

COUNTY OF SAN MATEO

Parks Department



DATE: July 14, 2015

BICYCLE ADVISORY COMMITTEE MEETING DATE: August 6, 2015

TO: Bicycle Advisory Committee

FROM: Ellen Barton, Active Transportation Coordinator, Office of Sustainability

SUBJECT: Transportation Development Act Article 3 Pedestrian/Bicycle Funding

RECOMMENDATION

Review and recommend to the Board of Supervisors authorization of a request to the Metropolitan Transportation Commission for the allocation of Transportation Development Act Article 3 Pedestrian/Bicycle Funding in the amount of \$21,050 to the Office of Sustainability for the Bicycle Routes and Rules project.

BACKGROUND

The Transportation Development Act (TDA) Article 3 Pedestrian and Bicycle grant funds are made available through State funds distributed by the Metropolitan Transportation Commission (MTC) to the City/County Association of Governments (C/CAG) on a formula basis. Jurisdictions apply for the funds through a competitive process conducted by C/CAG.

On October 10, 2014, C/CAG issued a call for projects for the Fiscal Year 2015/2016 grant program. The San Mateo County Office of Sustainability submitted a grant application to C/CAG on January 12, 2015 for a bicycle safety education project called Bicycle Routes and Rules. The project was approved for funding and the project was included in the San Mateo County TDA Article 3 Program for Fiscal Year 2015/2016 approved by the C/CAG Board on May 14, 2015.

Eligibility for Transportation Development Act Article 3 (TDA3) funds is limited to jurisdictions with a Bicycle Advisory Committee (BAC) meeting the requirements set forth by SB 4108. Projects must be reviewed by the BAC in order to be eligible for TDA Article 3 grant funds. On January 27, 2015, the Board of Supervisors adopted Resolution No. 073601 designating the San Mateo County Parks Commission as the San Mateo County BAC.

DISCUSSION

San Mateo County allocated funding for the creation of an Active Transportation Coordinator position in cooperation with the City/County Association of Governments, the San Mateo County Transportation Authority, and San Mateo County in 2013. In September 2014, the Active Transportation Coordinator became part of the Office of Sustainability. Goals of the Active Transportation program include increasing the proportion of daily transportation trips made by walking, bicycling, and other physically active modes in order to achieve the County’s shared vision goals of ensuring a healthy and environmentally conscious community.

The Active Transportation Coordinator works in partnership with community groups and agencies to increase facilities, plans, and resources to help more people in San Mateo County make more daily trips by walking and bicycling to school, shops, services, and other destinations. In the course of outreach during 2014 and 2015, community partners identified a need for increased access to information about recommended bicycle routes and traffic safety rules. To address this need, the Office of Sustainability applied for grant funds for the Bicycle Routes and Rules project in January 2015.

Bicycle Routes and Rules (BRR) includes three project elements:

1. Bicycle route map in on-line, mobile, and print formats
2. Bicycle traffic safety education materials available in multiple languages
3. Community outreach classes and guided rides

Tasks will be carried out according to the following estimated time line:

<i>Months:</i>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
Tasks:																					
Map –RFP Consultant	x	x	x																		
Map - Devel			x	x	x	x	x	x													
Map - final									x	x											
Map – app						x	x	x	x												
Education – RFP consultant			x	x	x																
Education – materials development					x	x	x	x													
Design, production									x	x	x										
Translation								x	x	x											
Outreach, events												x	x	x	x	x	x	x			
Evaluation – Counts														x	x					x	x

It is estimated that the project will begin in October 2015. See Attachment A for a summary project description and estimated budget.

FISCAL IMPACT

Approval of this authorization will have no fiscal impact to the Parks Department.

Approval of this authorization will result in a recommendation that the Board of Supervisors approve a resolution allowing the transfer of funds from MTC in the amount of \$21,050 to the San Mateo County Office of Sustainability.

Transportation Development Act Article 3 Bicycle Education grant funds require a dollar-for-dollar cash match. The Office of Sustainability has committed \$21,050 in Measure A funds as match for a total project budget of \$42,100.

Attachment A: Bicycle Routes and Rules project description summary and estimated budget

Attachment: Bicycle Routes and Rules Project Description and Estimated Budget

Draft Grant Application Scope for TDA3 funds for County Office of Sustainability

Bicycle Routes and Rules (BRR) includes three interconnected project elements:

1. Bicycle route map update – print and electronic
 2. Bicycle education materials – on-line, mobile, print
 3. Community Outreach – classes, events, guided rides
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1. Update of the county-wide bicycle route map will incorporate the dozens of infrastructure projects that are not currently included on the 2010 bike map. The update will add bicycle safety information to the map, including links to on-line and additional resources and assistance. Graphic design of the map will add visual messaging to reach a wider variety of demographic groups, specifically reaching those new to cycling or bicycle safety education and those with limited income. The updated map will be made available in print in English and Spanish versions. Electronic functionality of the map will be expanded for greater access on mobile devices and to leverage customized route search capabilities of existing applications. On-line bicycle education content from the map will be made available in additional languages as appropriate to reach diverse communities in San Mateo County.
 2. Bicycle education materials for use in events, outreach, classes, and activities will be produced in a variety of media formats including print, web, mobile and interactive. The brochure and website will provide standardized rules-of-the-road in a user-friendly and welcoming tone to encourage use by people new to cycling. The materials will be adapted from national and regional best-practices in collaboration with certified instructors and community partners. Educational materials will function as both education and marketing in order to increase the number and type of people attracted to learn about bike safety. Design elements will feature attractive images appropriate to a variety of demographic groups in San Mateo County and the information will be available in Spanish, English, and on-line in one or more other languages. On-line and mobile versions of the educational materials will leverage interactive quiz and survey options to collect data on awareness levels before and after education.
 3. Community-based teaching utilizing the above educational tools will include free access and distribution via partner organizations and jurisdictions. Collaborating with community partners, BRR will conduct bicycle education classes, staff community events, and host social/educational bicycle rides in jurisdictions throughout San Mateo County. Collaboration with jurisdictions and existing sustainability programs will leverage existing staffing and promotional investments to reach an estimated minimum of 7,000 residents through at least 50 events/venues each year. Pending award of additional grant funds applied for from other programs, outreach will be scaled up to reach, train, and measure behavior change for an estimated additional 3,000 residents each year.

Bicycle Routes and Rules

Project Budget

<i>Task Item</i>	<i>Requested TDA3 Funds</i>	<i>Cash Match</i>	<i>Total</i>
Task 1: Bicycle Map Data Update			
Task 1-A: Map Consultant	2,500	2,500	5,000
Task 1-B: Jurisdictions, content	400	400	800
Task 1-C: Translation	1,000	1,000	2,000
Task 1-D: Design, photos	2,000	2,000	4,000
Task 1-E: Print, distribute	3,250	3,250	6,500
Task 2: Bicycle education materials – website and mobile application			
Task 2-A: Contract developer	1,500	1,500	3,000
Task 2-B: Translation, content	1,300	1,300	2,600
Task 2-C: Collaborate Health	200	200	400
Task 2-D: Design, photos	1,500	1,500	3,000
Task 2-E: Mobile device, education	600	600	1,200
Task 3: Bicycle education materials – print			
Task 3-A: Design, contractor	1,800	1,800	3,600
Task 3-B: Translation	1,000	1,000	2,000
Task 3-C: Content, QR code	500	500	1,000
Task 3-D: Print, distribute	1,200	1,200	2,400
Task 4: Community-based teaching – outreach			
Task 4-A: Distribution: cities	200	200	400
Task 4-B: Collaborate: events	100	100	200
Task 4-C: Partner training	150	150	300
Task 4-D: Volunteers	150	150	300
Task 4-E: Additional Grants		(pending)	0
Task 5: Evaluate effectiveness			
Task 5-A: Website data	300	300	600
Task 5-B: Outreach counts	200	200	400
Task 5-C: Surveys		(pending)	0
Task 5-D: Traffic data	200	200	400
Task 6: GIS version of Map			
Task 6-A: GIS Consultant	1,000	1,000	2,000
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Totals:	21,050	21,050	42,100