

01 | Introduction

Why this plan?

Walking and bicycling are sometimes-overlooked parts of the transportation system. However, they have many valuable benefits in terms of mobility, public health, environmental protection and neighborhood livability. Perhaps most importantly, walking and bicycling are healthy, sociable, inexpensive and environmentally friendly ways for some people to meet their everyday transportation needs.



In recognition of these benefits, the City of Daly City prepared, and in 2004 adopted, the City's first Bicycle Master Plan. In 2013, the City updated and broadened that plan to incorporate proposed improvements for pedestrians, acknowledging the importance of walking to Daly City's transportation system. Since its adoption, the 2013 Bicycle and Pedestrian Master Plan has helped the City plan its Capital Improvement Program (CIP) to emphasize bicycle and pedestrian infrastructure improvements. The City has been successful in obtaining grant funds, which along with local funds, have allowed it

to implement many of the projects recommended in the 2013 plan.

This document replaces the 2013 plan. This new, "2020" plan is intended to create a roadmap for the next generation of pedestrian and bicycle improvements, particularly as the City experiences new development and as its population continues to increase. The 2020 plan, called Walk Bike Daly City, aims to expand the City's network of pedestrian and bicycle facilities; close gaps in the existing system; enhance connections to key destinations; and, more generally, make walking and biking in Daly City safer, easier and more popular than ever. The title of the new plan places "Walk" before "Bike" as an acknowledgement that walking is the most fundamental form of transportation and that many more people walk than bike in Daly City.

Contents of the plan

The Walk Bike Daly City planning process took place in 2018–2019. The process began with an initial round of outreach to the community to introduce the project and encourage the public to get involved in the process. A description of that outreach is provided later in this chapter.

The initial outreach was followed by a review and analysis of existing local issues and conditions relevant to walking and biking in Daly City (see Chapter 2 of this plan). This task looked at, among other topics, the main destinations for pedestrians and cyclists; data on commuting and on traffic collisions; the City's street network, including existing pedestrian and bicycle facilities; integration

of walking and biking with transit; and other relevant planning efforts.

After these preliminary activities, the project team conducted a community needs assessment to learn about the concerns and needs of local pedestrians and cyclists; the obstacles and challenges to walking and biking in Daly City; and residents' ideas and suggestions for improving conditions. Chapter 3 contains a description of this process and a summary of the nearly 800 comments received from the public (a series of appendices to this document lists all the comments received). Following the needs assessment, the team developed a policy framework for the plan. The policy framework (see Chapter 4) consists of a long-term goal for walking and biking in Daly City, and specific policies and tasks to help achieve that goal.

Based in large part on the community's input, the project team formulated a series of proposed pedestrian and bicycle improvements, including ones that would respond to the main concerns raised by the public. Chapter 5 outlines the priority recommendations and includes a segment-by-segment description of the designated Citywide bicycle network. Chapter 6 proposes concepts for the redesign of several priority street segment and intersections around the City. Chapter 7 contains a design toolkit to help city staff plan and design appropriate pedestrian and bicycle facilities. Chapter 8 lists five supporting actions for the City to pursue in order to maximize the potential of walking and biking in Daly City. Lastly, this document contains six appendices, which include, among other contents, equity and public health analyses conducted for the Walk Bike Daly City plan and all the public comments received as part of the community needs assessment.

Public engagement

Public outreach efforts for the Walk Bike Daly City planning process were focused on two phases of the project: the project launch and the community needs assessment.

Project launch

The City began inviting the public to learn more about the Walk Bike Daly City project even before the planning process was fully underway. The goals of this early, initial outreach were to introduce the project to the community, describe the upcoming work and encourage the public to sign up for updates and announcements for when more substantial tasks were in progress. During this period, project staff conducted a number of activities to engage the public:

- Created a project logo and ordered walking- and biking-related giveaway items. Many of the items featured the logo; had a safety angle or message; were available in English and Spanish; and/or were geared toward children. These items included coloring and activity books, reflector lights, stickers, paint sheets and temporary tattoos.
- Launched the project website, www.WalkBikeDalyCity.org. The website included a form that people could use to sign up for the project email list and submit questions. (The website was active only through the duration of the project.)
- Posted announcements on the City's website and Facebook and Twitter feeds; in the City's monthly "Daly Wire" e-newsletter; and on Nextdoor, a social-media platform for neighborhoods.
- Sent announcements to civic, advocacy and other stakeholder groups and organizations including the Silicon Valley Bicycle Coalition and San Francisco Bicycle Coalition (advocacy groups), Daly City Partnership (a community services nonprofit), and Republic Services (the City's garbage and recycling collection company).
- Presented at a meeting of the City's Bicycle/Pedestrian Advisory Committee.

- Staffed an outreach table at the National Night Out event at Serramonte Center on August 7, 2018 (see photo below).



Outreach table at the National Night Out event.

Community needs assessment

The community needs assessment was a crucial component of the planning process, since it directly informed the recommendations for improvements. To maximize public participation, the City offered a number of different ways to provide comments. The various channels for public participation are described in more detail in Chapter 3; they included an online survey, an interactive “pinnable” map, and comment cards distributed at community centers around the City and at a series of events and presentations. These opportunities for participation were announced and publicized in numerous ways, also described in Chapter 3. The extensive public outreach effort for the community needs assessment yielded almost 800 comments.