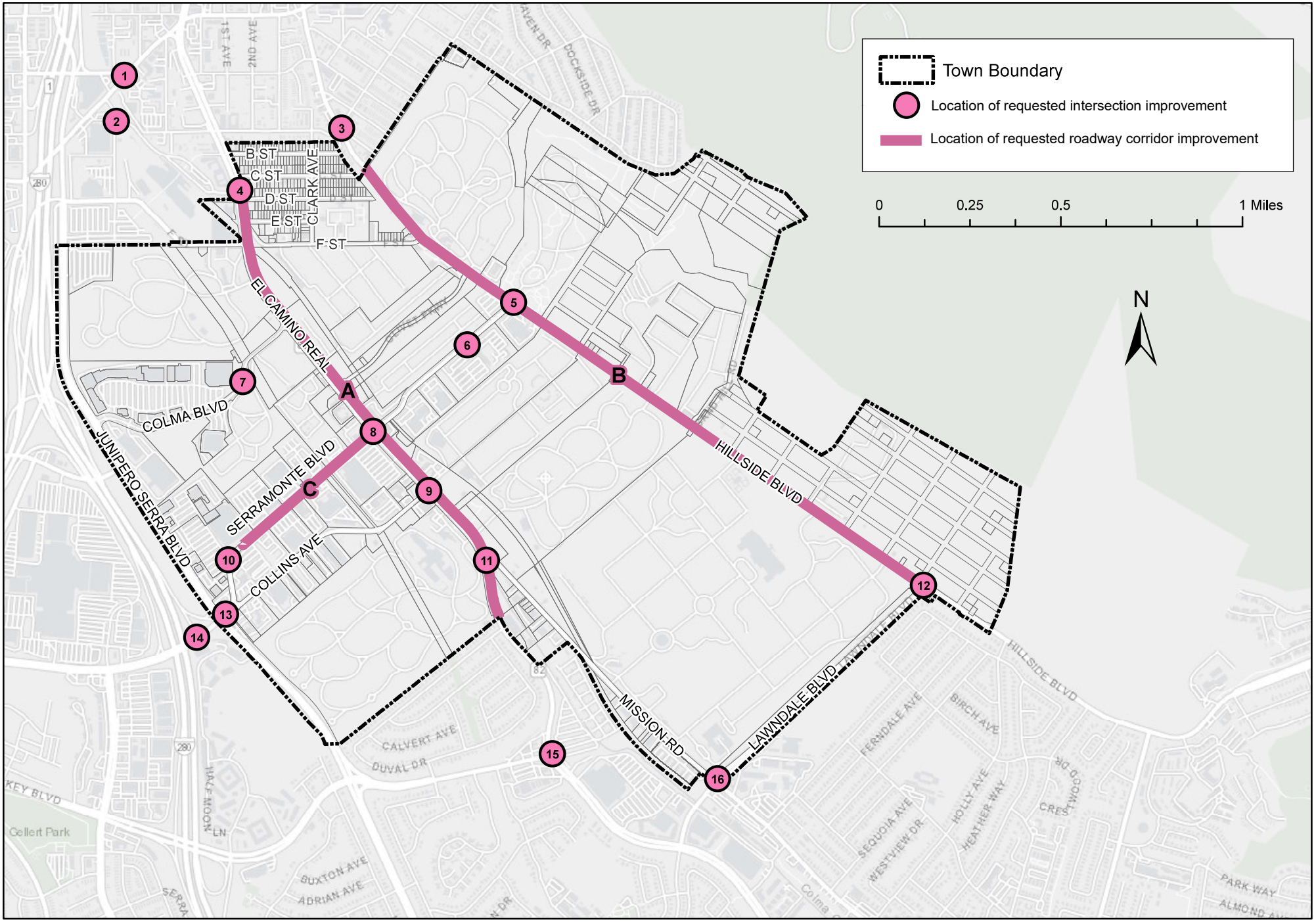
Figure 16
Town of Colma Requested Bicycle and Pedestrian Improvements



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4 PROPOSED SYSTEMS AND IMPROVEMENTS

The Town, San Mateo County, and Caltrans have adopted multiple policy documents for near term and future implementation of bicycle and pedestrian improvements and amenities. This section summarizes projects that can be implemented by the Town, in addition to the bicycle and pedestrian networks identified in the Town's 2040 General Plan.

4.1 Proposed Bikeways, Sidewalks, and Crossings

Figure 17[6] (Town of Colma Planned/Future Bicycle and Pedestrian Improvements Map) and associated table (Table 5) provides a summary of the planned/future bicycle and pedestrian improvements provided in various documents that have been adopted by the Town, regional agencies (I.e., San Mateo County C/CAG), and the State (I.e., Caltrans). A comprehensive list of documents and sources are provided in Section 2.2 Existing Reports and references are available for public review.

Table 5
List of Town of Colma Planned Bicycle and Pedestrian Improvements

Document: Figure 17 & Table X Project ID:	Type	Location	Improvement	Source
1	Intersection	Serramonte and Hillside Blvd	▪ Update bike lane tracking through intersection.	Serramonte Boulevard and Collins Avenue Master Plan
2	Intersection	El Camino Real and Serramonte Blvd	▪ Update the signal infrastructure and timing in conjunction with the proposed change in phasing. ▪ Construct pedestrian refuge median on El Camino Real with a raised "nose" with pedestrian push buttons. ▪ Convert the eastbound and westbound Serramonte Boulevard approaches to protected left-turn phasing from split phase. ▪ Reconfigure the east and westbound approaches. ▪ Expand the sidewalk at Serramonte Boulevard/El Camino Real and add high-visibility crosswalk striping.	Serramonte Boulevard and Collins Avenue Master Plan
3	Intersection	El Camino Real and Collins Ave	▪ Install a traffic signal. ▪ Construct pedestrian refuge median on El Camino Real with a raised "nose" to provide an area for pedestrians to wait.	Serramonte Boulevard and Collins Avenue Master Plan

[6] Source: Town of Colma, San Mateo County/CCAG, Caltrans

Table 5 List of Town of Colma Planned Bicycle and Pedestrian Improvements				
Document: Figure 17 & Table X Project ID:	Type	Location	Improvement	Source
4	Intersection	Serramonte Blvd and Serra Center	▪ Install a traffic signal with protected-permitted left-turn phasing on eastbound Serramonte Boulevard.	Serramonte Boulevard and Collins Avenue Master Plan
5	Intersection	El Camino Real and Mission Rd	▪ Add bicycle and pedestrian facilities, provide pedestrian-scale lighting. ▪ Traffic Control needed. Recommendation to evaluate the existing intersection to consider changes in the traffic control. ▪ The evaluation should consider geometric modifications and applications including stop, yield (roundabout), or signalized control.	Colma El Camino Real Bicycle and Pedestrian Improvement Plan
6	Intersection	Serramonte Blvd and Collins Ave	▪ Remove slip right-turn lane to construct raised pedestrian plaza or gateway feature. ▪ Add marked crosswalk and accessible curb ramps. ▪ Realign the Serramonte Boulevard/Collins Avenue intersection to improve sight distance. ▪ Add a pedestrian marked crosswalk and minimize pedestrian crossing distance across Collins Avenue.	Serramonte Boulevard and Collins Avenue Master Plan
7	Intersection	Junipero Serra Blvd, Collins Ave, and Serramonte Blvd intersection	▪ Construct pedestrian refuge median on Serramonte Boulevard with a raised “nose” to provide an area for pedestrian refuge on Junipero Serra Boulevard. ▪ Add bicycle markings through the intersection along Junipero Serra Boulevard. ▪ Simplify intersection to improve safety. ▪ Signal coordination with Serramonte Boulevard/Collins Avenue intersection	Serramonte Boulevard and Collins Avenue Master Plan
A	Corridor	F St.	▪ Create Class II/III bike lanes/routes	Town of Colma 2040 General Plan

Table 5 List of Town of Colma Planned Bicycle and Pedestrian Improvements				
Document: Figure 17 & Table X Project ID:	Type	Location	Improvement	Source
B	Corridor	El Camino Real	▪ Add sidewalks on South bound side of roadway between F St and Colma Blvd and Mission Road to southern Town limit. ▪ Add North and South Bound Class IV separated bike lanes/tracks. ▪ Create safe crossing opportunities, trees, and separate bike lanes through the entire corridor. ▪ Implement road diet.	Town of Colma 2040 General Plan
C	Corridor	Colma Blvd	▪ Provide consistent intersection control throughout the corridor (I.e All Way Stop Control, etc)	Colma Systemic Safety Analysis Report
D	Corridor	Serramonte Blvd East	▪ Expanded sidewalk at Serramonte Boulevard/El Camino Real ▪ Add high-visibility crosswalk striping with lighting.	Serramonte Boulevard and Collins Avenue Master Plan
E	Corridor	Hillside Blvd	▪ Reconfigure roadway cross-section to install sidewalk and striped bike lane. ▪ Consider on-street parking and pedestrian and bike access to businesses and cemeteries.	Colma SSAR
F	Corridor	Serramonte Blvd West	▪ Implement a road diet that would convert the existing four lane roadway to one lane in each direction with a center two-way left turn lane. ▪ Add a push-button activated mid-block Rectangular Rapid Flashing beacon (RRFB) crossing with a pedestrian refugee island and pedestrian crossing beacon between the Chevrolet dealership and the new Cadillac Dealership. ▪ Add a push-button activated midblock RRFB crossing with a pedestrian refugee island and pedestrian crossing beacon at the location of the Water District easement. ▪ Expand the sidewalk at Serramonte Boulevard/El Camino Real and add high-visibility crosswalk striping.	Serramonte Boulevard and Collins Avenue Master Plan

Table 5 List of Town of Colma Planned Bicycle and Pedestrian Improvements				
Document: Figure 17 & Table X Project ID:	Type	Location	Improvement	Source
G	Corridor	Collins Ave (Serramonte Side)	▪ Reduce travel lane width to promote safety, decrease speeds, and increase parking capacity. ▪ Construct bulb-outs at existing utilities to maintain adequate sidewalk width. ▪ Implement new green infrastructure areas. • Add a push-button activated midblock RRFB crossing with a pedestrian refugee island and pedestrian crossing beacon at the location of the Ford auto service and storage lot. ▪ Create sidewalks on eastbound side of roadway from Serramonte Blvd to halfway to Junipero Serra Blvd	Serramonte Boulevard and Collins Avenue Master Plan
H	Corridor	Junipero Serra Blvd between Southgate Ave and Westborough Blvd	▪ Add Class IV separated bike lanes	2021 C/CAG San Mateo County Comprehensive Bicycle and Pedestrian Plan

4.2 Education Campaign and Materials

Source: FHWA Website

As noted in the Colma Systemic Safety Analysis Report (SSAR), bicycle and pedestrian safety in the Town is a priority. The SSAR provided a summary of roadway related "safety policies, education and enforcement strategies" including the following:

Roadway Safety Related Policies

- Town should consider developing and adopting a Vision Zero policy. The purpose of such a policy is to serve as a call for action and enable collaboration across Town functions.

Education Strategies

Education strategies are focused on teaching road users traffic safety. The Town could apply for grants to help develop the content for these strategies. There are also materials readily available and distributed for free through national resources such as the National Highway Traffic Safety Administration (NHTSA) and additinal resources noted below. Some of these resources include interactive activities, teaching notes, and information on road safety messages and concepts that can be taught at school or in off-school activities. The recommended strategies are as follows:

- Road Safety Education to Children;
- Speed Monitoring Awareness Radar Trailer; and
- Vulnerable Road User Education.

Enforcement Strategies

Enhanced police enforcement be deployed on roadway segments with speeding-related crashes and driving under the influence of alcohol related crashes at the specific locations and during the recurring time periods identified from the crash data. The strategies recommended are as follows:

- Enhanced Police Enforcement;
- Photo Enforcement; and
- Speed Survey and Enforcement Campaigns.

Additional Resources

The following are resources for bicycle and pedestrian safety campaigns and educational materials made available by transportation planning partners.

The Federal Highway Administration (FHWA) created a Pedestrian Safety Campaign in 2003. The campaign consists of ready-made outreach materials (TV ads, Radio Ads, pamphlets, Media Releases, etc..) that are made available for jurisdictions to download and use. The materials can be downloaded directly from FHWA website and updated to include the city's logo. More information on FHWA's Pedestrian Safety Campaign can be accessed at, https://highways.dot.gov/safety/local-rural/national-pedestrian-safety-campaign.

Caltrans has a dedicated bicycle and pedestrian safety webpage which includes information and resources on developing programs that improve the infrastructure for pedestrians and bicyclists throughout California. More information on the Caltrans Bicycle and Pedestrian safety initiative, please visit, https://dot.ca.gov/programs/.

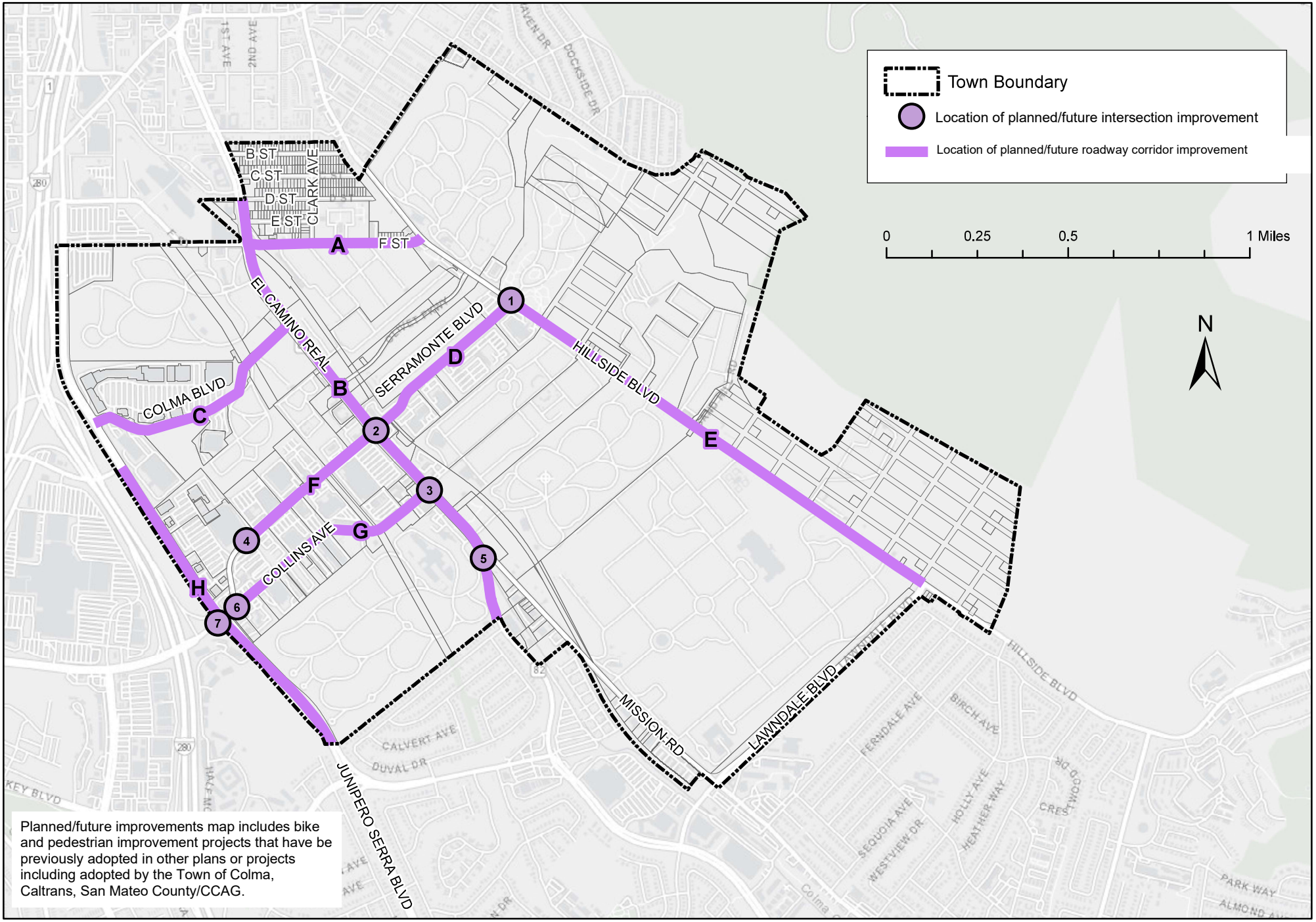
San Mateo County Office of Sustainability has developed a biking safety brochure made available on their web page. The brochure provides information on bike safety and resources for cyclists. The brochure can be downloaded at this link: https://www.smcsustainability.org/wpfd_file/san-mateo-county-biking-safety-brochure/.

The Silicon Valley Bike Coalition (SVBC) provides bicycle safety training and classes. The classes are provided as part of Santa Clara County Valley Transit Authority (VTA) and Measure B funding. Classes are free and can be taken either online or in person. More information on the bike safety classes can be found on the SVBC webpage at this link: https://bikesiliconvalley.org/.

Safe Routes to School Partnership prepared a guide that provides the necessary background information to fully understand the benefits of teaching bicycle and pedestrian education in the classroom. The guide can be downloaded at this link: https://saferoutespartnership.org/sites/default/files/pdf/Curr_Guide_2011_lo.pdf.

Safe Routes to School Partnership also provides resources and programs for walking and bicycling traffic safety training programs. Additional information can be found at this link: https://www.saferoutespartnership.org/state/best practices/curriculum.

Figure 17
Town of Colma Planned Bicycle and Pedestrian Improvements



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5 IMPLEMENTATION AND FUTURE FUNDING OPPORTUNTIES

5.1 Implementation

NEAR TEAM PLAN FOR BICYCLE AND PEDESTRIAN IMPROVEMENTS

The Town of Colma, with the Public Works Department as the lead for CIP program implementation, is actively working on improvement projects that enhance the roadway network in the Town of Colma for a more safe, sustainable, multimodal transportation for all users of the road. Table 6 provides a summary of ongoing Capital Improvement Projects (CIP) with information about current grant funding being utilized to complete phases of improvement projects for the Town of Colma. The Town is constantly seeking new sources of funding for its upcoming road construction projects. The Town is continuing to partner with other agencies, including the County and Caltrans, to fund and complete important CIP that include bike and pedestrian enhancements.

Table 6
Funding/Grant Status for Town of Colma Public Works (PW) Projects
(As of 08/11/2023)

Project ID (referenced in Figure 17)	Improvement Project Location:	Project Description:	Funding/Grant Status:
B	ECR segment A from Daly City to Mission Rd (Y Section)	Project Study Report-Project Development Support (PSR-PDS) is underway. Road diet is proposed for E.C.R Segment A from Daly City to Mission Rd (Y Section).	Measure W Highway 2021. Requested funds of $1,800,000. Local Match of $200,000. Total Budget of $2,000,000
B	ECR Segment B from Mission Rd to South San Francisco, including "Y" section	Design and construction of ECR Segment B	Design: Pedestrian and Bicycle Program, Cycle 6 (San Mateo County Transportation Authority) Requested funds of $670,000, Local Match of $67,000. Total budget of $737,000 Construction: One Bay Area Grant (OBAG3) funding, Requested Funds of $4,649,000, Local Match of $1,160,000. Total Budget of $5,800,000 ECR/Mission Rd Access to Transit Multimodal Crossing Improvement: ACR/TDM Cycle 1, Requested $162,000, Local Match of $18,000, Total Budget of $180,000

Table 6 Funding/Grant Status for Town of Colma Public Works (PW) Projects (As of 08/11/2023)			
Project ID (referenced in Figure 17)	Improvement Project Location:	Project Description:	Funding/Grant Status:
F, G	Serramonte Blvd. West Phase 1 (from El Camino Real to Junipero Serra Blvd)	A Quick-build project is proposed for Serramonte Blvd. including: Traffic signal installation at Serra Center driveway (two mid-block crosswalks and RRBFs included) Road diet is proposed from ECR to Serra Center driveway. Slip-in lane improvement at Serramonte/Collins.	Pedestrian and Bicycle Program, Cycle 6. Requested funds of $1,831,000, Local Match of $203,500. Total Budget of $2,035,000. Kick-off meeting August 2023.
C	Colma Blvd (from ECR to Best Buy/Home Depot driveways)	Road diet is proposed. Town will proceed with master plan pending grant approval by end of summer	Sustainable Transportation Planning Grant Program FY 23-24 (Caltrans). Requested funds of $200,000. Local Match of $25,912. Total budget of $225,912
E	Hillside Blvd Improvement Project	Phase II Improvements	Funding applied for, not awarded. (Local Partnership Program, California Transportation Commission - CTC)
B	ECR @ Collins Ave intersection	Traffic signal installation will be considered for ECR/Collins Ave intersection as part of ECR Segment A	Part of ECR Improvement Project. No funds for Segment A, Segment B is funded
	Junipero Serra Blvd.	Pavement rehabilitation	No current grants/funding per Public Works Department. However, potential opportunity for construction of bike facility on Junipero Serra Blvd. See project H in Table 5.

FUTURE OPPORTUNITIES TO IMPLEMENT BICYCLE AND PEDESTRIAN IMPROVEMENTS AND AMENITIES

The Town has conducted an analysis of the data collected for the Master Plan to identify potential gaps in bicycle and pedestrian improvements and amenities. The following priority projects should be implemented by the Town to address these gaps:

1. Repair and ongoing maintenance of the bicycle fix-it station at the Community Center. This station provides a valuable service to cyclists, and it is important to keep it in good condition.

2. Implementation of a proposed Class IV bicycle track along Junipero Serra Blvd. (see Table 5 and Figure 17, Project H. This track would provide a safe and separated route for cyclists, and it would be a great addition to the Town's transportation network.
3. Continued coordination with Veterans Village – Mercy Housing – to plan and implement future bicycle and pedestrian facilities and amenities in proximity to the Veterans Village along Mission Road. This would improve access to public transit for Veterans and make it easier for them to get around the Town.
4. The Town should also continue to coordinate with Samtrans to implement bus accessibility and reliability enhancements along ECR.
5. Continued coordination with South San Francisco and school district to plan and implement future bicycle and pedestrian improvements for Safe Routes to School program. This would make it safer and easier for children to walk and bike to school.
6. Wayfinding signage program throughout the Town for both bicycle and pedestrian facilities and access. This would help people find their way around the Town on foot or by bicycle, and it would make it easier for them to use the Town's bicycle and pedestrian infrastructure.
7. Provide additional improvements and amenities for bicyclists and pedestrians along the entire length of Hillside Blvd.
8. See Appendix C for Goals, Policies, and Implementation Measures matrix for additional opportunities to implement bike and pedestrian improvements and amenities.

5.2 Grant Funding

The Town of Colma is eligible for several different types of funding opportunities available through the County, State, and Federal funding partners, related to increased pedestrian and bicycle safety and improvements. The following includes local and state funding opportunities and a summary table of federal funding opportunities.

Source: C/CAG Website

The OBAG3 Program was initially adopted in November 2015 and included over $238 million in federal funds to address climate change and improve air quality in the San Francisco Bay Area over a 5-year span. The program is divided into a Regional Program that is managed by the Metropolitan Transportation Commission (MTC), the transportation planning, financing, and coordinating agency for the nine-county San Francisco Bay Area, and a County & Local Program managed by MTC in partnership with the nine Bay Area County Transportation Agencies (CTAs). The program is in its third funding cycle.

The third round of OBAG3 funds, adopted by MTC in January 2022, includes over $730 million in federal funds for projects from 2023-2026. The program funds are expected to increase due to regional apportionments from the 2021 Bipartisan Infrastructure Law (BIL) and will be programmed as funds become available. More information will be provided by MTC on their dedicated OBAG3 webpage at this link: https://mtc.ca.gov/funding/federal-funding/federal-highway-administration-grants/one-bay-area-grant-obag-3.

Currently, the program includes $375 for the Regional Program and focuses on meeting the goals of the Bay Area Plan 2050 which include climate initiatives, complete streets policy, and regional safety/vision zero policy.

The County and Local Program held its regional call projects in May 2022 and project recommendations were brought to the Commission in January 2023. The call for projects included $375 million, applications can be viewed at MTC's OBAG3 webpage.

MEASURE A

San Mateo County became a Self-Help County when its voters approved Measure A in 1988 by a 67.1% and re-authorized in 2004. Measure A is a half (½) cent sales tax for funding transportation facilities, services and programs. Measure A includes 22.5% for local streets and transportation projects and 3% for bicycle and pedestrian projects. More information on Measure A can be found at this link: https://www.smcta.com/about-us/funding-overview/measure.

MEASURE M

Measure M was approved by San Mateo County votes in 2018 and imposed an annual fee of ten dollars ($10) on motor vehicles registered in the County. The funds, estimated at $6.7 million annually over a 25-year period, would be used for transportation-related traffic congestion and water pollution mitigation programs.

The measure includes 50% of the funds allocated to cities/County for local streets and roads and 5% for Bicycle and pedestrian projects. More information and future project selections can be found on the C/CAG website at this link: https://ccag.ca.gov/.

MEASURE W

Measure M Ordinance was approved by San Mateo County voters in 2018 to provide the county with additional resources to improve transit and relieve traffic congestion raised from a ½ cent sales tax. Half of those funds are administered by the San Mateo County Transportation Authority (TA) while the remaining half are administered by SamTrans. The measure includes 50% of the funds allocated to County public transportation systems and 5% for Bicycle & Pedestrian projects.

A summary of both County measures related to ½ cent sales tax can be found in table below.

Table 7
San Mateo County Measures related to ½ cent sales tax

Measure A	Measure W
Funding for capital facilities only	Funding not limited to capital facilities and **can include city/area-wide pedestrian/bicycle master plans**, and promotion of active transportation, including safe routes to school education and encouragement programs.
Goals and Vision:	**Core Principles** a) Relieve traffic congestion countywide,

Table 7 San Mateo County Measures related to ½ cent sales tax	
Measure A	**Measure W**
a) Reduce commute corridor congestion. b) Make regional connections, c) Enhance safety. d) Meet local mobility needs. e) **Encourage walking and bicycling.**	b) Invest in a financially sustainable public transportation system that increases ridership, embraces innovation, creates more transportation choices, improves travel experience, and provides quality, affordable transit options for youth, seniors, people with disabilities, and people with lower incomes. c) Implement environmentally friendly transportation solutions and projects that incorporate green stormwater infrastructure and plans for climate change. d) Promote economic vitality, economic development, and the creation of quality jobs, e) Maximize opportunities to leverage investment and services from public and private partners, f) Enhance safety and public health, g) Invest in repair and maintenance of existing and future infrastructure, h) Facilitate the reduction of VMT, travel times, and GHG emissions, i) Incorporate the inclusion and implementation of complete street policies and other strategies that encourage safe accommodation of all people using the roads, regardless of mode of travel, j) **Incentivize transit, bicycle, pedestrian, carpooling, and other shared-ride options over driving alone,** k) Maximize potential traffic reduction potential associated with the creation of housing in high-quality transit corridors…

ACTIVE TRANSPORTATION PROGRAM (ATP)

ATP is a statewide program established by Senate Bill (SB) 99 that focuses on increasing active modes of transportation, by combining both Federal and State funds. The program originally included $123 million a year but was recently increased by an additional $100 million annually from Senate Bill (SB) 1's Road Repair and Accountability Act. ATP's goals include increasing the proportion of trips accomplished by walking and biking and is made available through the regional transportation agencies to local jurisdictions.

ATP funding supports infrastructure, non-infrastructure (education and encouragement programs), capital, quick build, and planning projects that further the purpose and goals of ATP and the Climate Action Plan for Transportation Infrastructure (CAPTI).

ATP purpose and Goals are as follows.

- Increase the proportion of trips accomplished by biking and walking.
- Increase the safety and mobility for nonmotorized users.

Source: California Transportation Commission

- Advance the active transportation efforts of regional agencies to achieve greenhouse gas reduction goals as established pursuant to SB 375 (Chapter 728, Statutes of 2008) and SB 391 (Chapter 585, Statutes of 2009).
- Enhance public health, including reduction of childhood obesity through the use of programs including, but not limited to, projects eligible for Safe Routes to School Program funding.
- Ensure that disadvantaged communities fully share in the benefits of the program.
- Provide a broad spectrum of projects to benefit many types of active transportation users.

ATP is its sixth cycle and is administered by the California Transportation Commission (CTC), bi-annual apportionments and guidelines are released through the CTC website. at this link: https://catc.ca.gov/.

VEHICLE TRIP REDUCTION GRANT PROGRAM

The Vehicle Trip Reduction Grant Program is funded through the Air District's Transportation Fund for Clean Air Regional Fund and is made available within the nine counties in the Bay Area. The funds focused on projects that improve air quality and reduce GHG emissions by reducing vehicle trips and miles traveled. Qualifying projects include bicycle facility projects that promote active transportation methods for residents and commuters.

The program is currently closed but more information will be posted on the Bay Area Air Quality Management District website at this link: https://www.baaqmd.gov/

LOCAL STREETS AND ROAD PROGRAM

Source: California Transportation Commission

Local Streets and Roads Program (LSRP) is funded through SB1 and makes approximately $1.5 billion available for basic road maintenance, rehabilitation, and critical safety projects on the local streets and roads system. The funds are apportioned annually by the State Controller's Office (SCO) but administered by CTC. Cities and Counties must submit their proposed project to CTC for project approval before being awarded their allocated funds.

The annual cycle begins in the fall, FY22-23 Program Cycle commenced August 2022.

SAFE ROUTES TO SCHOOL PROGRAMS

Safe Routes to School (SRTS) promotes walking and bicycling to school by improving infrastructure, safety education, and providing incentives for walking and bicycling. The program is administered by C/CAG who partners with San Mateo Office of Education as lead agency for day-to-day operations. The C/CAG provides the foundation for SRTS through funding from the federal Congestion Mitigation and Air Quality Improvement Program (CMAQ) and Local Measure M funds. In the 2021-2022 school year, 19 grantees from San Mateo County school districts were awarded $236,000 in non-infrastructure funding from the San Mateo County C/CAG and $105,000 from the San Mateo County Transportation Authority (TA) for infrastructure and special projects. More information on the next funding cycle can be accessed on C/CAG's Safe Route to Schools webpage at this link: https://ccag.ca.gov/programs/transportation-programs/safe-routes-to-school/.

HIGHWAY SAFETY IMPROVEMENT PROGRAM (HSIP)

HSIP is a federally funded program with three different components, Strategic Highway Safety Plan (SHSP), Program of Highway Safety Improvement Projects, and Railroad-Highway Grade Crossing Program all of which are administered by the California Department of Transportation (Caltrans) and local partners. The Program of Highway Safety Improvement Projects focuses on addressing the safety concerns on state highway systems and local roadways through engineering projects. Information on the next funding cycle and program guidelines can be found on the Caltrans HSIP webpage at this link: https://dot.ca.gov/programs/safety-programs/hsip.

URBAN GREENING PROGRAM

Urban Greening Program was created through SB 859 in 2016, to help meet AB32 goals of reducing GHG levels by 2020 and continues through SB32's goals of reducing GHG levels by 2030. These funds are made available to a city, county, special district, non-profit, or an agency formed through the Joint Exercise of Powers Act.

Priority is given to projects that support SB 859, and those that provide benefits to disadvantaged communities. Eligible projects include non-motorized urban trails that provide safe routes for travel between residences, workplaces, commercial centers, and schools; recreational trails; and tree-canopy/shade trees.

Future calls for projects and project information can be found at this link: https://resources.ca.gov/grants/urban-greening/.

BICYCLE & PEDESTRIAN FUNDS TRANSPORTATION DEVELOPMENT ACT ARTICLE 3 (TDA 3)

Transportation Development Act Article 3 (TDA 3) funds provide annual funding for bicycle and pedestrian projects through MTC's annual TDA call for projects. Projects applications are submitted to MTC and reviewed by the City or County Bicycle Advisory Committee before project selection. TDA 3 focuses on projects that encourage and improve bicycling and walking conditions in San Mateo County, reduce commute corridor congestion, make regional connections, enhance safety, and meet local mobility needs.

Policies and procedures can be found on MTC's website, https://mtc.ca.gov/funding/regional-funding/tda-sta/bicycle-pedestrian-funds-tda-3.

SAFE STREETS AND ROADS FOR ALL (SS4A) GRANT PROGRAM

The SS4A grant program was established by the Bipartisan Infrastructure Law (BIL), the Infrastructure Investment and Jobs Act (2021), and provides over $5 billion dollars in grant funding over the next five (5) years. The program is broken down into two components, action plan grants and implementation grants, both with the goal to reach zero deaths and serious injuries on the roadways.

SS4A supports planning, infrastructure, behavioral, and operational initiatives to prevent death and serious injury on roads and streets involving all roadway users, including pedestrians; bicyclists; public transportation; and micromobility users.

The first round of funding allocated $800 million to 474 projects. The Notice of Funding Opportunity (NOFO) for the second round of funding (fiscal year 2023) was open through July 10, 2023.

SURFACE TRANSPORTATION BLOCK GRANT PROGRAM (STBG)

STBG funds are apportioned through the BIL and apportioned by the Federal highway Administration (FHWA). Funds are available through Caltrans for cities, counties, and other local agencies recognized by Caltrans through a master agreement. STBG provides flexible funds for a wide variety of projects that improve public road, pedestrian and bicycle infrastructure such as trails, sidewalks, bike lanes, crosswalks, pedestrian signals, and other ancillary facilities. Modification of sidewalks to comply with the requirements of the Americans with Disabilities Act (ADA) is also an eligible activity.

More information is available on the FHWA webpage at this link: https://www.fhwa.dot.gov/specialfunding/stp/.

CONGESTION MITIGATION AND AIR QUALITY (CMAQ) IMPROVEMENT PROGRAM

CMAQ funds are made available for projects and programs in air quality nonattainment and maintenance areas for ozone, carbon monoxide, and particulate matter which reduce transportation related emissions. Funds can be used to build pedestrian and bicycle facilities that reduce travel by automobile. These funds are administered by Caltrans; however, Caltrans assigns a significant portion of the CMAQ to MTC to be used at their own discretion, subject to federal regulations.

MTC develops policies and requirements associated with the programming of STP and CMAQ funds and delegates the management of the program, at the county level, to CMAs (Congestion Management Agency). CMAs perform project solicitations, selection, and programming in the county. Program details can be found on MTC's webpage at this link: https://ccag.ca.gov/funding/federal/

OFFICE OF TRAFFIC SAFETY (OTS) GRANTS

The OTS Highway Safety Program grants are administered by California Office of Traffic Safety OTS, California's lead traffic safety organization. Funds are made available annually, with project announcements in December. The funds are made available to public entities whose projects focus on the National Highway Program Priority Areas with include roadway safety, traffic, and pedestrian & bicycle safety. Full project details can be found on the California Office of Traffic Safety webpage at this link: https://www.ots.ca.gov/grant-program-manual/?emrc=63f01c34aa8c7.

LOCAL GRANT PROGRAM

The Local Grant Program is part of the Clean California Beautification Projects administered by Caltrans. The programs provide funds to clean and beautify public spaces and underserved communities through its goals and objectives. The Local Grant Program goals include enhancing public health by improving public spaces for walking and recreation. The Local Grant Program is in its second funding cycle (as of February 2023). Project information can be accessed via the Caltrans Local Grants Program webpage at this link: https://cleancalifornia.dot.ca.gov/local-grants/local-grant-program.

SUSTAINABLE TRANSPORTATION PLANNING GRANTS

The Sustainable Transportation Planning Grant Program is derived from SB 1 with approximately $25 million in funds being made available annually. The program is administered by Caltrans and focuses on providing safe and reliable transportation networks for all. Eligible projects include active transportation initiatives, bike and pedestrian safety plans and or studies, complete streets projects, context-sensitive streetscapes or town center plans, and plans that advance the initiative to reduce SOV trips.

The program is broken down into three separate grants, Sustainable Communities Competitive, Sustainable Formula, and Climate Adaption Planning and funds are made available annually through a call for projects. Annual call for projects and guidelines can be found on the Caltrans web page at this link: https://dot.ca.gov/programs/transportation-planning/division-of-transportation-planning/regional-and-community-planning/sustainable-transportation-planning-grants.

CLEAN MOBILITY VOUCHERS

The Clean Mobility Options Pilot Program (CMO) provides funding for two types of projects: clean mobility projects and community transportation needs assessments for government entities, non-profit organizations and California Native American Tribal Governments. Clean Mobility projects include bike sharing and ride-on-demand services, that fill a community's transportation gaps and provide access to key destinations. To qualify for funding, applicants must include a recent Community Transportation Needs Assessments (Needs Assessment) which identifies and develops community-driven solutions that address their unique transportation needs. The Needs Assessment can be funded with the second set of funding provided by CMO Vouchers.

The program closed Dec 7, 2022, with project announcements scheduled for early 2023. More information on the funding available and future calls for projects can be found via the clean mobility website at this link: https://cleanmobilityoptions.org/.

FEDERAL FUNDING OPPORTUNITIES:

Figure 18 Federal USDOT Funding Sources provides a summary table of federal funding opportunities and key terminology for bicycle and pedestrian infrastructure, amenities and policy activity from the United State Department of Transportation (USDOT).

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Figure 18
Federal USDOT Funding Sources

Federal USDOT Funding Sources

Pedestrian and Bicycle Funding Opportunities: U.S. Department of Transportation Transit, Safety, and Highway Funds

September 9, 2022

This table indicates potential eligibility for pedestrian and bicycle activities and projects under U.S. Department of Transportation surface transportation funding programs. Activities and projects need to meet program eligibility requirements. See notes and basic program requirements below, with links to program information. Project sponsors should integrate the safety, accessibility, equity, and convenience of walking and bicycling into surface transportation projects.

	Pedestrian and Bicycle Funding Opportunities: U.S. Department of Transportation Transit, Safety, and Highway Funds Key: $ = Activity may be eligible. Restrictions may apply, see program notes and guidance. ~$ = Eligible, but not competitive unless part of a larger project.																										
	OST Programs							**Federal Transit**				**NHTSA**		**Federal Highway Administration**													
Activity or Project Type	RAISE	INFRA	RCP	SS4A	Thrive	RRIF	TIFIA	FTA	ATI	TOD	AoPP	402	405	BFP BIP BRR	CRP	CMAQ	HSIP	RHCP	NHPP	PROTECT	STBG	TA	RTP	SRTS	PLAN	NSBP	FLTTP	TTP	TTPSF
Access enhancements to public transportation (benches, bus pads)	$	$	$	$		~$	~$	$	$		~$				$	$			$	$	$	$				$	$	$	
Americans with Disabilities Act (ADA)/504 Self Evaluation / Transition Plan				$	TA					$	$				$						$	$	$		$		$	$	
Barrier removal for ADA compliance	$	$	$	$		~$	~$	$	$	~$	~$			$	$				$	$	$	$	$	$		$	$	$	
Bicycle plans			~$	$				$		$	$				$					$	$	$		$	$		$	$	$
Bicycle helmets (project or training related)												$									$	$SRTS		$				$	
Bicycle helmets (safety promotion)																					$	$SRTS		$				$	
Bicycle lanes on road	~$	~$	$	$		~$	~$	$	$		~$				$	$	$	$	$	$	$	$		$			$	$	$
Bicycle parking (see Bicycle Parking Solutions)	~$	~$	$	$		~$	$	$	$		~$				$	$			$		$	$	$	$		$	$	$	
Bike racks on transit	~$		$	~$			~$	$	$		~$				$	$					$	$					$	$	
Bicycle repair station (air pump, simple tools)	~$		$	~$		~$	~$	$	$						$						$	$					$	$	
Bicycle share (capital and equipment; not operations)	~$	~$	$	~$		~$	~$	$	$						$	$			$		$	$					$	$	
Bicycle storage or service centers (example: at transit hubs)	~$		$	~$		~$	$	$	$						$	$					$	$					$	$	
Bridges / overcrossings for pedestrians and/or bicyclists	$	$	$	$		~$	~$	$	$					$	$	$	$	$	$	$	$	$	$	$			$	$	$
Bus shelters and benches	$	$	$	~$		~$	~$	$	$						$	$			$	$	$	$				$	$	$	
Coordinator positions (State or local) (limits on CMAQ and STBG)				$							$					$					$	$SRTS		$				$	
Community Capacity Building (develop organizational skills/processes)				$	TA					$	$														$			$	
Crosswalks for pedestrians, pedestrian refuge islands (new or retrofit)	$	$	$	$		~$	~$	$	$						$	~$	$	$	$	$	$	$	$	$		$	$	$	$
Curb ramps	$	$	$	$		~$	~$	$	$					$	$	~$	$	$	$	$	$	$	$	$		$	$	$	$
Counting equipment		$	$	$			~$	$	$								$		$		$	$	$	$	$		$	$	$
Data collection and monitoring for pedestrians and/or bicyclists	$	$	$	$			~$	$	$	$	$				$		$		$		$	$	$	$	$		$	$	$
Emergency and evacuation routes for pedestrians and/or bicyclists	$	$	$	~$			$	$	$	~$	~$				$				$	$	$	$	$	$			$	$	
Historic preservation (pedestrian and bicycle and transit facilities)	~$		~$	~$		~$	~$	$	$		~$				$						$	$				$	$	$	
Landscaping, streetscaping (pedestrian/bicycle route; transit access); related amenities (benches, water fountains); usually part of larger project	~$	~$	~$	~$		~$	~$	$	$	~$	~$				$				~$	$	$	$					$	$	
Lighting (pedestrian and bicyclist scale associated with pedestrian/bicyclist project)	$	$	$	$		~$	~$	$	$		~$				$	~$	$	$	$	$	$	$	$	$		$	$	$	$
Maps (for pedestrians and/or bicyclists)				$				$	$	$	~$				$	$					$	$		$	$	$		$	
Micromobility projects (including scooter share)	$		$	~$		~$	~$				~$				$	$					$	$					$	$	
Paved shoulders for pedestrian and/or bicyclist use	$	~$	$	$		~$	~$							$	$	$	$	$	$	$	$	$		$		$	$	$	$
Pedestrian plans	$	~$	~$	$				$		$	$				$					$	$	$		$	$		$	$	$
Rail at-grade crossings	$	$	$	~$		$	$	$	$						$		$	$	$	$	$	$	$	$			$	$	$
Recreational trails	$		$	~$			~$													$	$	$	$			$	$	$	
Resilience Improvements for pedestrians and bicyclists	$	$	$	~$		~$	~$			$	~$			~$	~$	~$			$	$	$	$	$	$		$	$	$	
Road Diets (pedestrian and bicycle portions)	$	$	$	$		~$	$								$	$	$		$	$	$	$		$			$	$	$

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6 REFERENCES

Day-Kapell, Hannah, Kristen Haukom, David Wasserman, and Grace Young. Rep. San Mateo County Safe Routes to School High Injury Network Report, n.d.

Ohlund, Hannah, Siba El-Samra, Claudia Adriazola-Steil, Giovanni Zayas, and Felipe Targa. "Invest in Walking and Cycling for Sustainable, Safe Cities. Here's How." World Resources Institute, December 3, 2021. https://www.wri.org/insights/invest-walking-cycling-sustainable-safe-cities.

StreetLight Data, April 3, 2023. https://www.streetlightdata.com/.

References by Document	
Document Name	**Link to access the document**
Colma El Camino Real Pedestrian & Bicycle Improvement Plan	https://www.colma.ca.gov/documents/ecr-improvement-plan/
Serramonte Boulevard Collins Avenue Master Plan	https://www.colma.ca.gov/documents/serramonte-boulevard-collins-avenue-master-plan/
Town of Colma Land Use and Urban Design Strategy	https://www.colma.ca.gov/documents/land-use-urban-design-strategy/
Town of Colma Transportation Safety Action Plan Final Systemic Safety Analysis Report (SSAR), 2018	https://storage.googleapis.com/proudcity/colmaca/uploads/2017/06/RFP-SSAR-Town-of-Colma.pdf
California Transportation Plan 2040	https://dot.ca.gov/-/media/dot-media/programs/transportation-planning/documents/f0004899_ctp2040_a11y.pdf
Grand Boulevard Initiative Multimodal Transportation Corridor Plan	https://grandboulevard.net/projects/multi-modal-corridor-plan
Caltrans District 4 Bike Plan for the San Francisco Bay Area	https://dot.ca.gov/caltrans-near-me/district-4/d4-popular-links/d4-bike-plan
San Mateo County Comprehensive Bicycle and Pedestrian Plan	https://performance.smcgov.org/Livable-Community/San-Mateo-County-Comprehensive-Bicycle-and-Pedestr/r4g3-aghc
The Town of Colma General Plan 2040	https://www.colma.ca.gov/2040-general-plan/
Hillside Boulevard Complete Streets Improvement Project Phase I	https://www.colma.ca.gov/documents/hillside-boulevard-complete-streets-phase-i/
Hillside Boulevard Complete Streets Improvement Project Phase II	https://www.colma.ca.gov/documents/hillside-boulevard-complete-streets-improvement-project-phase-ii/
Mission Road Bicycle and Pedestrian Improvements Project	https://www.colma.ca.gov/documents/mission-road-bicycle-and-pedestrian-improvements-project/
Active South City is the Bicycle and Pedestrian Master Plan	https://activesouthcity.com/

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Appendix A

Design Guidelines and Resources

SHARED MICROMOBILITY

National Association of City Transportation Officials (NACTO)'s Guidelines for Regulating Shared Micromobility outlines best practices for cities and public entities regulating and managing shared micromobility services on their streets. Its recommendations were developed to reflect the wide variety of experiences that North American cities have had in regulating and managing shared micromobility. This document is explicitly meant to help cities establish guidelines for formal management of public-use mobility options that are not managed through traditional procurement processes (the management mechanism for most docked bike share programs in North America). The rapid growth in the number of shared micromobility trips and the introduction of e-scooters has required cities to focus new attention on how best to regulate these new services in order to achieve the best public outcomes. https://nacto.org/wpcontent/uploads/2019/09/NACTO_Shared_Micromobility_Guidelines_Web.pdf.

Lyft's Annual Multimodal Report can be found at this link: https://www.lyft.com/impact/multimodal-report.

BICYCLE

Caltrans Class IV Bikeway Guidance (Separated Bikeways/Cycle Tracks) at this link: https://dot.ca.gov/-/media/dot-media/programs/design/documents/dib-89-02-final-a11y.pdf

Caltrans Highway Design Manual Chapter 1000 for Bicycle Transportation Design at this link: https://dot.ca.gov/-/media/dot-media/programs/design/documents/chp1000-a11y.pdf

Pocket Guide to Bike Parking (bike storage) at this link: http://www.mikeontraffic.com/pocket-guide-bike-parking/

WALKING/PEDESTRIAN

AARP Walk Audit Tool Kit has been created for use by individuals, local leaders, large groups and teams of just two people. The toolkit can be used by anyone who is concerned about the safety and walkability of a street, neighborhood or community. A copy of the tool kit can be found at this link: https://www.aarp.org/content/dam/aarp/livable-communities/getting-around/2022/AARP%20Walk%20Audit%20Tool%20Kit-singles-1302023.pdf

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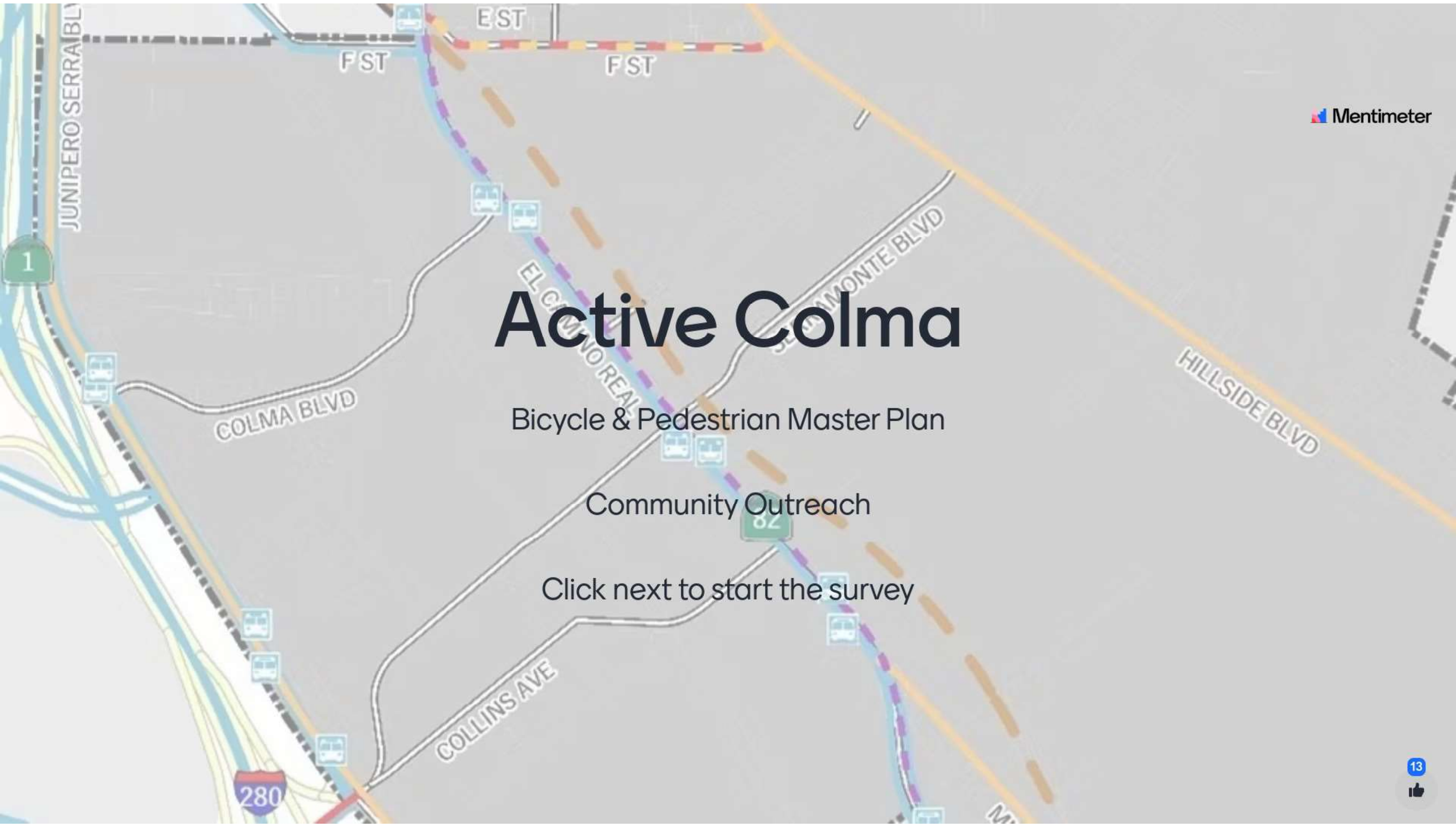
Appendix B

Survey Results



Mentimeter

Active Colma

Bicycle & Pedestrian Master Plan

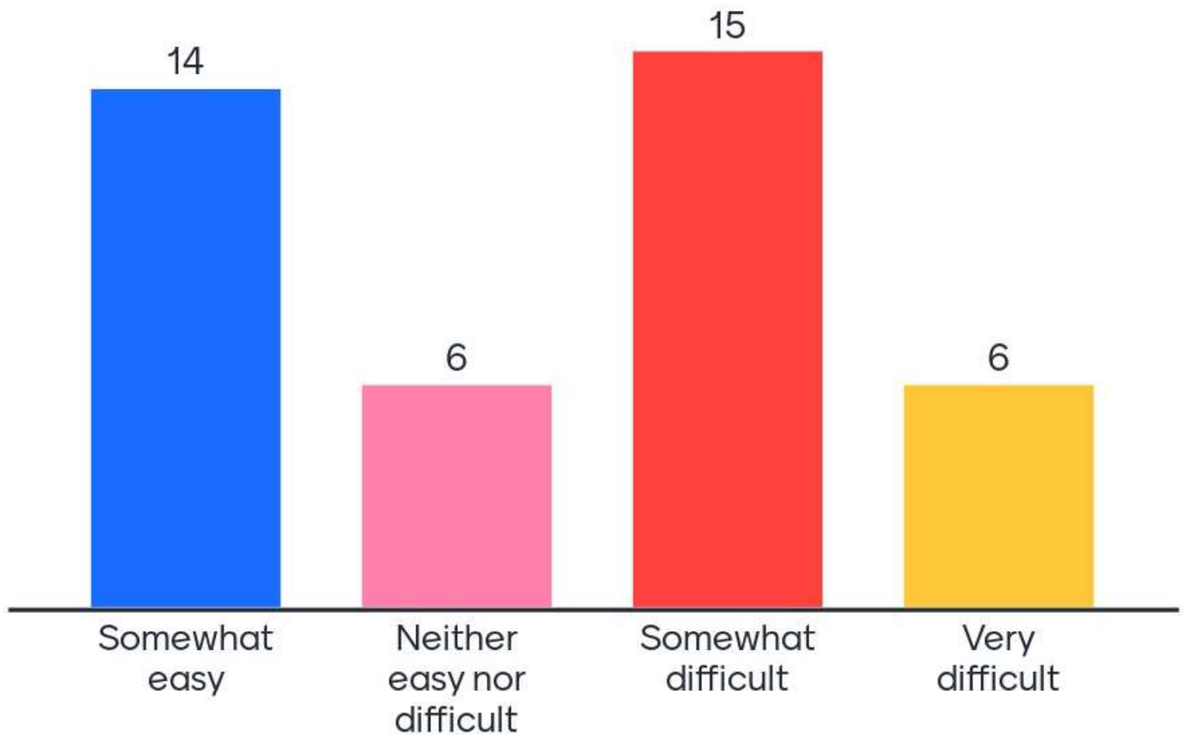
Community Outreach

Click next to start the survey

13

How easy or difficult is it to bike or walk in your community?

Mentimeter



What are three most important things that the city can do to improve the bicycle and pedestrian network in your neighborhood or city-wide?

Mentimeter

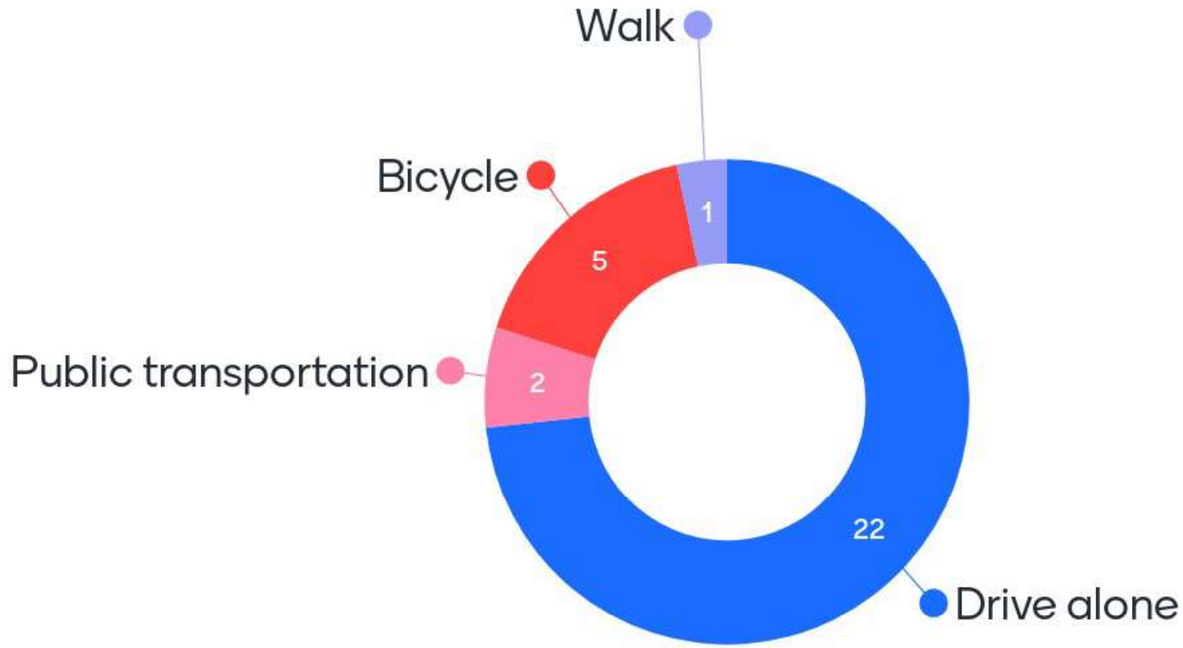
What are some specific facilities needed to encourage more bicycle and pedestrian transportation?

Mentimeter

27

How do you commute to work/school (if you commute at least 3 days per week)?

Mentimeter

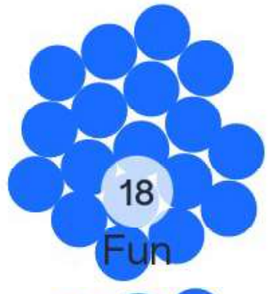


30

If you ride a bicycle (for any purpose), what are your reasons? Check all that apply.

Mentimeter

Fitness

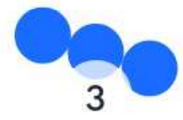


Fun

Save money

To avoid traffic

Environmentally friendly



Only option; I don't have a vehicle

0

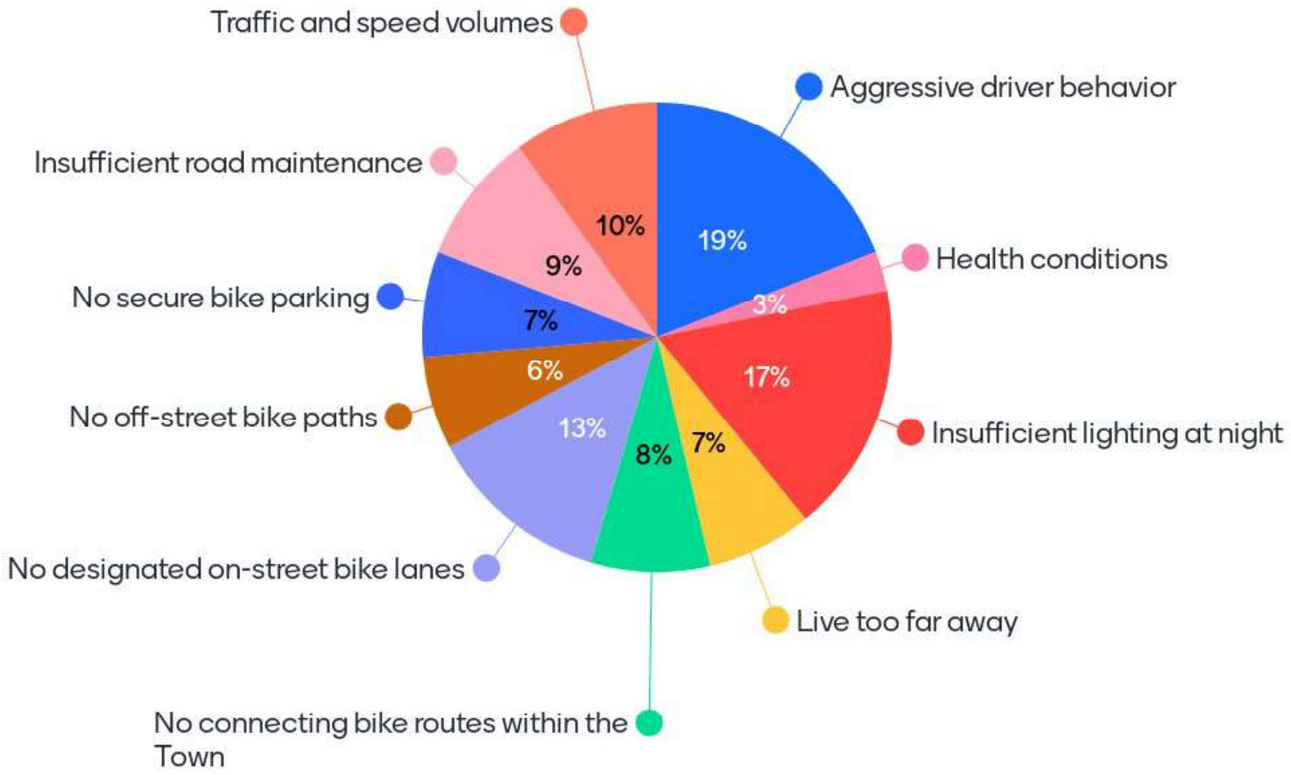
Don't know how to drive

Transit stops too far away

Transit is not available at night

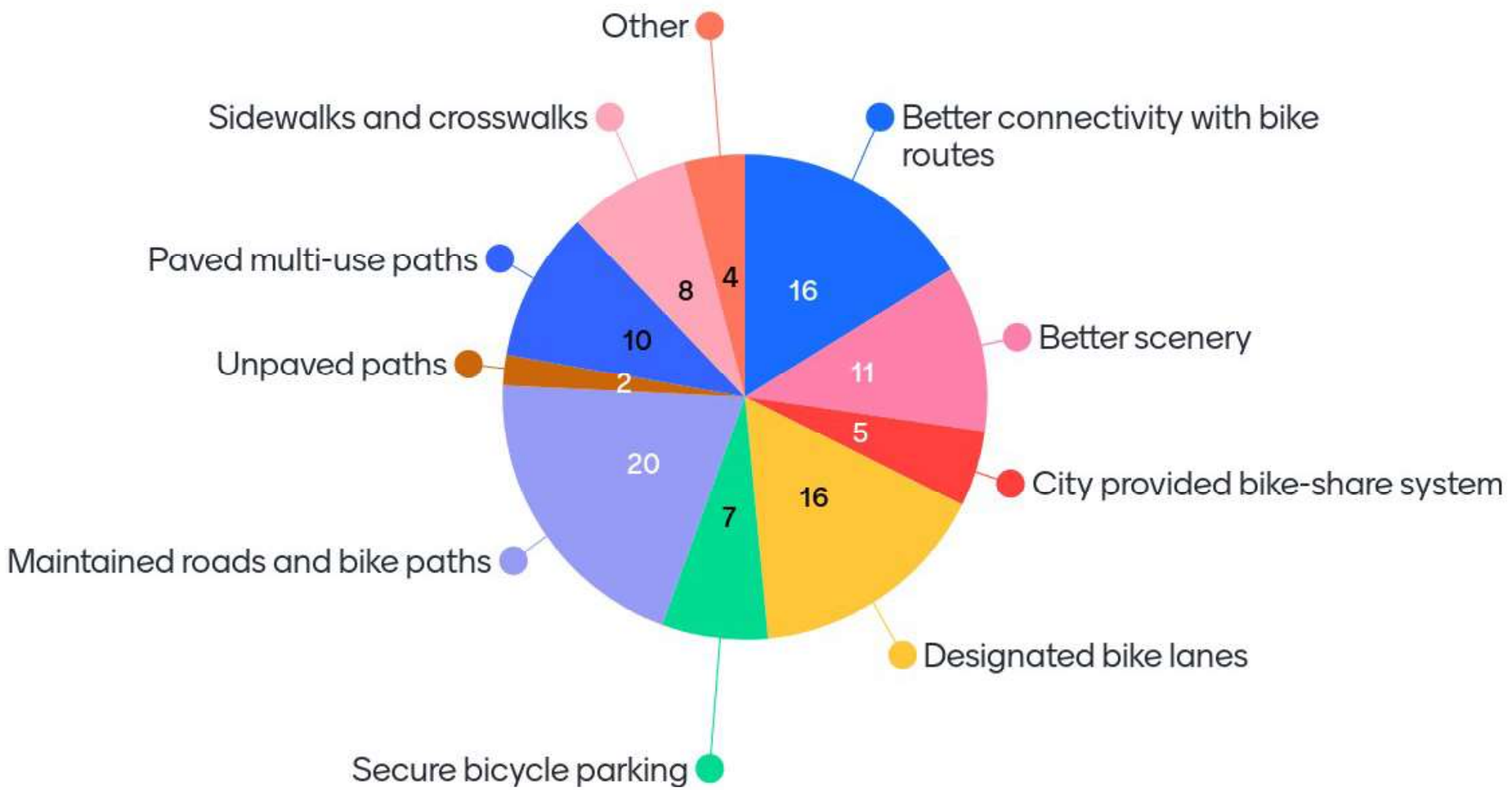
What are some discouraging factors limiting bicycling?

Mentimeter



What amenities would encourage you to bike or walk more? Check all that applies.

Mentimeter



If "other" was selected in Question #7, please provide your recommendations for amenities to encourage walking or biking.

7 Answers

Mentimeter

Problem intersection: Old Mission Road x Mission Road x El Camino Real. Bicyclist on Mission Road southbound must cross ECR to Old Mission Road. Suggest making Serramonte Blvd x Mission Road intersection a scramble crosswalk.

which one is #7 ?

Signage

No need to bike

N/a

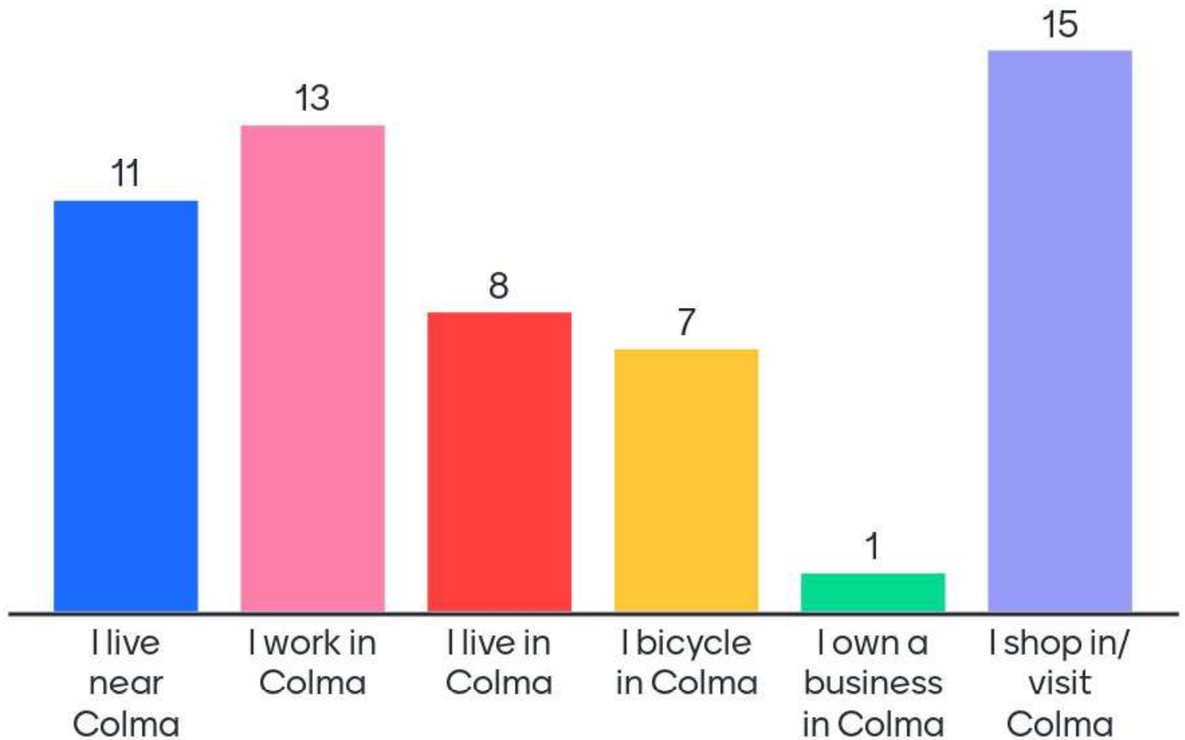
Traffic separation

Family friendly options

6

Please describe your connection to the Town of Colma (check all that applies).

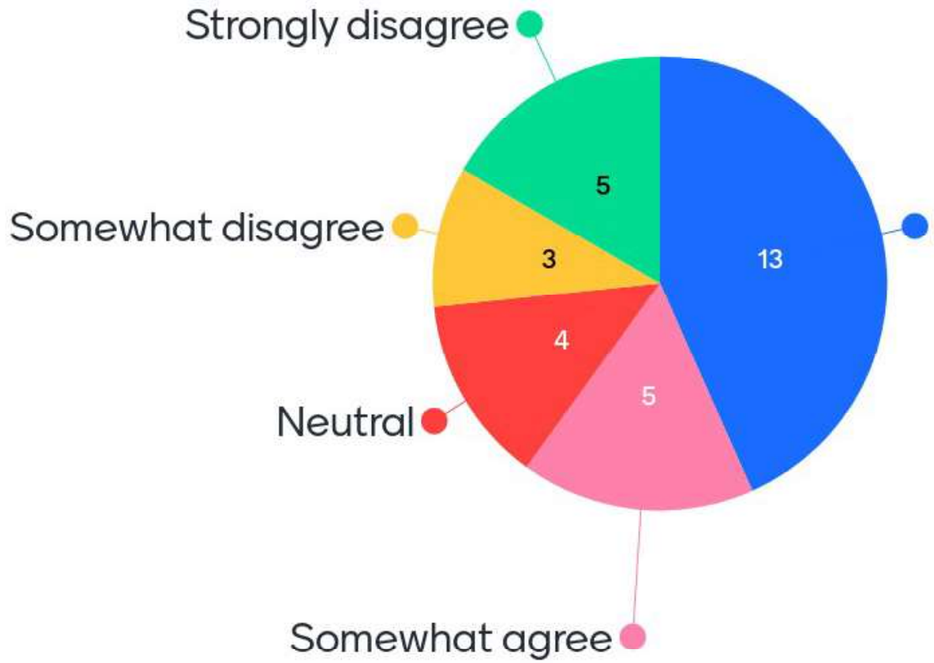
Mentimeter

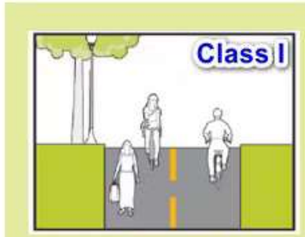


30

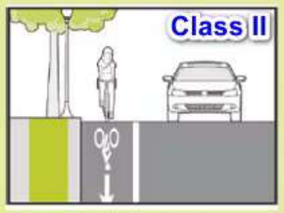
Do you agree/disagree with the following statement: "I would like to travel by bicycle more often for my daily commute, errands, or other activities."

Mentimeter

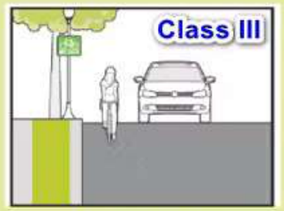




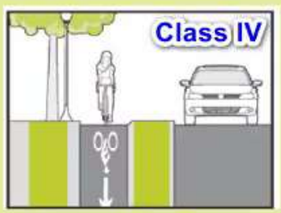
Multi-Use Path



Bicycle Lane



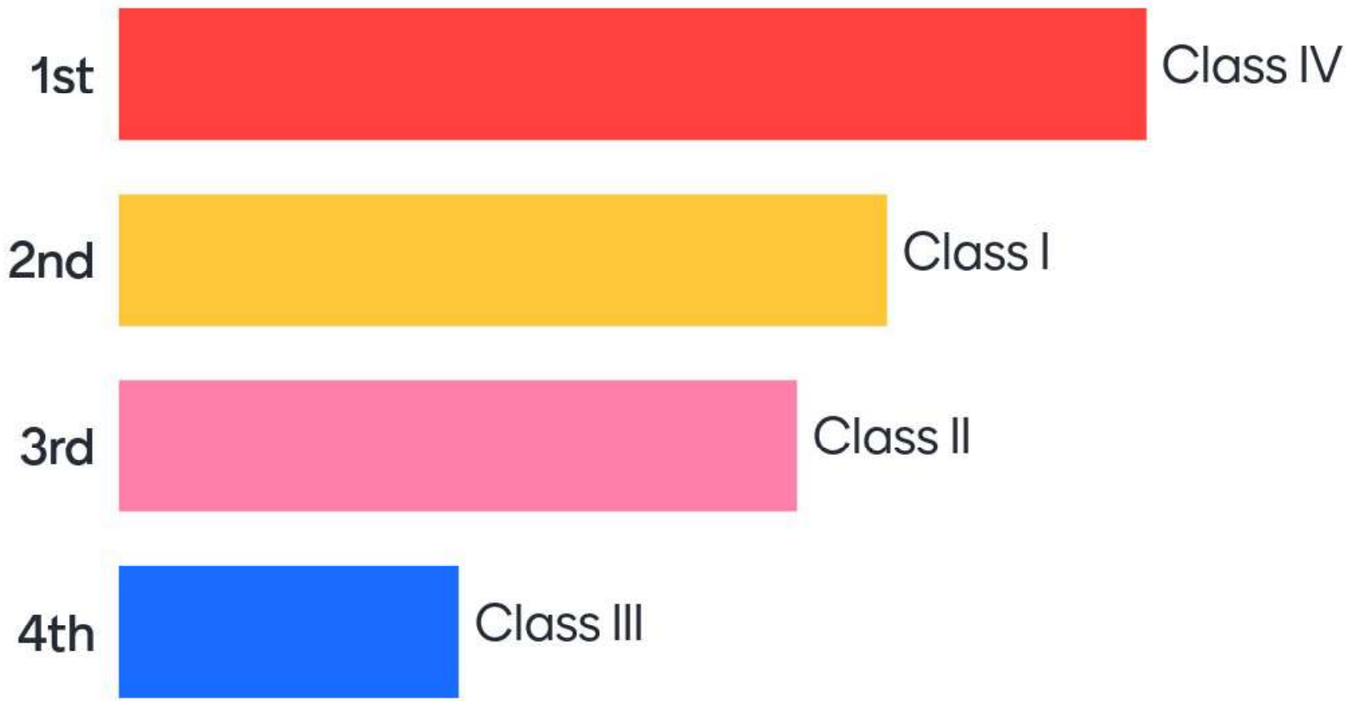
Bicycle Route



Separated Bicycle Lane

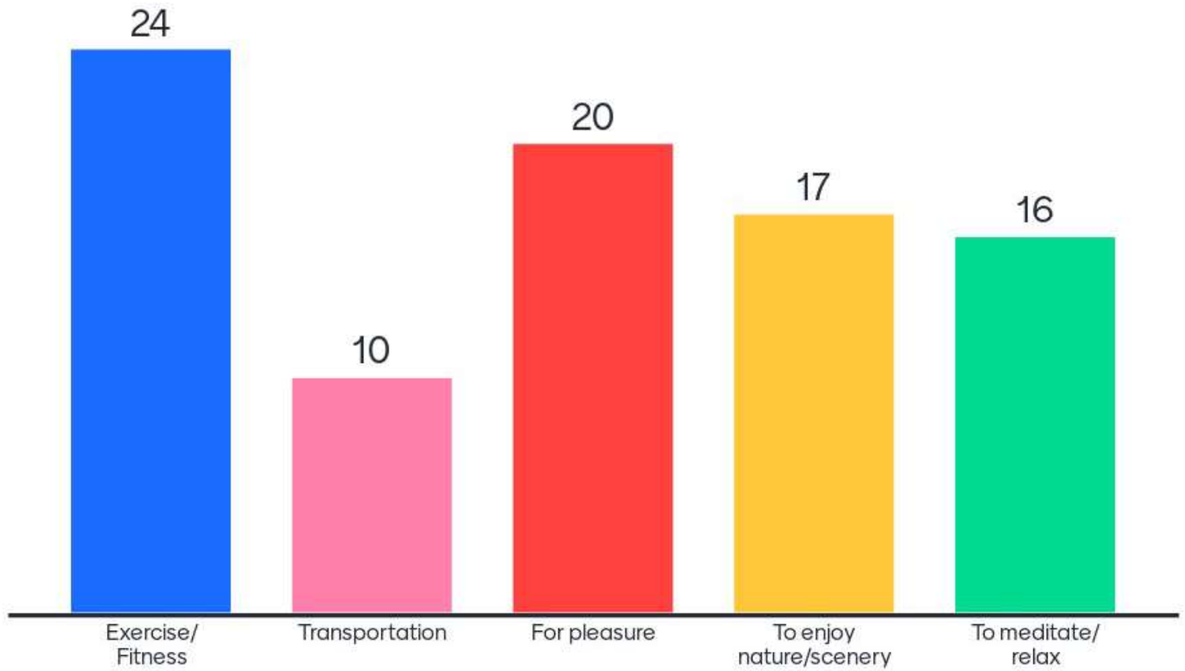
Based on the image above, please rank which bicycle facility you most prefer.

Mentimeter



What are your reasons for walking? Check all that apply.

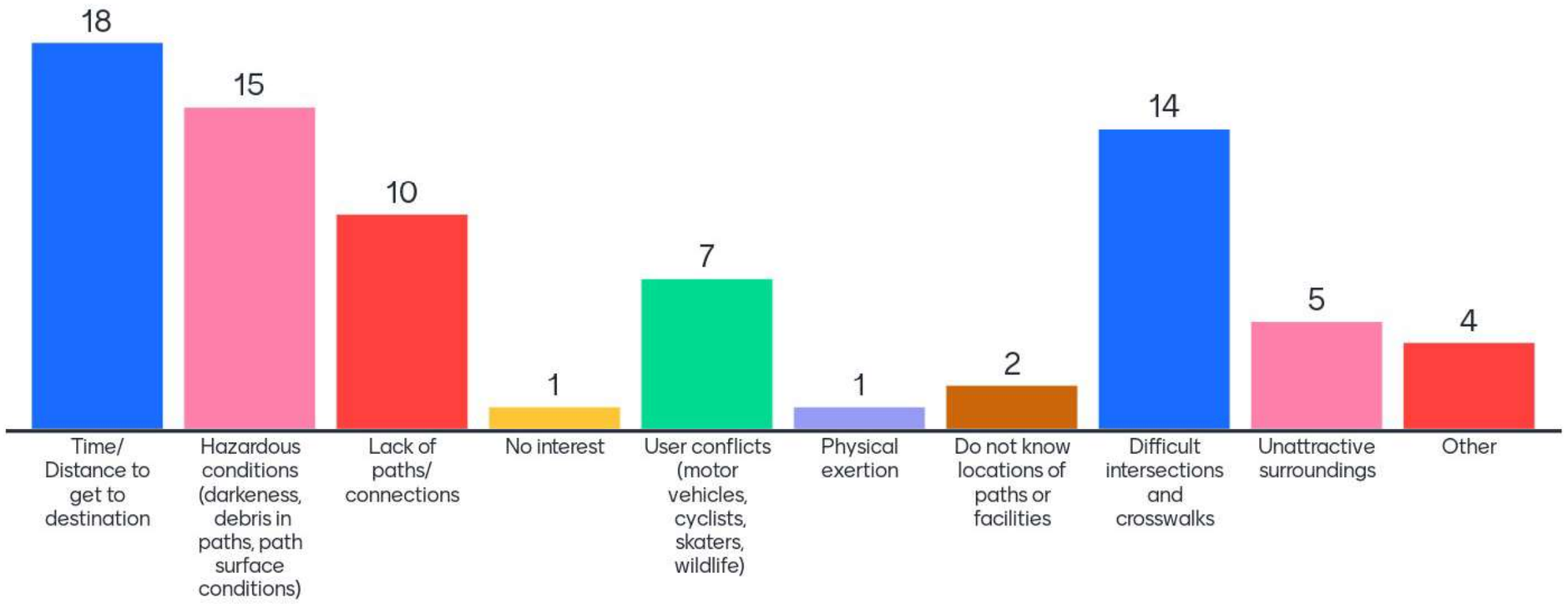
Mentimeter



28

What are your reasons for NOT walking? Choose all that apply.

Mentimeter



How can accessibility be improved to increase your preferences for walking or biking?

Mentimeter

Are there specific intersections or locations that need bicycle or pedestrian facilities, connections, or improvements?

26 Answers

Mentimeter

Connections to BART: Hill St, D St, Albert Teglia, B St. Also Washington/San Pedro and Collins/El Camino

almost everything near El Camino immediately comes to mind

El Camino Real x Mission Road x Old Mission Road

Junipero Serra at border of Colma and Daly City

El Camino and all the intersections in Colma

Colma blvd at Greenlawn Memorial park

n a

Colma Blvd at Greenlawn Memorial Park

1) On Hillside between Lawndale and Market. Lot of parking spots so cyclists are always right next to cars2) Cypress and el Camino. Mission Rd in Colma is great, but once you get to El Camino it's not usable. Bart is not very accessible

20

Are there specific intersections or locations that need bicycle or pedestrian facilities, connections, or improvements?

26 Answers

Mentimeter

Junipero Serra/Serramonte

El Camino Real and Hickey

No

No

Lawndale/HILLSIDE

Lawndale/Hillside xwalk and connection to SSF improvement

Hickey Blvd, el Camino Blvd - too much going on

Serramonte and Junipero Serra

El Camino Real

20

Are there specific intersections or locations that need bicycle or pedestrian facilities, connections, or improvements?

26 Answers

Mentimeter

El Camino and Serramonte needs the crosswalks to be more visible. Serramonte and the Serra Center intersection also needs the crosswalk to be more visible

Hillside and A street

Restore the pavement that is not working in the streets

Hillside and Serramonte

People do not stop completely at Target and Serramonte Blvd. intersection.

El Camino Real within Town of Colma; corner of Mission Rd and McLellan Dr.

ECR and Mission

280/ Serramonte Daly City

20

Appendix C

Goals, Policies and Implementation Measures

Goals Policies and Implementation Measures			
Subject Area	**Relevant Policies, Programs, and Initiatives**	**Source**	**Implementation Measures**
8 80 Cities [i]	Goal M-5-4: Accessibility and Universal Design. Prioritize implementation of pedestrian facilities that improve accessibility consistent with guidelines established by the Americans with Disabilities Act (ADA), allowing mobility-impaired users, such as the disabled and seniors, to travel safely and effectively within and beyond the town.	2040 General Plan	Incorporate into development review checklist for all new entitlement applications.
8 80 Cities	Goal M-5-5: Design of New Development. Require new development to incorporate design that prioritizes safe pedestrian and bicycle travel and accommodates senior citizens, people with mobility challenges, and children.	2040 General Plan	Incorporate into the development review checklist for all new entitlement applications.
8 80 Cities	SENIOR WALKING PROGRAM Senior walking programs can encourage older residents to walk together on safer walking routes, and to build relationships at the same time.	Active South City	*Continued coordination with regional agencies and neighboring cities. *Interagency/department collaboration.
Capital Improvement projects (CIP), Regional coordination	Goal OSC-1-4: Pedestrian Trails, Bikeways Walkways. Expand and improve pedestrian trails, bikeways, and walkways to connect trails and allow access to open space land and regional trail facilities.	2040 General Plan	Seek funding and utilize existing funding sources.
Complete Streets	Goal M-5-2: Design for All Travel Modes. Plan, design, and construct transportation projects to safely accommodate the needs of pedestrians, bicyclists, transit riders, motorists, people with mobility challenges, and persons of all ages and abilities.	2040 General Plan	*Seek funding and utilize existing funding sources. *Development review for all new entitlement applications. *Use best practices and adopted design guidelines for complete streets including Caltrans design guidelines and National Association of City Transportation Officials (NACTO) guidelines.
Complete Streets	M-IP3: Implement Grand Boulevard Initiative principles, where appropriate, along El Camino Real within town limits.	2040 General Plan	*Colma El Camino Real Bicycle and Pedestrian Improvement Plan

Subject Area	Relevant Policies, Programs, and Initiatives	Source	Implementation Measures
Complete Streets	M-IP5: Assess the maintenance of sidewalks, pavement and markings, pedestrian crossing signals, and lighting on an on-going basis and prioritize projects based on need and available funding.	2040 General Plan	* Use best practices and adopted design guidelines for complete streets including Caltrans design guidelines and National Association of City Transportation Officials (NACTO) guidelines.
Complete Streets	Mobility Element Implementation Program (M-IP) MI-P2: Review proposed improvement plans to ensure that roadway projects, retrofits, and maintenance projects incorporate Complete Streets elements which support multiple modes of travel.	2040 General Plan	* Interagency/department collaboration; *Use best practices and adopted design guidelines for complete streets including Caltrans design guidelines and National Association of City Transportation Officials (NACTO) guidelines.
Complete streets, 8 80 Cities	UDG-4 Promote safer and more operationally efficient intersections for both pedestrians and vehicles through geometry changes, signalization, and pedestrian features.	Serramonte Boulevard and Collins Avenue Master Plan	Use best practices and adopted design guidelines for complete streets including Caltrans design guidelines and NACTO guidelines.
Complete Streets, Beautification	Expand walkable and bikeable street landscape and green infrastructure: Modify landscape to make walking and biking more desirable. Install bike lanes, bike parking, traffic calming measures, beautification, etc.	2030 Climate Action Plan Update	* Use best practices and adopted design guidelines for complete streets including Caltrans design guidelines and NACTO guidelines. * Seek funding and utilize existing funding sources
Complete Streets, Beautification	Goal M-5-1: Incorporate Complete Streets infrastructure elements into new streets, street retrofits and certain maintenance projects to encourage multiple modes of travel..., as appropriate to the context and determined reasonable and practicable by the Town.	2040 General Plan	*M-IP5: Assess the maintenance of sidewalks, pavement and markings, pedestrian crossing signals, and lighting on an on-going basis and prioritize projects based on need and available funding.
Complete Streets, Beautification	six core goals: 1. Improve multimodal mobility and accessibility for all people 2. Preserve the Multimodal Transportation System 3. Support a vibrant economy 4. Improve public safety and security 5. Foster livable and healthy communities and promote social equity 6. Practice Environmental Stewardship	CA Transp. Plan 2040	* Use best practices and adopted design guidelines for complete streets including Caltrans design guidelines and NACTO guidelines. * Seek funding and utilize existing funding sources

Subject Area	Relevant Policies, Programs, and Initiatives	Source	Implementation Measures
Complete Streets, Beautification	UDG-2: Foster a more unified identity and increase economic vitality and private property investment through strategic public realm and streetscape improvements such as consistent landscaping and tree planting, street lighting, street furnishings, and signage.	Serramonte Boulevard and Collins Avenue Master Plan	* Seek funding and utilize existing funding sources for complete streets and beautification projects.
Complete Streets, Beautification	UDG-3: Support the development of a safer and more aesthetically pleasing pedestrian realm while preserving automobile capacity and access through pedestrian-oriented design features such as mid-block crossings and wider sidewalks.	Serramonte Boulevard and Collins Avenue Master Plan	*Use best practices and adopted design guidelines for complete streets including Caltrans design guidelines and NACTO guidelines.
Developer Impact Fee (DIF)	M-IP4: Consider adopting a transportation impact fee for new development which does not satisfy VMT goals to generate funds for improving all modes of transportation.	2040 General Plan	* DIF for VMT projects and programs.
DIF	Mobility Implementation Program M-IP4: Consider adopting a transportation impact fee for new development which does not satisfy VMT goals to generate funds for improving all modes of transportation.	2040 General Plan	* DIF for VMT projects and programs.
Regional Coordination, safe routes to school	Support Safe Routes to School (SRTS) Program by collaborating with neighboring jurisdictions to enhance pedestrian routes to local schools.	2030 Climate Action Plan Update	* Utilize the San-Mateo-County SRTS High Injury Network (HIN) Report findings to continue to seek funding for Town's Youth-based HIN top corridors.
Regional Coordination	Goal M-5-3: Bicycle Connection Coordination. Coordinate with BART, South San Francisco, Daly City, Caltrans, and San Mateo County to plan and implement bicycle and pedestrian improvements which connect with improvements to BART facilities and regional networks.	2040 General Plan	* Continued coordination with neighboring jurisdictions and regional agencies and entities. * On a quarterly basis meet with: - regional and state partner, - neighboring counties and cities, and - stakeholders The meeting would focus on regional collaboration for projects bordering city lines and how to improve regional connectivity and services.
Regional Coordination	Network connectivity.	2021 San Mateo County C/CAG Comprehensive Bicycle and Pedestrian Plan	*Continued coordination with neighboring jurisdictions and regional agencies and entities. * On a quarterly basis meet with: - regional and state partner, - neighboring counties and cities, and - stakeholders

Subject Area	Relevant Policies, Programs, and Initiatives	Source	Implementation Measures
			The meeting would focus on regional collaboration for projects bordering city lines and how to improve regional connectivity and services.
Regional Coordination	Policy 2.5: Explore feasibility of micromobility programs (e.g., bikeshare) to increase access and convenience of walking, bicycling, and riding transit.	2021 San Mateo County C/CAG Comprehensive Bicycle and Pedestrian Plan	Coordinate with C/CAG and BART to explore micromobility options. (Studies, pilot programs, evaluations, etc.)
TDM Strategy	Create places to park bicycles short and long term, showers and lockers for commuters, and other amenities can eliminate some of the barriers that make bicycling impractical for many people.	Caltrans Bike and Ped Plan Report	Require new development to provide places to park bicycles short and long term, showers and lockers for commuters, and other amenities that can eliminate some of the barriers that make bicycling impractical for many people.
TDM Strategy	Encourage and incentivize bike and car sharing companies to operate in the Town: Develop policies and incentives that attract bike and car sharing companies to establish or expand services.	2030 Climate Action Plan Update	*Continue the TDA program activities that promote active/multimodal transportation and safer pedestrian pathways *As part of the TDM strategies, create a developer impact fee for new developments/major businesses that would be used for continuous TDM strategies that promote multimodal transportation options and improve all modes of transportation. *Require new development and redevelopment projects within Colma or that connect to Colma to construct or pay their fair share towards improvements for all travel modes that provide enhanced connectivity to existing transportation facilities.
TDM Strategy	Goal M-7 Implement Transportation Demand Management (TDM) strategies that reduce vehicle trips and encourage the use of transportation modes that reduce vehicle miles traveled and greenhouse gas emissions.	2040 General Plan	Continue existing TDM program.

Subject Area	Relevant Policies, Programs, and Initiatives	Source	Implementation Measures
TDM Strategy	Policy 2.4: Promote integration of bicycle and walking-related services and activities into broader countywide transportation demand management and commute alternatives programs. This could include encouraging local jurisdictions and major employers to provide locker rooms, showers, and other amenities for changing and storing clothes and equipment to support walking and bicycling. Policy 6.5: Collaborate with San Mateo County Public Health, San Mateo Police Department, and other County departments to implement programs, policies, and projects identified in this plan. Policy 6.8: Encourage collaboration between local jurisdictions to support seamless bicycle and pedestrian travel between jurisdictions within and adjacent to San Mateo County.	2021 San Mateo County C/CAG Comprehensive Bicycle and Pedestrian Plan	*Continue the TDA program activities that promote active/multimodal transportation and safer pedestrian pathways *As part of the TDM strategies, create a developer impact fee (DIF) for new developments/major businesses that would be used for continuous TDM strategies that promote multimodal transportation options and improve all modes of transportation. *Require new development and redevelopment projects within Colma or connect to Colma to construct or pay their fair share towards improvements for all travel modes that provide enhanced connectivity to existing transportation facilities.
TDM Strategy, regional coordination	Goal M-7-3: Vehicle Trip Reduction. Support vehicle trip reduction strategies, including building safer and more inviting transportation networks, supporting connections to high frequency and regional transit, implementing TDM programs, and integrating land use and transportation decisions.	2040 General Plan	*The Town recently adopted the VMT guidelines, continue to implement the recommended mitigation strategies proposed in the plan. * Continue implementing the TDM program

Subject Area	Relevant Policies, Programs, and Initiatives	Source	Implementation Measures
Walkable Neighborhoods	Goal LU-3-6: Walkable Neighborhoods. Promote walkable neighborhoods by supporting alternative modes of transportation, enhancing bike and pedestrian connectivity to local commercial districts and transit centers and maintaining sidewalks, public plazas, parks and greenways, parkways, street tree canopies, and landscaping throughout residential neighborhoods.	2040 General Plan	* Mobility Implementation Program (M-IP)4: Consider adopting a transportation impact fee for new developments. * Seek funding and utilize existing funding sources for complete streets projects
Walkable Neighborhoods, TDM Strategy, Complete Streets,	A Walkable Town Center Destination. There is demand for a retail, dining, and entertainment district within the Town of Colma... A central location that is accessible by local residents, workers, visitors, and travelers is preferred. The district should include pedestrian-oriented streets and/or paths; incorporate a density that sustains pedestrian traffic;	Town of Colma Land Use and Urban Design Strategy	*Mobility Implementation Program (M-IP)4: Consider adopting a transportation impact fee for new developments. * Seek funding and utilize existing funding sources for complete streets projects
Walkable Neighborhoods, TDM Strategy, Complete Streets,	Goal M-2-1: Reduce Vehicle Miles Traveled. Require new development projects to achieve a reduction in VMT per capita or VMT per service population compared to both baseline VMT performance conditions and General Plan 2040 VMT performance conditions. The Town will regularly monitor baseline VMT to provide updated benchmarks for project applicants. Encourage use of VMT reduction strategies and methods to encourage non-automobile travel.	2040 General Plan	* Mobility Implementation Program (M-IP)4: Consider adopting a transportation impact fee for new developments.
Safety	Goal M1-1: Vision Zero. Eliminate traffic fatalities and reduce the number of non-fatal collisions by 50 p recent by 2040.	2040 General Plan	*M-IP1: Regularly monitor collisions to respond to safety problems and changing conditions. Prioritize locations with high collision rates for safety improvements. *M-IP2: Review proposed improvement plans to ensure that roadway projects, retrofits, and maintenance projects incorporate Complete Streets elements which support multiple modes of travel.

Subject Area	Relevant Policies, Programs, and Initiatives	Source	Implementation Measures
			*Utilize Colma Systemic Safety Analysis Report (SSAR) and monitor Records System (SWITRS), UC Berkeley's Transportation Injury Mapping System (TIMS), and local Police Department collision data. *Utilizing the Statewide Integrated Traffic
	Goal M-1-2 Capital Improvement Prioritization. Maintain and upgrade existing rights of way and ensure that the needs of non-motorized travelers are considered in planning, programing and design of improvements.	2040 General Plan	*Mobility Implementation Program *M-IP1 Mobility Implementation Program *M-IP2 Mobility Implementation Program M-IP5
TDM Strategy	Goal M-1-3 Fair Share Contributions. Require new development and redevelopment projects both within and outside of Colma to construct or pay their fair share towards improvements for all travel modes to provide enhanced connectivity to existing transportation facilities.	2040 General Plan	*Create a DIF for VMT projects and programs
Regional Coordination	Goal M-3-2 El Camino Real. Ensure that El Camino Real retains its distinct character, while encouraging improvements which support increased multi modal use.	2040 General Plan	*Implement Colma El Camino Real Bicycle and Pedestrian Improvement Plan strategies *M-IP3: Implement Grand Boulevard Initiative principles, where appropriate, along El Camino Real within town limits.
Regional Coordination	Goal M-3-3 Regional Transportation Planning. Actively participate in and support regional transportation planning efforts.	2040 General Plan	* Implement Colma El Camino Real Bicycle and Pedestrian Improvement Plan Strategies *M-IP3: Implement Grand Boulevard Initiative principles, where appropriate, along El Camino Real within town limits.
Safety	M-IP1: Regularly monitor collisions to respond to safety problems and changing conditions. Prioritize locations with high collision rates for safety improvements.	2040 General Plan	*Utilize Colma Systemic Safety Analysis Report (SSAR) and monitor Records System (SWITRS), UC Berkeley's Transportation Injury Mapping System (TIMS), and local Police Department collision data.
Complete Streets	M-IP2: Review proposed improvement plans to ensure that roadway projects, retrofits, and maintenance projects incorporate Complete Streets elements which support multiple modes of travel.	2040 General Plan	*Inter-department coordination and review during Capital Improvement Project implementation and Development Review process.

Appendix D

Stakeholder List

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