

This document summarizes all 24 submitted applications to the 2024 Cycle 7 Pedestrian and Bicycle Program Call for Projects. The projects are shown in ranked order by subcategory. To learn more about many of the infrastructure treatments mentioned, please refer to the C/CAG Comprehensive Bicycle and Pedestrian Plan Design Toolkit available here.

Large Capital Projects by Rank

1. Fashion Island Blvd/19th Avenue Separated Bikeway

Sponsor: City of San Mateo Total Score: 78

Requested Phases: CON Requested Funding: \$2,000,000 Recommended Phases: CON Recommended Award: \$2,000,000

Project Description:

The Fashion Island Blvd and 19th Ave project represents a 1.3-mile corridor with varying widths and conditions. There are no dedicated bike facilities connecting Foster City and San Mateo residents and workers to the Hayward Park Caltrain station. While intermittent bike facilities exist on Fashion Island Blvd between Delaware St and Mariners Island Drive, they are not contiguous and the facilities that cross both SR 92 and US 101 on-/off-ramps do not serve riders of all ages and abilities.

The project will construct a Class IV separated bikeway along the length of the corridor connecting directly with the Hayward Park Caltrain and future proposed SamTrans Mobility Hub at the existing Caltrans Park and Ride lot. The bikeway improvements are intended to be designed to improve conditions near the freeway on-/off-ramps, incorporate areas for green stormwater infrastructure, develop protected intersections, and fill in gaps in the existing bike network.

2. James/El Camino Real Intersection Pedestrian Safety and Operation **Improvement**

Sponsor: City of Redwood City Total Score: 73.4

Requested Phases: CON Requested Funding: \$1,116,000 Recommended Phases: CON Recommended Award: \$1,116,000

Project Description:

The project is located at the intersection of El Camino Real and James Avenue, near the entrance to Sequoia High School. There are a high volume of pedestrians utilizing this intersection, and the project was identified as a priority pedestrian improvement project in the City's adopted Walk Bike Thrive Plan based in part on the collision history. The City conducted a feasibility assessment in 2023 to identify the safety countermeasures to include in the design, and to select the preferred alternative for construction.

The project will construct modifications to the intersection alignment and geometry, ADA improvements, pedestrian crossing improvements, and traffic signal upgrades to install a new 8-phase system allowing for a separate phase for pedestrians.

3. Huntington Avenue Bikeway Phase II

Sponsor: City of San Bruno **Total Score:** 71.6

Requested Phases: CON Recommended Phases: CON Recommended Award: \$2,000,000

Project Description:

The Huntington Avenue Bicycle and Pedestrian Project (Phase II) will construct a 1/3 mile long two-way separated Class IV cycle track on the east side of Huntington Avenue between San Bruno BART station and Herman Street. The project is the final gap closure in the bikeway network that, when complete, will connect from San Bruno to South San Francisco via the Centennial Trail, providing connectivity to BART and Caltrain for users.

4. Vera Avenue Permanent Bike Boulevard Project

Sponsor: City of Redwood City Total Score: 71

Requested Phases: CON Recommended Phases: CON Recommended Award: \$1,326,000

Project Description:

The City of Redwood City utilized funds from a C/CAG Transportation Development Act (TDA) Article 3 grant award to implement a bike boulevard on Vera Avenue using temporary/quick-build construction materials in Spring 2022. The City conducted post-installation evaluations, including a neighborhood workshop and survey, to solicit feedback on the pilot installation to inform future plans to install the facility with permanent materials.

Utilizing that feedback, this project will construct a permanent bike boulevard on Vera Avenue, including neighborhood traffic circles, bicycle crossing enhancements at intersections, and signage improvements. The project will result in a safe east-west connection between neighborhoods west of Redwood City and the downtown area. The project is part of the RWCMoves bicycle backbone network.

5. East Bayshore Road Pedestrian and Cyclist Improvements

Sponsor: City of East Palo Alto **Total Score:** 69.6

Requested Phases: CON **Requested Funding:** \$1,925,000 **Recommended Phases:** CON **Recommended Award:** \$1,925,000

Project Description:

East Bayshore Road has discontinuous sidewalks and no bicycle facilities in the project area. Twelve pedestrian and cyclist collisions have occurred over the past five years on East Bayshore Road in recent years, with two of those pedestrian collisions resulting in fatalities. The Project will develop connections to existing Class II bicycling infrastructure in the vicinity, and will connect to a new Class I crossing of Highway 101 at University Avenue (being constructed as a separate effort).

The project will construct Class II bike lanes, sidewalks to fill gaps in the local network, curb ramps, bulb-outs, high-visibility crosswalks, and lighting to enhance pedestrian visibility.

6. Parkway Heights Middle School Pedestrian and Bike Improvements

Sponsor: City of South San Francisco **Total Score:** 66.25

Requested Phases: PS&E, CON Recommended Phases: PS&E, CON Recommended Award: \$2,000,000

Project Description:

South San Francisco conducted a walk audit in partnership with the San Mateo County Office of Education (funded by SMCTA), to evaluate student travel conditions near several schools, including Parkway Heights Middle School. The walk audits included school staff, the City's Bicycle and Pedestrian Advisory Committee (BPAC), and consultants.

The key needs identified for Parkway Heights Middle School and the vicinity include widening existing sidewalks, curb extensions, corner islands, curb ramps, high-visibility crosswalks, Class IV bicycle lanes, a hardened centerline, and speed humps. The project will incorporate these elements in the design phase, and then proceed to construction of the improvements.

Please note, the evaluation committee recommended a third-party design consultant review at the 65% design phase of PS&E. This is to ensure industry best practices are incorporated into the project's design prior to finalizing design and authorizing the construction phase.

7. Santa Cruz Ave and Sand Hill Road Corridor Safety Improvements

Sponsor: City of Menlo Park **Total Score:** 65.7

Requested Phases: PS&E, CON Recommended Phases: PS&E, CON Recommended Award: \$1,387,370 Recommended Award: \$1,387,780

Project Description:

The Project focuses on enhancing pedestrian and bicyclist safety along a 1.2 mile stretch of Santa Cruz Avenue between Orange Avenue and University Drive, and the city-owned portions of Sand Hill Road between Sharon Park Drive and Oak Avenue, along with the Santa Cruz Avenue/Junipero Serra Boulevard intersection and the adjacent section of Sharon Park Drive between Sand Hill Road and Sharon Road. This project targets high priority locations identified in the City's Vision Zero Action Plan based on the analysis and suggestions in the Menlo Park Complete Streets Safety Assessment (CSSA) Draft Report.

The project will implement safety countermeasures at 23 intersections along the Santa Cruz Avenue corridor including enhanced signage and striping, median islands, adding bollards to existing bike lane buffer at spot locations, in-street pedestrian signage, intersection daylighting, a pedestrian hybrid beacon, and 2 radar speed feedback signs. For the Sand Hill Road corridor, this project will implement measures including upgrading 4 high visibility crosswalks, enhanced signage and striping, bike lane extension across intersections, bike box, intersection guidelines, leading pedestrian interval, yellow signal back plates, and 2 radar speed feedback signs. At Sand Hill Road/Oak Avenue, more extensive enhancements will be implemented, including no turn on red restrictions, bike box, bike signals, and a bike ramp to significantly improve safety and close a key gap in the regional active transportation network. Additionally, segments of the existing bike lane on Sand Hill Road will be upgraded to a separated bike lane, and a new separated bike lane will be installed on Sharon Park Drive between Sharon Road and Sand Hill Road.

Please note, the evaluation committee recommended a third-party design consultant review at the 65% design phase of PS&E. This is to ensure industry best practices are incorporated into the project's design prior to finalizing design and authorizing the construction phase.

8. Alta Loma Middle and Buri Buri Elementary Schools Ped and Bike Improvements

Sponsor: City of South San Francisco **Total Score:** 61.75

Requested Phases: PS&E, CON Recommended Phases: PS&E, CON Recommended Award: \$2,000,000

Project Description:

South San Francisco conducted a walk audit in partnership with the San Mateo County Office of Education to evaluate student travel conditions near several schools, including Parkway Heights Middle School. The walk audits included school staff, the City's Bicycle and Pedestrian Advisory Committee (BPAC), and consultants.

The key needs identified for Alta Loma Middle and Buri Buri Elementary Schools and the vicinity include new and upgraded sidewalks, mini roundabouts, curb extensions, raised crosswalks, and speed reduction measures. The project will incorporate these elements in the design phase, and then proceed to construction of the improvements.

Please note, the evaluation committee recommended a third-party design consultant review at the 65% design phase of PS&E. This is to ensure industry best practices are incorporated into the project's design prior to finalizing design and authorizing the construction phase.

9. Alpine Road Corridor Improvement Project

Sponsor: San Mateo County Total Score: 58.5

Requested Phases: PA/ED Requested Funding: \$2,000,000
Recommended Phases: PA/ED Recommended Award: \$2,000,000

Project Description:

The Alpine Road Corridor Improvement Project represents a 1.8-mile stretch of roadway which extends from the unincorporated San Mateo County/Menlo Park boundary to the unincorporated San Mateo County/Portola Valley boundary. It is a heavily used arterial, serving drivers, bicyclists, pedestrians, and transit riders. Alpine Road is mostly one lane in each direction with high vehicular speeds and a posted speed limit of 35 mph. High vehicular speeds, numerous conflict zones with both the I-280 ramps and private driveways, and little dedicated space or buffers for pedestrians and cyclists creates an uncomfortable and stressful active transportation environment. There is an existing narrow Class II bike lane on both sides of the roadway that does not provide adequate facilities for people of all ages and abilities.

The project will fund the PA/ED phase to work toward the ultimate buildout of constructing an enhanced Alpine Trail project, building on the Caltrans Project Initiation Documents (PID) previously funding through Cycle 6. These improvements are specifically designed to increasing the visibility of bicyclists and pedestrians, reduce the amount of conflict points, slow vehicular speeds, provide more space for multimodal users, and increase separation between vehicles and multimodal users.

10. Hillside Boulevard Improvement Project – Phase II

Sponsor: Town of Colma **Total Score:** 56

Requested Phases: PS&E **Requested Funding:** \$1,246,000 **Recommended Phases:** PS&E **Recommended Award:** \$1,246,000

Project Description:

This project is intended to transform the Hillside Boulevard corridor into a complete street through traffic calming and infrastructure improvements. The project spans approximately 1.1 miles, from Serramonte Boulevard to Lawndale Boulevard.

The Town of Colma is requesting funds for design of the project, including new sidewalks with pedestrian lighting and signage, upgrading existing Class II bike lanes to Class IV protected bikeways, new ADA compliant curb ramps, mid-block crosswalks with Rectangular Rapid Flashing Beacons (RRFBs), high-visibility crosswalks, traffic signal modifications, and green streets infrastructure and landscape features, where applicable. The integration of the proposed improvement project along with the regional transportation corridor will support land use and housing goals and policies, improve accessibility, and promote micromobility.

11. Brittan Avenue and San Carlos Avenue Sidewalk

Sponsor: City of San Carlos **Total Score:** 52.2

Requested Phases: CON Recommended Phases: CON Recommended Award: \$2,000,000

Project Description:

The San Carlos Ave and Brittan Ave Sidewalk Improvement Project is intended to improve the path of travel on these roadways. The Project is a result of improvement recommendations from the City's Bicycle and Pedestrian Master Plan to establish a long-term vision for improving walking and bicycling in San Carlos. The Project also meets the City Council's strategic goal of improving alternative transportation and mobility within the City.

The Project includes two project sites. The portion of San Carlos Avenue between Alameda de las Pulgas to Cordilleras Ave includes replacing the asphalt pathway with sidewalk, curb, and gutter, re-striping the bike lane to match, resurfacing the roadway, and installing high-visibility thermoplastic striping and pavement markings. The Brittan Ave segment between Milano Wy to Alameda de las Pulgas will include constructing sidewalk, curb, and gutter to fill in the gap that currently lacks sidewalks, installing a high-visibility five-foot green bike lane with a three-foot buffer, constructing new ADA compliant curb ramps, relocating or installing signage and utilities, resurfacing the roadway, installing high-visibility thermoplastic striping and pavement markings, modifying existing driveway approaches for those properties fronting the roadway, and potentially installing a new rectangular rapid flashing beacon.

Please note, the evaluation committee recommended a third-party design consultant review at the 65% PS&E stage or prior to the design being finalized to ensure industry best practices are incorporated. This will be required prior to executing the agreement for the requested construction funding.

12. Oceana Bike Lane Project

Sponsor: City of Pacifica **Total Score:** 48

Requested Phases: PS&E, CON **Requested Funding:** \$1,846,332 **Recommended Phases:** PS&E **Recommended Award:** \$151,926

Project Description:

The project proposes to improve bicycle mobility along Oceana Boulevard from Milagra Drive to Clarendon Road. The improvements will enable multimodal transportation options in a location connecting to shopping centers and schools. This will help to reduce traffic congestion and greenhouse gas emissions, and improve public health through improved access to mobility options.

The project will design new Class II bicycle lanes with a new concrete curb adjacent to the bike lanes. Additionally, new ADA curb ramps will be included along the corridor to enhance and update the pedestrian experience, in addition to enhanced striping at crosswalks.

Please note, the evaluation committee recommended a reduced award to allow the City to move forward with PS&E for this project. The Committee recommended a third-party design review to ensure best practices are incorporated in the design.

Small Capital Projects by Rank

1. Hillside Boulevard Complete Streets Corridor Project

Sponsor: City of Daly City **Total Score:** 83.6

Requested Phases: PLAN, PA/ED **Requested Funding:** \$520,000 **Recommended Phases:** PLAN, PA/ED **Recommended Award:** \$520,000

Project Description:

The Hillside Boulevard Complete Streets Corridor Project will include concept planning with community engagement, preliminary engineering and environmental clearance for a road diet on Hillside Boulevard between East Market Street and Hoffman Street, which is in both Daly City and unincorporated San Mateo County. This roadway is a transit route, and will include the County as a project partner. These improvements will enhance bicycle and pedestrian safety and access, provide transportation choices, implement first mile/last mile solutions, provide safe routes to schools, and reduce vehicle miles traveled (VMT) and greenhouse gas (GHG) emissions.

The Project will reduce the number of continuous travel lanes from 4 to 2 and add a center turn lane, in addition to widening sidewalks where space permits, curb extensions, rectangular rapid flashing beacons (RRFBs), ADA compliant curb ramps, and high visibility crosswalks. The design will also evaluate realigning skewed intersections at Lisbon, Sylvan, Villa, Chester, and Linden Streets. The Project will upgrade the bikeway from a shared route with sharrows to a combination of protected and buffered, and will also include wayfinding signage and spot access improvements along the A and B Street corridors to better connect to the Colma BART Station.

2. Sharon/Eastridge and Oak/Oak Knoll Safety Improvements

Sponsor: City of Menlo Park **Total Score:** 65.6

Requested Phases: CON Recommended Phases: CON Recommended Award: \$450,500

Project Description:

The City of Menlo Park's Sharon Road/Eastridge Avenue and Oak Avenue/Oak Knoll Lane Safety Improvement Project aims to significantly enhance pedestrian and bicyclist safety at two key intersections near local schools.

At the Sharon Road/Eastridge Avenue intersection, this project will construct 1 RRFB, 3 curb extensions, 1 new accessible curb ramp, improving 2 existing accessible curb ramps, enhanced pedestrian and bicyclist signage and striping, and upgrading 1 yellow high-visibility crosswalk. These improvements will help reduce vehicle speeds, while substantially improving safety, comfort, visibility and accessibility for pedestrians and bicyclists accessing key destinations such as La Entrada Elementary School, SamTrans bus stop, and City of Menlo Park Shuttle stop. This is especially critical for those crossing the uncontrolled Sharon Road leg of the intersection.

At Oak Avenue/Oak Knoll Lane, this project will construct 1 "quick-build" curb extension, 1 concrete curb extension, 2 new accessible curb ramps, relocating 1 crosswalk, enhanced pedestrian and bicyclist signage and striping, traffic calming improvements and realignment of the skewed intersection within existing right of way. These improvements will reduce vehicle

speed and improve the safety, comfort, visibility and accessibility for pedestrians and bicyclists using this designated Bike Boulevard, including schoolchildren traveling to Oak Knoll Elementary School, as well as commuters heading to Stanford University and other key destinations.

3. Safe Routes Intersection Improvements

Sponsor: City of Millbrae **Total Score:** 63.2

Requested Phases: PS&E, CON **Requested Funding:** \$675,000 **Recommended Phases:** PS&E, CON **Recommended Award:** \$675,000

Project Description:

The Safe Route Intersection Improvements Project will improve the intersection of Magnolia Avenue and Millbrae Avenue and its' approaches by constructing pedestrian traffic calming measures at or near the intersection, and upgrading the traffic signals to provide protected left turns. This is intended to improve crossing safety for pedestrians and bicyclists, in order to encourage more users to walk and bike to school, transit, and other locations in Millbrae.

4. Hillsdale High School/31st Avenue Pedestrian Safety Improvement Project

Sponsor: City of San Mateo **Total Score:** 61

Requested Phases: PA/ED, PS&E, ROW **Requested Funding:** \$351,648 **Recommended Phases:** PA/ED, PS&E, ROW **Recommended Award:** \$351,648

Project Description:

31st Avenue is a busy, multimodal corridor providing direct access to Hillsdale High School, the Hillsdale Shopping Center, Hillsdale Caltrain Station, and Rail Corridor TOD area. Approximately 60% of Hillsdale High School students use 31st Avenue to access school, and 31st Avenue is served by two SamTrans bus routes to bring students from Foster City to Hillsdale High School and a San Mateo Union High School District to transport students by bus. The project aims to address pedestrian safety concerns voiced by Hillsdale High School students, parents, staff, and nearby residents, including pedestrian visibility issues, illegally parked vehicles at crosswalks, and speeding.

The project includes design, environmental, community outreach, and right-of-way phases to make improvements I the school parking lot and at the driveway. The outcome is expected to be a construction-ready design with a number of pedestrian safety improvements, including curb extensions and raised crosswalks at major crossings, high-visibility crosswalks at all intersections, ADA compliant curb ramps, and a new signal and protected intersection at 31st Avenue and Alameda de las Pulgas. The improvements will provide added safety and mobility benefits for students and community members walking, biking, and accessing transit on 31st Avenue.

5. Bay Trail Class I Gap Closure

Sponsor: City of Burlingame **Total Score:** 58

Requested Phases: PS&E **Requested Funding:** \$180,000 **Recommended Phases:** PS&E **Recommended Award:** \$180,000

Project Description:

The Bay Trail Gap Closure Project aims to complete a critical gap in the Bay Trail between the Burlingame and San Mateo borders at Airport Boulevard. The existing site along Airport Boulevard is characterized by a lack of continuous paths for cyclists and pedestrians. In the absence of a completed trail network, users must utilize busy streets to traverse between the segments.

This project will design a dedicated, continuous path for cyclists and pedestrians, linking existing trail segments. The design will include signage and safety enhancements such as improved crossings and lighting.

6. Ponderosa Elementary School Pedestrian and Bike Improvements

Sponsor: City of South San Francisco **Total Score: 54**.5

Requested Phases: PS&E, CON **Requested Funding:** \$897,000 **Recommended Phases:** PS&E, CON **Recommended Award:** \$897,000

Project Description:

South San Francisco conducted a walk audit in partnership with the San Mateo County Office of Education (funded by SMCTA), to evaluate student travel conditions near several schools, including Ponderosa Elementary School. The walk audits included school staff, the City's Bicycle and Pedestrian Advisory Committee (BPAC), and consultants.

The planned improvements at Ponderosa Elementary School include curb extensions, corner islands, high-visibility crosswalks, speed humps, and hardened centerlines. These improvements are intended to address the safety concerns identified in the walk audit and aim to create a more pedestrian friendly environment for the school's students and caregivers.

7. Spur Trail Connectivity Project Phase I

Sponsor: City of Millbrae **Total Score:** 49.3

Requested Phases: PLAN, PA/ED, PS&E, CON Recommended Phases: PLAN, PA/ED, PS&E, Recommended Award: \$900,000

CON

Project Description:

The Millbrae Spur Trail Connectivity Project will involve preliminary engineering and environmental review of a two-mile-long bicycle and pedestrian facility. This proposed trail connection provides an important connection to the Millbrae Transit Center, including BART, Caltrain, and SamTrans, as well as the Bay Trail. It will also connect to several parks and schools within the City of Millbrae, offering residents alternative modes of transportation.

The project will evaluate bicycle and pedestrian facilities to connect the Spur Trail to the Bay Trail, enhancing connectivity and providing safe, accessible pathways for cyclists and pedestrians. This project closes a critical gap in the city's bicycle network from Lomita Trail to Spur Trail and will provide safe and direct routes for cyclists and pedestrians to access transit at the Millbrae BART and Caltrain stations, parks, schools, and other key destinations throughout Millbrae. The project will consider various alignments to connect to the transit

center, and to continue connectivity across the US 101/Millbrae Avenue overcrossing to reach the Bay Trail.

8. Ped/Bike Connection to Hatch Elementary School

Sponsor: City of Half Moon Bay

Total Score: 49

Requested Phases: PA/ED, PS&E, CON
Recommended Phases: PA/ED, PS&E, CON
Recommended Award: \$702,000

Project Description:

This project will construct a 500-foot ADA compliant pathway parallel to Second Avenue between Central Avenue and Myrtle Street to provide a safe route to Hatch Elementary School. It will also provide connectivity to commercial destinations, Downtown Half Moon Bay, and the beach. In doing so, it will provide a fully separated bicycle and pedestrian path, removing conflict with vehicles along this corridor.

The existing pathway is comprised of dirt and degraded asphalt, and is uneven with tripping hazards along the length. The project will install a new pathway constructed of permeable materials, ADA curb ramps, striping including crosswalks, and rectangular rapid flashing beacons (RRFBs) at all mid-block crossings.

9. Burlingame Transit Station Bike and Pedestrian Improvement Project

Sponsor: City of Burlingame **Total Score:** 45.3

Requested Phases: PS&E **Requested Funding:** \$148,500 **Recommended Phases:** PS&E **Recommended Award:** \$148,500

Project Description:

The area around the Burlingame Caltrain Station currently lacks sufficient infrastructure for safe and efficient active transportation. The sidewalks are discontinuous, the crosswalk is not highly visible, and there are minimal facilities for bicyclists. These deficiencies create unsafe conditions for pedestrians and bicyclists, particularly in navigating the busy area surrounding the station. The Burlingame Station Bicycle Facility Improvement Project prioritizes creating a safe, attractive, and accessible bicycle network to and from the Burlingame Caltrain Station to nearby Burlingame Community Center, schools, tennis courts, aquatic center, parks, as well as the neighboring communities.

The improvements would include enhancement of bicycle accessibility such as new Class I trail in front of the station, high visibility crosswalks, extended sidewalks, curb ramps, curb extensions, and bio-retention areas at the intersection of North Lane and California Drive. The project proposes to include connectivity to existing facilities.

Please note, the evaluation committee recommended conditional award if the City agrees to include entire gap closure connections in the PS&E to existing bicycle facilities on California Drive north and south of the proposed project location.

Planning/Promotions Projects by Rank

1. Countywide Bike Education

Sponsor: Commute.org **Total Score:** 69.25

Requested Phases: Planning **Recommended Phases:** Planning **Recommended Award:** \$100,000

Project Description:

The Countywide Bicycle Education program aims to encourage greater bicycle use for transportation in the county. It seeks to achieve this by offering various courses and training sessions across the county engaging those who are new to riding as well as those who need advanced urban cycling skills. The effort is geared toward ongoing education and training to support the growing community of cyclists.

Commute.org will oversee all project administration. They will partner with Silicon Valley Bicycle Coalition to provide educators and managing course logistics. The program aims to provide at least 15 courses on a variety of topics, including general education, basic bike maintenance, learn to ride, smart cycling, and an introduction to e-bikes.

2. Countywide Bicycle Trainers

Sponsor: Commute.org **Total Score:** 65.75

Requested Phases: Planning Recommended Phases: Planning Recommended Award: \$100,000

Project Description:

The Countywide Bicycle Trainers program aims to grow the number of League of American Bicyclists-certified Cycling Instructors (LCIs) in San Mateo County to support ongoing bike education and training. A large barrier to offering additional bicycle education courses has been the limited certified bicycle instructors, particularly in San Mateo County.

The goal is to train at least 10 people through the LCI program, including prerequisite courses and a weekend seminar. The establishment of the Countywide Bicycle Trainers program holds significant potential to bring important benefits to the community by creating more qualified bicycle education instructors in San Mateo County, including those that are Spanish speaking. Additional benefits include enhancing bicycle safety, promoting better health, contributing to sustainability, and fostering a stronger sense of community. Silicon Valley Bicycle Coalition is expected to be a key program partner, responsible for providing educators and managing course logistics. Funds will be reserved for program scholarships and stipends for those who meet needs-based criteria.

3. Bikeshare and Scooter-share Education and Marketing Campaign

Sponsor: C/CAG Total Score: 65.67

Requested Phases: Planning Requested Funding: \$100,000 Recommended Phases: Planning Recommended Award: \$100,000

Project Description:

C/CAG is planning to launch a bike and scooter share pilot program with a vision to provide residents and visitors with an affordable, convenient, and sustainable transportation option

that reduces vehicle miles traveled, connects communities to destinations across the County, and integrates with transit. Through their Community Outreach Plan developed for the pilot, C/CAG developed a Market Service Plan to promote the pilot program. These funds are requested to implement the strategies in the Market Service Plan.

C/CAG plans to utilize a multifaceted approach in implementing strategies to market the pilot including press events, e-blasts and social media posts focused on low-income discount program enrollment, low-income focused program enrollment/engagement, advertisement/digital printed ads, free monthly memberships to Bay Area influencers from Equity Focus Areas to promote the program, and paid focus groups with low-income residents or workers conducted in several languages.