

03 | Community needs assessment

When it comes to identifying the walking and biking needs in any community, it is the members of that community who are the foremost experts. After all, they are the ones who walk or bike the streets on a regular basis—or who would like to but are discouraged by the existing conditions.

For this reason, the Walk Bike Daly City process relied on an extensive community outreach and engagement effort to identify needs. The purpose of that effort was to gather input from the general public on the barriers, obstacles and challenges to walking and biking in the City; the needs and concerns of local pedestrians and cyclists; specific problem areas and locations; and ideas and suggestions for improving conditions.

The community needs assessment was conducted in late 2018. Input from the public was gathered through three main channels: an online survey; an online map on which people could pin location-specific comments and also respond to other people's comments; and comment cards handed out at public events and made available at community centers throughout the City. The effort resulted in almost 800 individual comments. These comments were assessed, summarized, and used to prioritize the needs and, ultimately, to help formulate the improvements recommended in this plan.

The rest of this chapter describes in detail the opportunities for public engagement and participation, and also the ways in which those opportunities were publicized. Perhaps more importantly, the chapter summarizes the comments received, identifying the key themes and main areas

of concern. A series of appendices to this document lists all the comments received.

Online survey

The Walk Bike Daly City online survey was open for three months, from mid-September to mid-December 2018. The survey, administered through SurveyMonkey.com, contained 11 questions, all of which were optional. Respondents were eligible to win one of three \$25 gift cards for Amazon.com. The survey received 316 responses. Below are the questions included in the survey, along with a summary of the responses to each question.

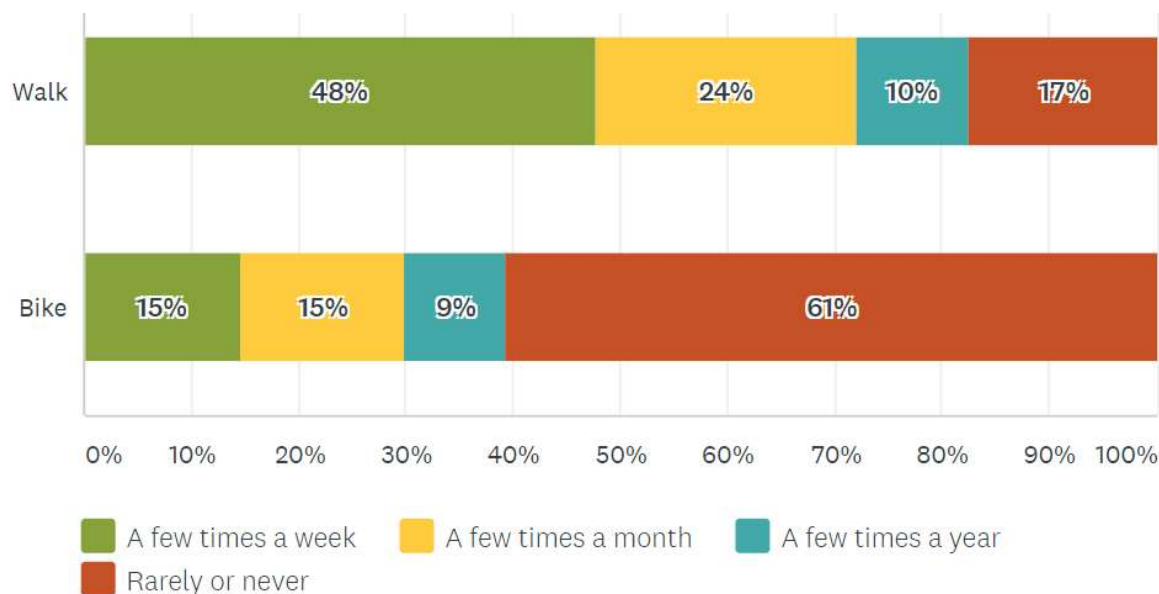


Screenshot of the introductory section of the online survey.

Q1: Walking or biking for transportation

The first question asked, “How often do you walk or bike in Daly City for transportation (to go to school, work, a transit stop, shopping, etc.)?” 305 people responded regarding walking and 280 responded regarding biking. As shown in the chart below,

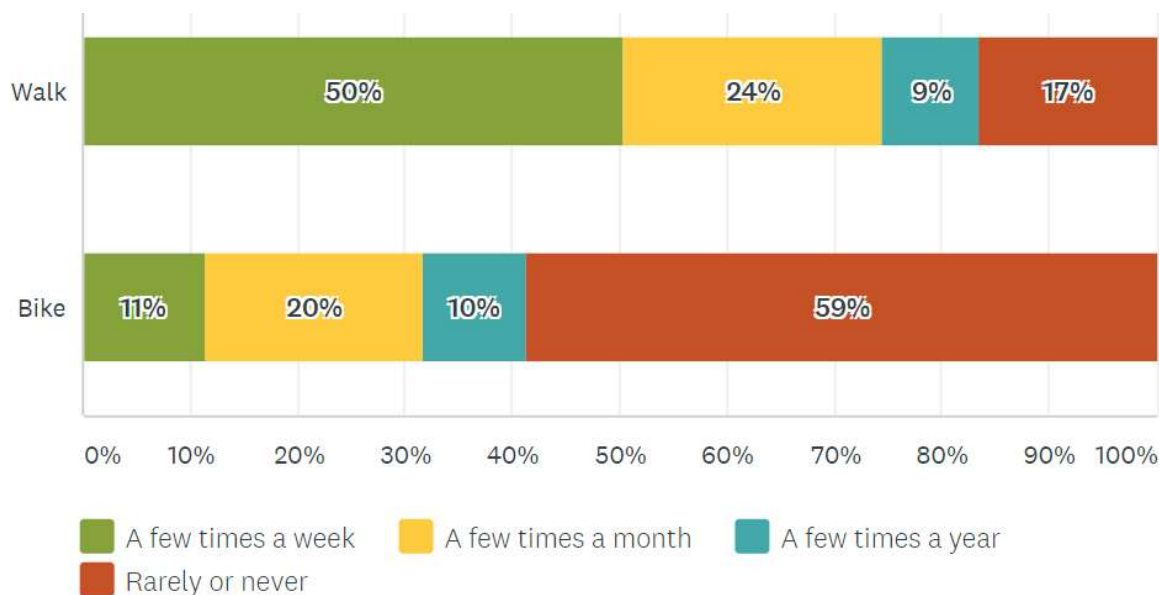
almost half of respondents (48%) walk in Daly City for transportation a few times a week while 15% bike for transportation at the same frequency. At the other end of the spectrum, 17% rarely or never walk, and just over three fifths (61%) rarely or never bike, in Daly City for transportation.



Q2: Walking or biking for recreation/exercise

This question asked, “How often do you walk or bike in Daly City for recreation or exercise?” 302 people responded regarding walking and 280 responded regarding biking. As the chart below shows, half (50%) of respondents walk in Daly City

for recreation or exercise a few times a week while just over one tenth (11%) bike for those purposes at the same frequency. At the other end of the spectrum, 17% rarely or never walk, and almost three fifths (59%) rarely or never bike, in Daly City for recreation or exercise.



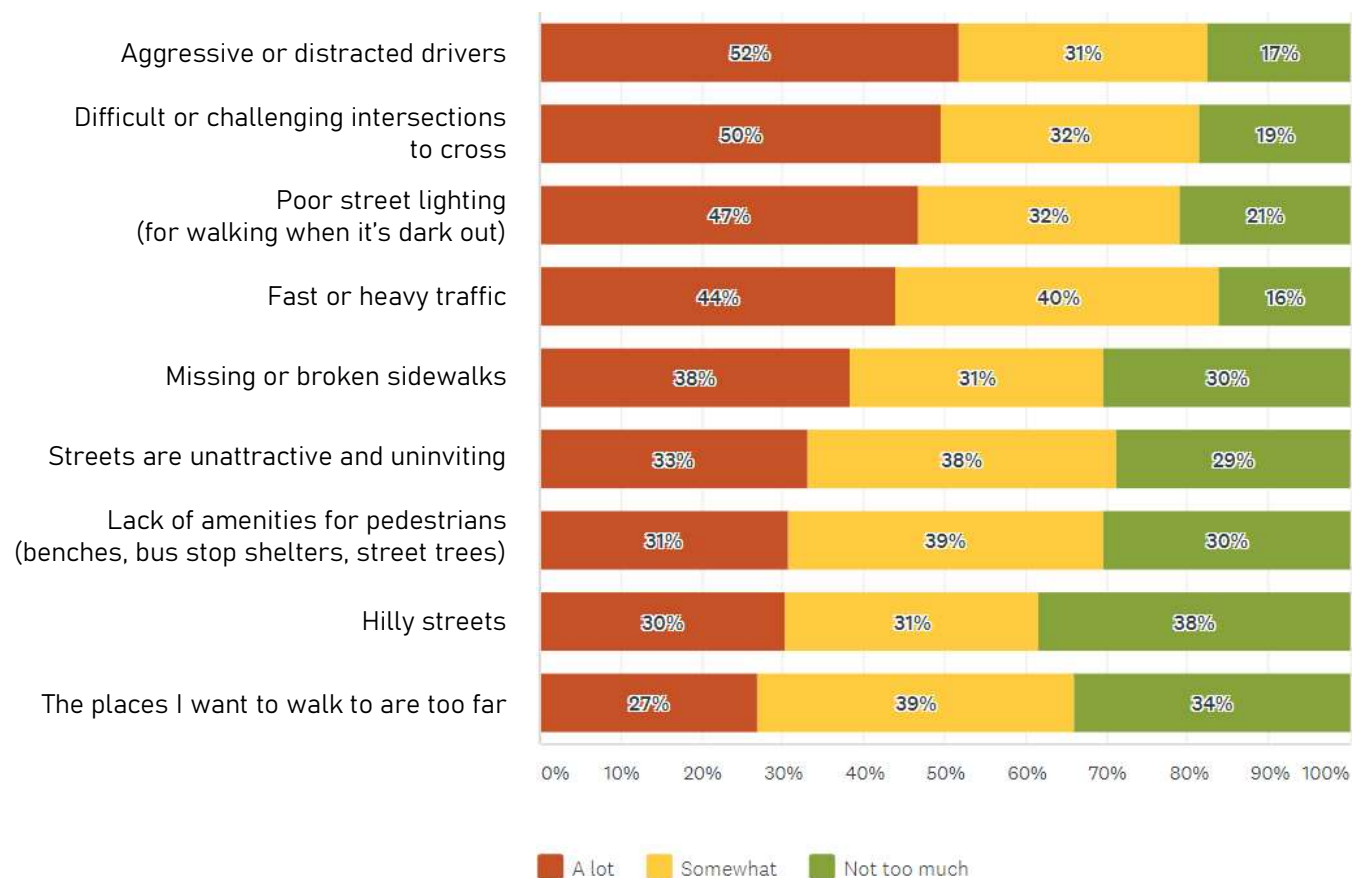
Q3: Challenges and obstacles to walking

This question listed nine potential challenges and obstacles related to walking and asked respondents, “In your opinion, how much do they discourage you or other people from walking in Daly City?” (In the survey, the challenges were always listed in random order.) The answer choices were “a lot” (shown on the chart below in red), “somewhat” (shown in yellow) and “not too much” (shown in green). 275 people responded to this question. As the chart shows, the following four challenges were seen by more than 75% of respondents as discouraging

people “a lot” or “somewhat” from walking (the combined red and yellow parts of the bars):

- Aggressive or distracted drivers (83% of respondents).
- Difficult or challenging intersections to cross (82% of respondents).
- Poor street lighting (for walking when it is dark out; 79% of respondents).
- Fast or heavy traffic (84% of respondents).

These could be interpreted to be the most important or significant obstacles to walking in Daly City.



Respondents were allowed to submit a comment in response to this sub-question: “Did we forget any general challenges or obstacles to walking in Daly City?” 85 responses were submitted (see Appendix C-1). Additional challenges that were mentioned several times include the fog, which makes it hard for drivers to see pedestrians; cars parked on the sidewalk; litter and dog droppings on the sidewalks; cyclists who are inconsiderate of pedestrians; and concerns about crime. In addition, many of the

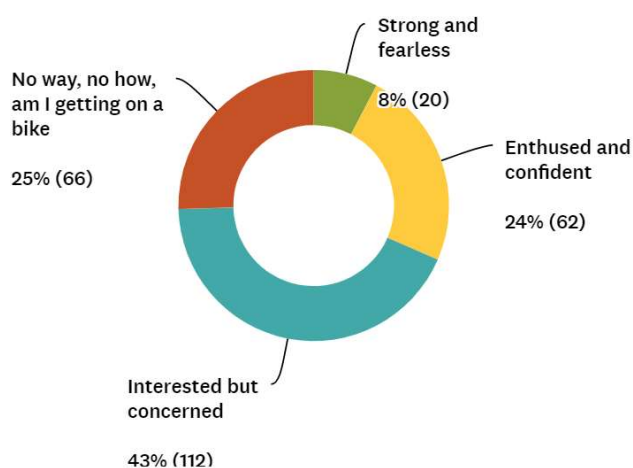
responses simply echoed the challenges and obstacles listed in the main question, particularly the lack of sidewalks; aggressive or careless drivers; and challenging street crossings.

Q4: Improving walking conditions

This was an open-ended question asking, “Are there specific streets or intersections in Daly City that are especially challenging or intimidating for pedestrians? Or do you have specific ideas or suggestions for improving walking conditions in the City?” The question received 148 responses, which are listed in Appendix C-2. A summary of the responses has been incorporated into the “key themes” section, at the end of this chapter.

Q5: Type of cyclist

This question asked respondents to select the bicyclist profile that best describes them. 260 people responded to this question. As shown in the chart below, more than two fifths (43%) classified themselves as “interested but concerned.” One quarter (25%) responded, “no way, no how, am I getting on a bike,” while almost as many (24%) identified themselves as “enthused and confident” cyclists. Just under one tenth (8%) classified themselves as “strong and fearless” cyclists.



Q6: Challenges and obstacles to biking

This question listed eight challenges and obstacles related to biking and asked respondents, “In your opinion, how much do they discourage you or other people from biking in Daly City?” (In the survey, the challenges were always listed in random order.) The answer choices were “a lot” (shown in the chart on the following page in red), “somewhat” (shown in yellow) and “not too much” (shown in green). 251 people responded to this question. As the chart shows, the following challenges were seen by more than 85% of respondents as discouraging people “a lot” or “somewhat” from biking (the combined red and yellow parts of the bars):

- Aggressive or distracted drivers (90% of respondents).
- Lack of bike lanes, bike paths and bike routes (87% of respondents).
- Fast or heavy traffic (86% of respondents).

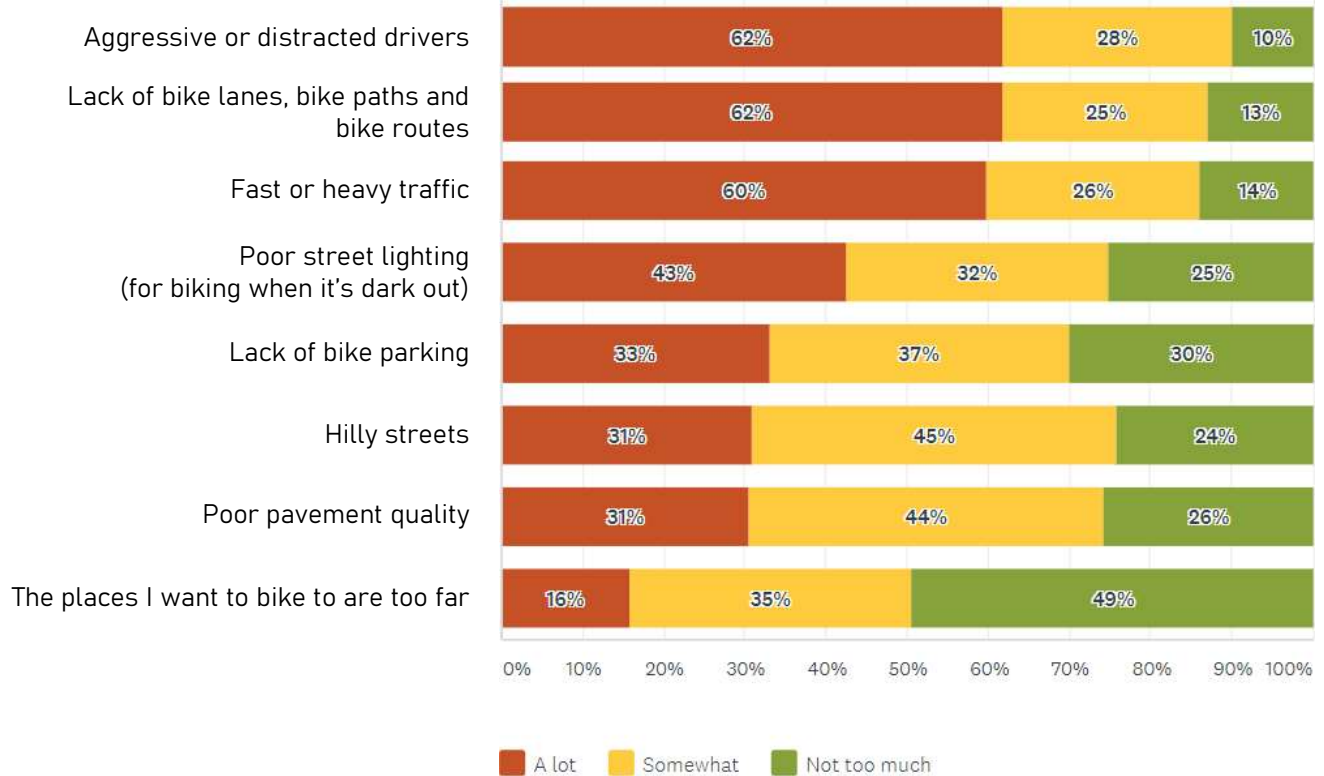
These could be interpreted to be the most important or significant obstacles to biking in Daly City.

Respondents were allowed to submit a comment in response to this sub-question: “Did we forget any general challenges or obstacles to biking in Daly City?” 37 responses were submitted (see Appendix C-3). Most of these responses did not raise new challenges or obstacles but rather echoed those listed in the main question, particularly the lack of space and facilities on the streets for cyclists. One additional challenge that was mentioned several times is Daly City’s cold, foggy weather.

Q7: Improving biking conditions

This was an open-ended question asking, “Are there specific streets or intersections in Daly City that are especially challenging or intimidating for cyclists? Or do you have specific ideas or suggestions for improving biking conditions in the City?” The question received 93 responses, which are listed in Appendix C-4. A summary of the responses has been incorporated into the “key themes” section, at the end of this chapter.

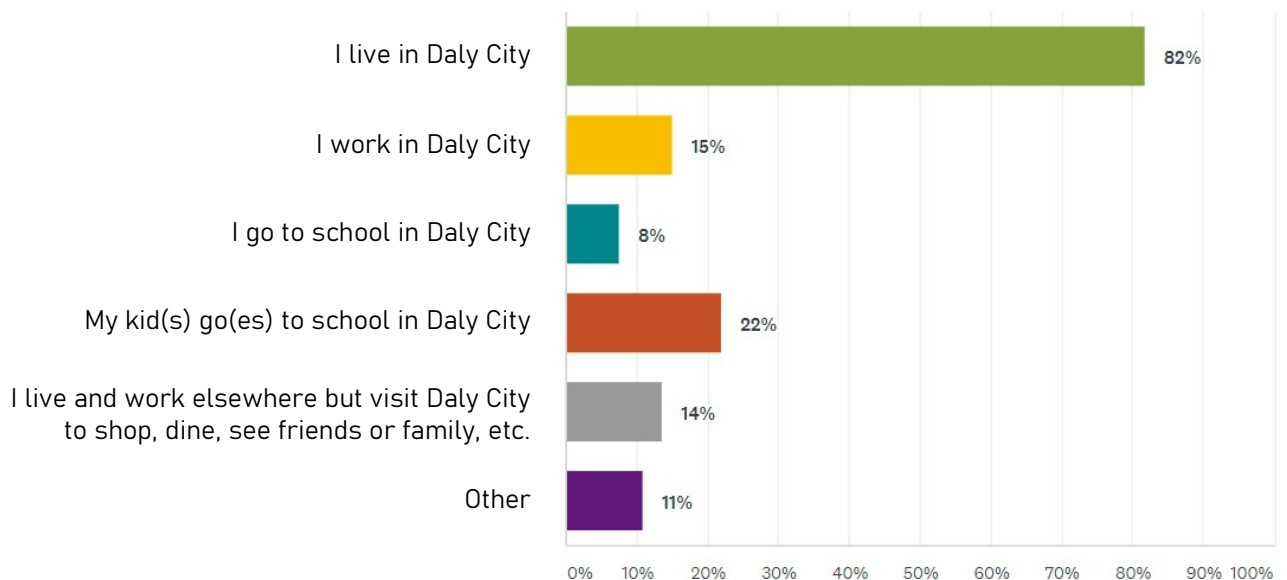
Q6 continued: Challenges and obstacles to biking



Q8: Connection to Daly City

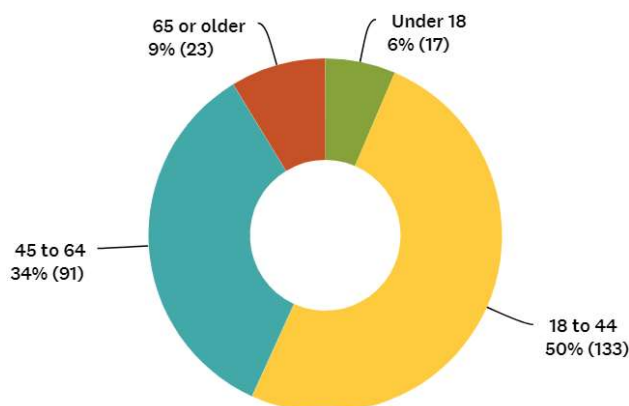
This question asked, “What is your connection to Daly City?” (People could select more than one answer.) 265 people responded to this question. As shown in the chart below, more than four fifths of respondents (82%) live in Daly City, 15% work in

Daly City and 14% “live and work elsewhere but visit Daly City to shop, dine, see friends or family, etc.” Almost a third (30%) are either youth who go to school in Daly City or are adults who have children who do. 28 people responded “Other” and specified their answer (see Appendix C-5).



Q9: Respondents' age

264 people responded to this question. As shown in the chart below, 6% of respondents were under 18 years old; half (50%) were ages 18–44; one third (34%) were ages 45–64; and almost a tenth (9%) were 65 or older.



Q10: Disability status of respondents

265 people responded to this question. Almost a tenth (9%) of respondents had a “disability or medical condition that makes it difficult to walk at least some of the time” while 91% did not indicate having such a disability or medical condition.

Q11: Drawing for gift cards; sign-ups for project updates

- 219 people indicated that they would like to be entered in the drawing for one of three \$25 gift cards for Amazon.com. See the sidebar below for the results of the drawing.
- 116 people indicated that they would like to receive future announcements and updates about Walk Bike Daly City.

Drawing for Amazon.com gift cards

Anyone who submitted a comment as part of the community needs assessment for the Walk Bike Daly City plan and who provided an email address was entered in a drawing for one of three \$25 gift cards for Amazon.com. 343 email addresses were entered in the drawing. (Only unique addresses were entered; duplicate addresses—from people who submitted more than one comment using the same email address—were removed from the list of entrants to the drawing.)

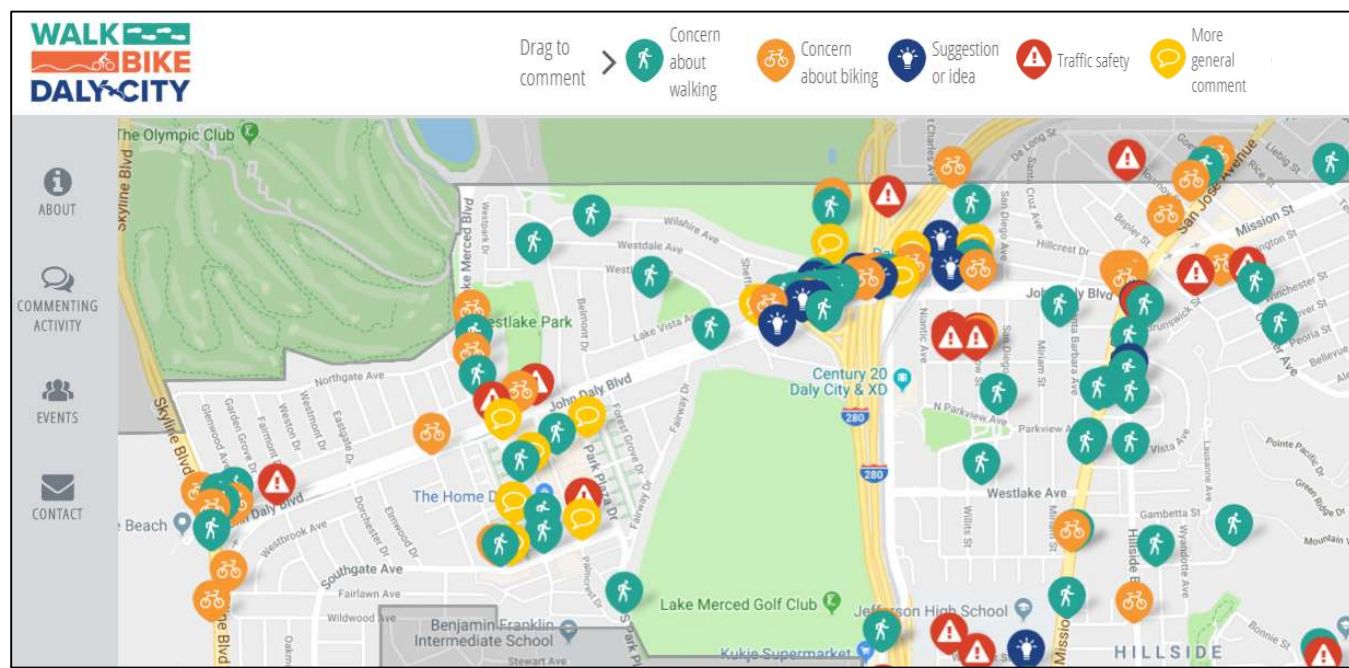
The drawing was held on December 27, 2018, using an online application called Random.org. The following three winners were picked at random by the application (their email addresses have been anonymized for privacy); they were notified of having won and were invited to redeem their gift card:

- rm...rt@gmail.com
- rw...23@yahoo.com
- va...yr@sbcglobal.net

Interactive pinnable map

In addition to the online survey, the City set up an online map on which people could pin markers with location-specific comments, and also read and respond to the comments that others posted. Both the map and the online survey were available through the project webpage and both were open for comment during the same time period, from mid-September to mid-December 2018.

Participants could post the following five types of comments, using markers of different colors as shown in the screenshot below: “concern about walking” (turquoise marker), “concern about biking” (orange), “suggestion or idea” (dark blue), concern about general “traffic safety” (red), and “more general comment” (yellow). Commenters were also eligible to win one of the three \$25 Amazon gift cards mentioned earlier.



Screenshot of the interactive pinnable map.

360 comments were submitted through the map (of these, 329 were pinned comments and 31 were responses to the comments). The breakdown by comment type shows:

- Concern about walking: 178 comments. These comments are listed in Appendix D-1.
- Concern about biking: 69 comments; see Appendix D-2.
- Suggestion or idea: 42 comments; see Appendix D-3.
- Concern about general traffic safety: 49 comments; see Appendix D-4.
- More general comment: 22 comments; see Appendix D-5.

The locations with the greatest concentrations of comments include:

- The John Daly Boulevard / Skyline Boulevard intersection.
- John Daly Boulevard around I-280 and the BART station (roughly between De Long Street and Sheffield Drive).
- The San Jose Avenue–Mission Street–San Pedro Road corridor.
- Crocker Avenue, just west of the Village in the Park residential complex.
- Hickey Boulevard east of Gellert Boulevard.

Comment cards and other channels

The City distributed printed Walk Bike Daly City comment cards soliciting people's opinions about walking and biking in Daly City, and their ideas and suggestions for improving conditions (see images below). The comment cards were handed out at meetings where project staff gave presentations or at community events or gathering spots where staff set up tables with information about the project. These occasions are listed below (all dates are 2018).



Making Daly City more walkable and bikeable

Give your input for a chance at a \$25 Amazon gift card!

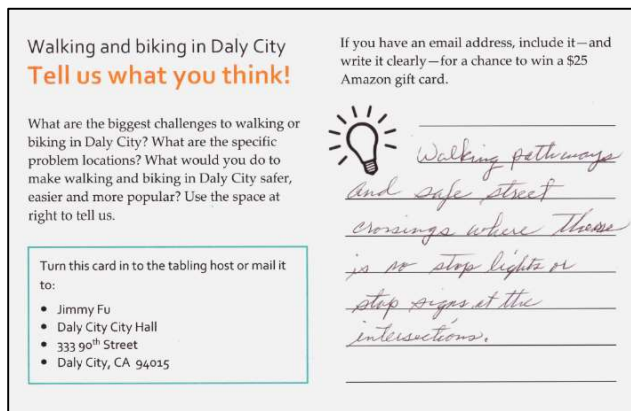
WALKBIKE DALY CITY

The City of Daly City is updating its Bicycle and Pedestrian Master Plan. The new plan, called **Walk Bike Daly City**, will recommend new projects to make walking and biking in Daly City—including to school—safer, easier and more popular than ever before.

Go to WalkBikeDalyCity.org or scan the code at left, and tell us what you think:

- Fill out a brief **survey**—and be eligible to win one of three \$25 Amazon gift cards.
- Pin comments on an **online map**—and read what others have posted—also for a chance to win a \$25 Amazon gift card.
- Stop by a **project event** to learn more or give your input. All events are open to the public.
- **Email or call** Jimmy Fu (City of Daly City) at (650) 991-8165.

WalkBikeDalyCity.org



Walking and biking in Daly City
Tell us what you think!

What are the biggest challenges to walking or biking in Daly City? What are the specific problem locations? What would you do to make walking and biking in Daly City safer, easier and more popular? Use the space at right to tell us.

If you have an email address, include it—and write it clearly—for a chance to win a \$25 Amazon gift card.

Turn this card in to the tabling host or mail it to:

- Jimmy Fu
- Daly City City Hall
- 333 90th Street
- Daly City, CA 94015

Walking pathways and safe street crossings where there is no stop light or stop signs at the intersections.

Front of the comment card (top image) and back of the card with a sample comment (bottom image).

- Latino Heritage Month celebration at City Hall (September 15).
- Weekday senior luncheon at Doelger Senior Center (September 19).
- City Council hearing at City Hall (September 24).
- Tabling at the farmers' market at Serramonte Center (September 27).
- Presentation and listening session at Hillcrest Gardens, a residential community for seniors (September 27).

- Kasayahan Sa Daly City (Filipino-American History Month celebration) at Marchbank Park (October 13).
- Meeting of the Bayshore Parent Teacher Organization at Bayshore Elementary School (October 17).
- Tabling on four occasions at the Daly City and Colma BART stations (various dates in October).
- Healthy Living, Healthy Lives Fair at Serramonte Center (November 10).

In addition to the above events, project staff also tabled at the National Night Out event at Serramonte Center on August 7, prior to launching the community needs assessment, to begin introducing the project to the public.

Stacks of comment cards were also dropped off at public schools throughout the City. In addition, comment cards—along with display boards with general information about the project—were placed visibly at a dozen gathering places throughout the City. These included:

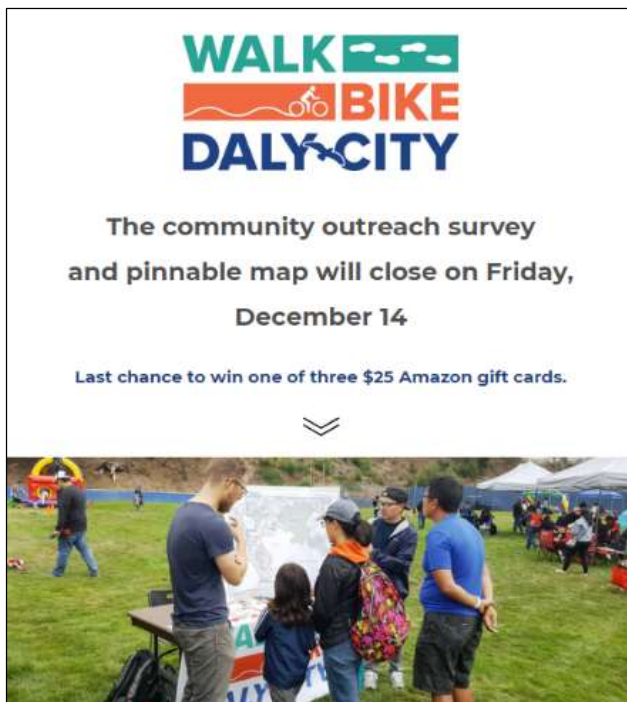
- War Memorial Community Center.
- Bayshore Community Center.
- Lincoln Park Community Center.
- Doelger Senior Center.
- Community Service Center.
- Larcombe Clubhouse.
- Serramonte Main Branch Library.
- Westlake Branch Library.
- Bayshore Branch Library.
- John Daly Branch Library.
- Administrative office of the Recreation Department (Westlake Park).
- Administrative office of the Public Works Department's Engineering Division (City Hall).

Appendix E lists the 31 comments submitted on comment cards as well as through various other channels. These miscellaneous channels include the comment form on the project website (www.WalkBikeDalyCity.org), email, postal mail and Nextdoor (a social-media platform for neighborhoods).

Publicizing the opportunities for public participation

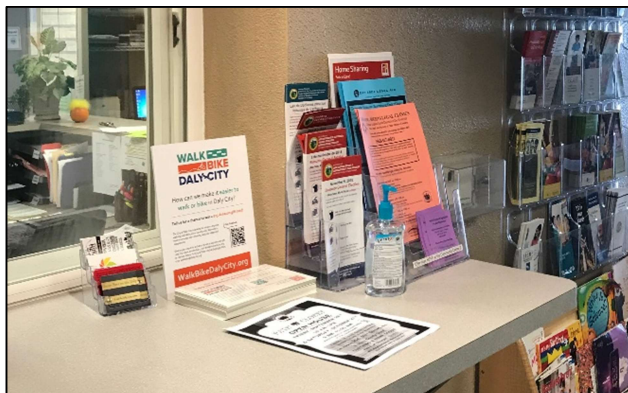
Opportunities for the public to provide input are effective only to the extent that people know about them. To inform the community, the City publicized the outreach for the Walk Bike Daly City plan through various online and off-line means:

- Mass email to the nearly 70 contacts that were on the project's email distribution list at the time. (The list has since grown to more than 300 contacts.)



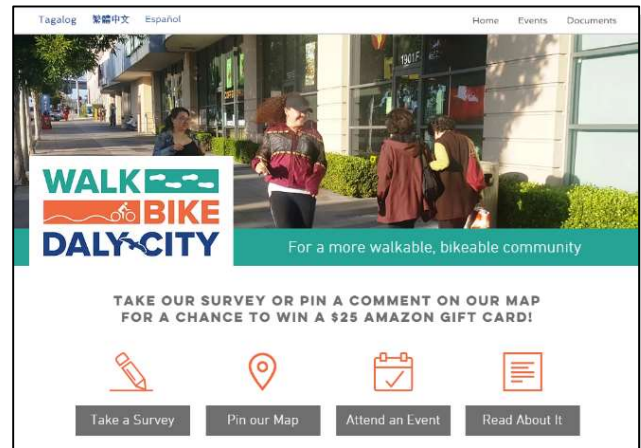
Partial screenshot of the mass email.

- Display boards at the gathering places listed in the previous section.



Display board.

- Project website.



Screenshot of the project website. The screenshot shows links to the online survey and the pinnable map.

- Posts and announcements on the City's website and Facebook and Twitter feeds; in the City's "Daly Wire" (a monthly e-newsletter); and on Nextdoor.



Post about the project on the City's Facebook feed (top image) and on the City's website (bottom image).

- Tabling and presentations at the occasions listed in the previous section.



Tabling at Kasayahan Sa Daly City (Filipino-American History Month celebration) at Marchbank Park.



Tabling at the farmers' market at Serramonte Center.



Visitor to the project table at City Hall, before a City Council hearing.



After a presentation at the weekday senior luncheon at Doelger Senior Center.

- Requests to other agencies and organizations to post an announcement on their website or social-media feeds and in their newsletters. The request was sent to, among others, the Daly City Partnership (a community services nonprofit), Silicon Valley Bicycle Coalition and San Francisco Bicycle Coalition (advocacy groups) and Republic Services (the City's garbage and recycling collection company).



Announcement on the website of the Silicon Valley Bicycle Coalition.

General concerns about walking

- Difficult, challenging or intimidating intersections to cross.
- Speeding traffic, and careless or distracted drivers. This is a concern especially around the elementary and middle schools. Suggestions regarding unsafe driver behavior around schools included higher-visibility crosswalks, more crossing guards, slow-traffic zones, warning signs and a more consistent police presence.
- Cars parked on the sidewalk, obstructing pedestrian access.
- Trash, discarded furniture and dog waste on sidewalks.
- Poor street lighting, for walking when it is dark or foggy.

Location-specific concerns about walking

- Large, complex intersections can be difficult or intimidating for pedestrians to cross. These intersections tend to be where major thoroughfares cross each other. The following intersections were identified as being areas of concern for walking:
 - Along John Daly Boulevard: Mission Street/Hillside Boulevard, Junipero Serra Boulevard, I-280, Poncetta Drive, Lake Merced Boulevard and Skyline Boulevard.
 - Along Mission Street and Hillside Boulevard between John Daly Boulevard and Como Avenue.
 - Along Junipero Serra Boulevard: I-280, Washington Street, San Pedro Road, Southgate Avenue, Serramonte Boulevard and Hickey Boulevard. (It should be noted that the intersections at Southgate, Serramonte and Hickey are located in part or entirely outside the Daly City city limits.)
 - Along I-280: Washington Street, Serramonte Boulevard and Hickey Boulevard.
 - Along Gellert Boulevard: Serramonte Boulevard, Hickey Boulevard and King Drive.
 - Along Skyline Boulevard: Westridge Avenue and Westmoor Avenue.
 - Other intersections: Mission Street/E. Market Street/San Pedro Road, Southgate Avenue/Westmoor Avenue, Sullivan Avenue/Eastmoor Avenue and Serramonte Boulevard/Highway 1.

- Lack of sidewalk or sidewalk gaps on:
 - Crocker Avenue between Pointe Pacific Drive and Hana Vista Lane.
 - John Daly Boulevard, on the north side between the Daly City BART station and Sheffield Drive, and at Skyline Boulevard.
 - Junipero Serra Boulevard south of B Street.
 - Hickey Boulevard between Gellert Boulevard and I-280.

General concerns about biking

- Too few bikeways (bike lanes, bike routes, bike paths and other similar facilities); more generally, lack of safe cycling space on streets due to narrow streets, fast traffic and on-street parking.
- Inadequate bike connections to the Daly City BART station, Westlake Shopping Center, Serramonte Center and neighboring jurisdictions, especially San Francisco, Colma and South San Francisco. Coordination with San Mateo County needed to provide bike connections through the unincorporated neighborhood of Broadmoor.
- Fast traffic, and aggressive or distracted drivers.
- Difficult, challenging or intimidating intersections to cross; also, intersections lack technology to detect cyclists waiting at the traffic light to cross.
- Daly City's cold, windy weather; also, the fog makes it hard for drivers and cyclists to see each other.

Location-specific concerns about biking

- Lack of a safe bikeway on John Daly Boulevard between the Daly City BART station and Sheffield Drive; the boulevard is an essential east-west connector to the BART station, with no adequate alternatives. The I-280 and Highway 1 on- and off-ramps are particularly challenging. Also, opportunities could be explored to provide a continuous bikeway to Skyline Boulevard using the frontage roads (N. and S. Mayfair Avenues), and possibly the medians and parking lots, along John Daly Boulevard.
- Very fast traffic on Skyline Boulevard and, to a lesser extent, also on Skyline Drive.
- Lack of safe cycling space on a number of other important east-west thoroughfares such as Southgate Avenue (a segment of which runs north-south), Westmoor Avenue, Eastmoor Avenue, Crocker Avenue, S. Hill Boulevard,

Serramonte Boulevard and Hickey Boulevard (especially through I-280); and on other north-south routes such as the San Jose Avenue/Mission Street/San Pedro Road corridor, Hillside Boulevard, Lake Merced Boulevard, Junipero Serra Boulevard (a rare flat north-south route through Daly City) and Callan Boulevard.

- Intersections where the above-named streets cross tend to be large and complex, with many turning movements and potential conflicts. Challenging intersections for cyclists include John Daly Boulevard/Mission Street/Hillside Boulevard; John Daly Boulevard/Junipero Serra Boulevard; John Daly Boulevard/Skyline Boulevard; Southgate Avenue/Westmoor Avenue; Mission Street/San Pedro Road/E. Market Street; and San Pedro Road/Junipero Serra Boulevard/Washington Street.
- Opportunities for wayfinding signage to make more people aware of the pedestrian tunnel to the Daly City BART station under John Daly Boulevard and to bicycling routes between the Daly City BART station and San Francisco State University.
- Trash along Guadalupe Canyon Parkway (most of the road lies in unincorporated San Mateo County).