

SAN MATEO COUNTY
BICYCLE AND PEDESTRIAN ADVISORY
COMMITTEE (BPAC) MEETING

04.18.2024

## WHO ARE WE?

#### PROJECT TEAM



#### PROJECT LEAD

ZIONNE FOX,
PUBLIC ACCESS PROGRAM MANAGER

BRYANNA WHITNEY,
PUBLIC ACCESS PROJECT MANAGER

#### CONSULTANT TEAM

JESSE JONES, PLACEWORKS

TOOLE DESIGN - TRANSPORTATION & ENGINEERING
H.T. HARVEY & ASSOCIATES - BIOLOGY & OPEN SPACE RESOURCES
TIMOTHY C. BEST - GEOLOGY & TRAIL DESIGN
INCOMMON - COMMUNITY ENGAGEMENT FRAMEWORK
OUTREACH AND ENGAGEMENT SUPPORT

#### BAY TO SEA TRAIL PLANNING COALITION

CALIFORNIA STATE COASTAL CONSERVANCY

CALIFORNIA STATE PARKS, SANTA CRUZ DISTRICT

CITY OF HALF MOON BAY

CITY OF REDWOOD CITY

COASTSIDE LAND TRUST

COUNTY OF SAN MATEO

GOLDEN GATE NATIONAL RECREATION AREA (GGNRA)

MIDPENINSULA REGIONAL OPEN SPACE DISTRICT (MIDPEN)

PENINSULA OPEN SPACE TRUST (POST)

SAN FRANCISCO PUBLIC UTILITIES COMMISSION (SFPUC)

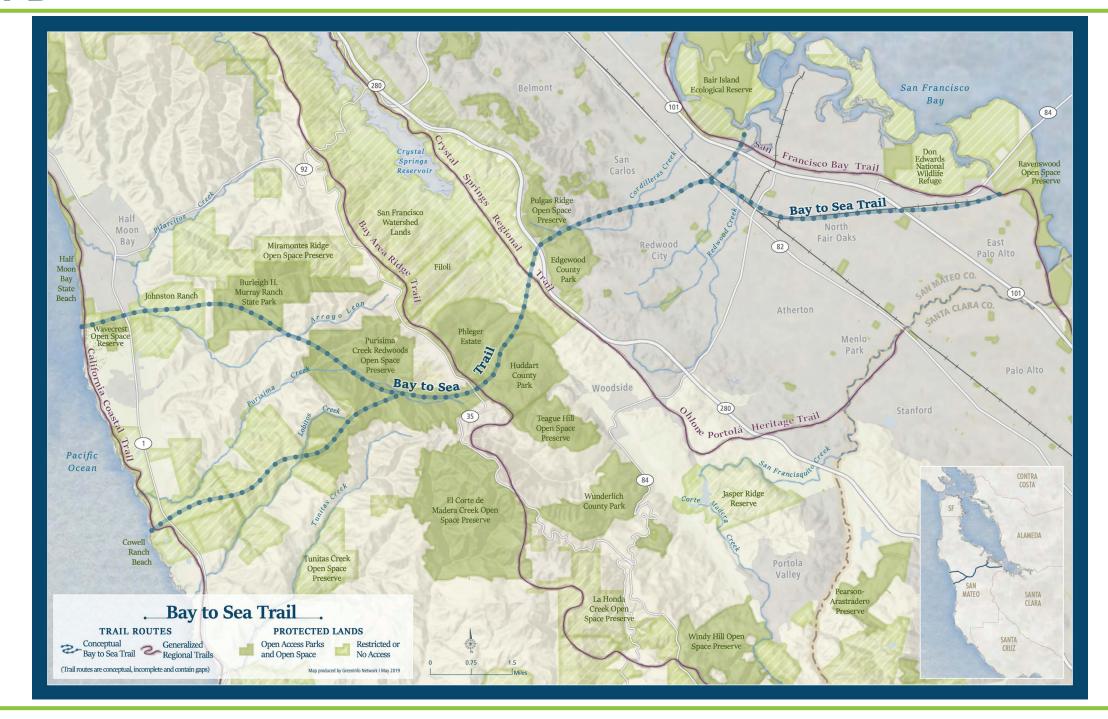
US FISH AND WILDLIFE, BAIR ISLAND

CITY OF EAST PALO ALTO - JOINED SINCE LAST BPAC MEETING

CITY OF MENLO PARK - JOINED SINCE LAST BPAC MEETING

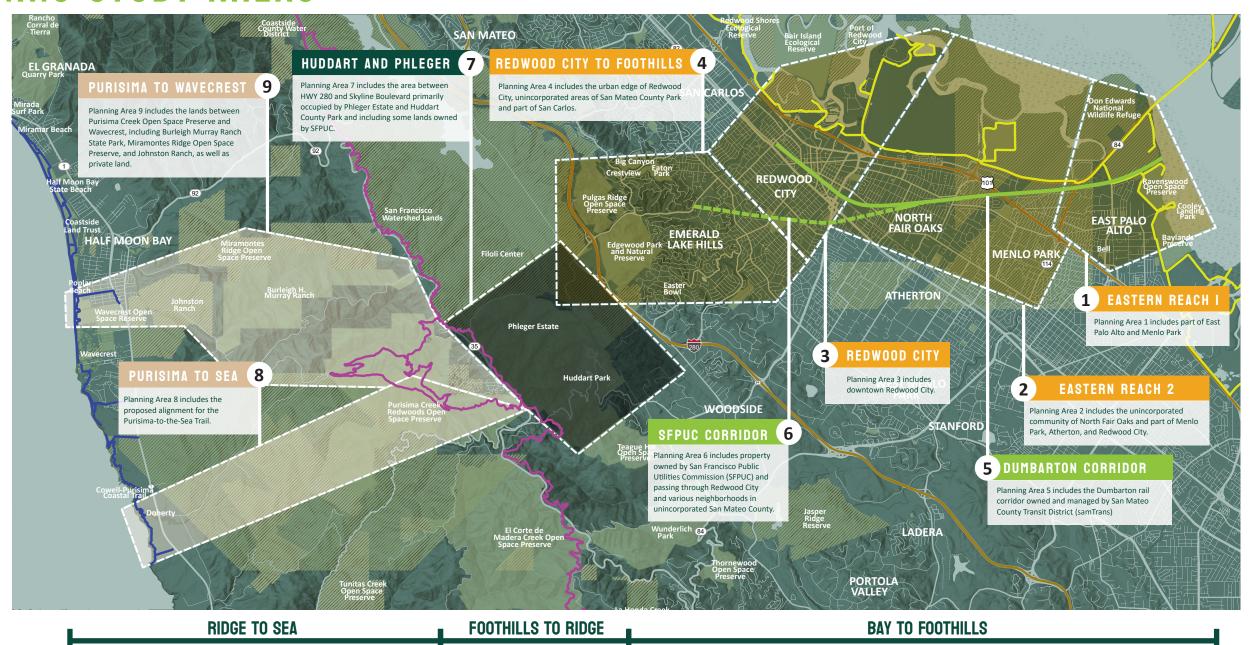
# BACKGROUND

## VISION MAP



## BACKGROUND

#### PLANNING STUDY AREAS



#### WHAT'S HAPPENED SINCE WE LAST MET?

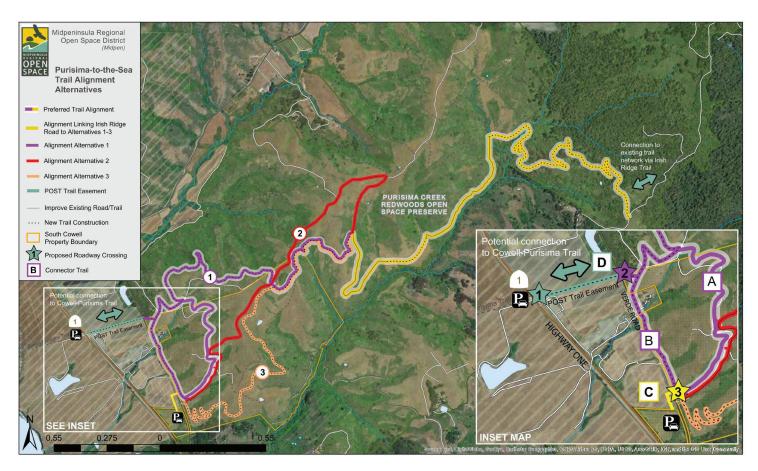


APPROVAL OF TRAIL SEGMENTS FROM PARTNER AGENCIES.

CONFIRMATION OF VISION AND GUIDING PRINCIPLES.

YOUTH-FOCUSED COMMUNITY ENGAGEMENT.

ALIGNMENT PRIORITIZATION WITH BAY TO SEA PLANNING COALITION.



SOURCE: MIDPENINSULA REGIONAL OPEN SPACE BOARD AGENDA PACKET, MAY 24, 2023
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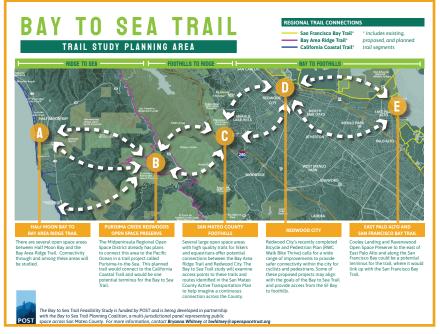


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KEY TAKEAWAYS



## KEY TAKEAWAYS

PEOPLE
(HIKERS/BIKERS/
EQUESTRIANS)
ARE EXCITED ABOUT
THE IDEA!



- OTHER IMPORTANT COMMUNITY PRIORITIES (HOUSING, CLIMATE CHANGE, SAFE STREETS)
- COMMUNITY COMFORT AND SENSE OF BELONGING

KEY TAKEAWAYS



KEY TAKEAWAYS

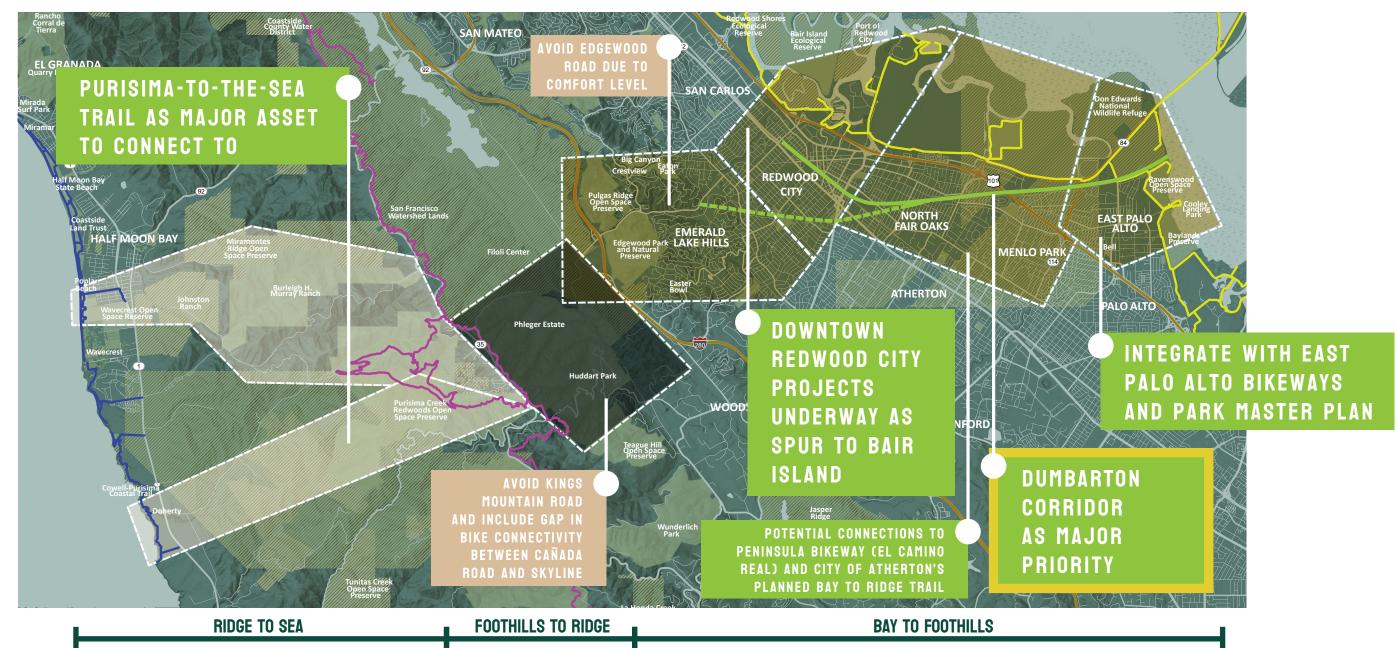




- ALIGNMENT PRIORITIES
- BRANDING AND INFORMATIONAL MATERIALS
- DISCOVERY AND
  IMPLEMENTATION TOOLKIT FOR
  DIFFERENT PHASES OF TRAIL
  DEVELOPMENT

## TRAIL ALIGNMENT

#### ALIGNMENT CONSIDERATIONS AND ON-GOING CHALLENGES



#### **OVERVIEW**



The concept of the Bay to Sea Trail is introduced to the public and there is an emphasis on **building public interest and awareness** of the project. Visual identity elements of the trail are established, including a project logo. Engagement strategies focus on building awareness, and may include **virtual tools, temporary signage, and collaborative events** with active transportation advocacy groups and community-based organizations.

# 2 Intermediate Trail Development

Key trail segments are formalized with permanent signage while trail gaps are still present. The trail is well known locally and among active transportation enthusiasts. Growing public awareness helps support political momentum for investments in facility improvements and gap closures. Additional branding elements are developed and substantiate a distinctive voice and personality. Wayfinding strategies focus on providing route clarity at facility transitions.

Temporary trailheads are deployed to direct trail users around gaps.

# Full Trail Realization

The Bay to Sea Trail provides a continuous and comfortable route from the San Francisco Bay to the Pacific Ocean. The trail is known throughout the region and is frequently used as a connection between other regional trails and among community destinations. There is broad public support and name recognition throughout the Bay Area and coastal communities. Sustainable management and funding mechanisms are in place. Wayfinding is well integrated with existing infrastructure, is cohesive throughout the entire route, and is adapted to meet the unique regulations of each jurisdiction it traverses. The trail is included on maps at permanent trailheads throughout the region. Connections to the trail at transit stops and community destinations along the route are highly visible.

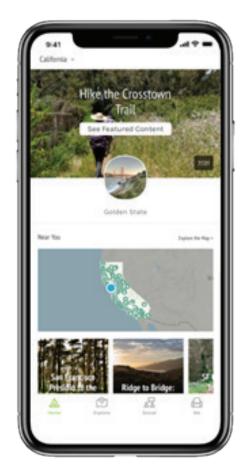
## PHASE I TOOLS

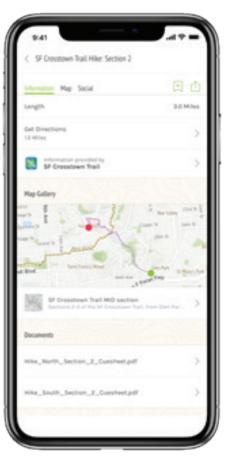
1 Initial Trail Discovery

The concept of the Bay to Sea Trail is introduced to the public and there is an emphasis on **building public interest and awareness** of the project. Visual identity elements of the trail are established, including a project logo. Engagement strategies focus on building awareness, and may include **virtual tools, temporary signage, and collaborative events** with active transportation advocacy groups and community-based organizations.

## → TOOLS:

#### **ONLINE PRESENCE & APP INTEGRATION**







**CASE STUDY: CROSSTOWN TRAIL** 

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→ TOOLS: COMMUNITY COLLABORATIONS AND SPECIAL EVENTS

CASE STUDY: BRIDGE TO BRIDGE TRAIL



## INPUT FROM BPAC

1 Initial Trail Discovery

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→ TOOLS: PHYSICAL PRESENCE (TEMPORARY)



## QUESTIONS FOR YOU

BAY TO SEA TRAIL FEASIBILITY STUDY



WHAT ARE YOUR THOUGHTS ON DISCOVERY & IMPLEMENTATION TOOLKIT? WHICH TOOLS DO YOU THINK WILL BE MOST EFFECTIVE AND HOW CAN BPAC BE INVOLVED?



WHAT DO YOU THINK IS MOST IMPORTANT FOR TRAIL IDENTITY?

