San Mateo has an ambitious goal to have more people choosing to bike and walk for trips of one mile or less. In order to reach 30% of one mile or less trips being completed by walking or biking will take sustained effort from empowered staff, citizens, and community stakeholders. It may be appropriate to create a Bicycle and Pedestrian Advisory Committee, Vision Zero Task Force, or other public-private entity to take steps that support this ambitious goal. A public-private partnership may be effective for supporting engineering improvements with events and outreach that help citizens understand and use those improvements.

» Develop outreach methods that specifically target families, women, and non-English speaking communities in addition to general non-targeted outreach and media campaigns that discuss current and new bicycle facilities, safe driver and bicyclist behavior, and events related to walking and biking.

» Install a bicycle wayfinding system with distance and destination information at strategic locations around the community, integrating preferred on street routes and off-street facilities. Wayfinding may be particularly useful around bike share stations or along routes that may be likely to attract non-regular bicycle riders.

» Continue to use Streets Alive! events to engage the community and encourage active transportation. Consider how to build off this annual event to create other opportunities for community engagement and education.

» Increase the amount of staff time spent on improving conditions for people who bike and walk. Increasing staff time, either by creating a position or changing the responsibilities of current staff, can have a positive impact on the ability of your community to execute bicycling and walking-related projects and programs.