

## **GOALS & VALUES (JUNE 2019)**

The Grand Boulevard Initiative (GBI) presents a single vision for the El Camino Corridor – that "El Camino Real will achieve its full potential for [people] to work, live, shop, and play, creating links between communities that promote walking and transit and an improved and meaningful quality of life." In support of the vision, GBI established the following ten Guiding Principles, which are intended to be consistent across all GBI projects.

- GBI-1** Target housing and job growth in strategic areas along the corridor
- GBI-2** Encourage compact mixed-use development and high-quality urban design and construction
- GBI-3** Create a pedestrian-oriented environment and improve streetscapes, ensuring full access to and between public areas and private developments
- GBI-4** Develop a balanced multimodal corridor to maintain and improve mobility of people and vehicles along the corridor
- GBI-5** Manage Parking Assets
- GBI-6** Provide vibrant public spaces and gathering places
- GBI-7** Preserve and accentuate unique and desirable community character and the existing quality of life in adjacent neighborhoods
- GBI-8** Improve safety and public health
- GBI-9** Strengthen pedestrian and bicycle connections with the corridor
- GBI-10** Pursue environmentally sustainable and economically viable development patterns

While GBI defines a unifying vision and guiding principles for all of El Camino Real, corridor change is implemented through a series of distinct projects completed at the local level by the various communities that line the corridor. Each community brings its own unique values and needs to the planning and design process for El Camino Real, prioritizing different guiding principles and approaching implementation and evaluation in different ways.

### **GOALS & VALUES FOR EL CAMINO REAL IN THE TOWN OF COLMA**

Goals and values were developed for the Town of Colma El Camino Real Bicycle & Pedestrian Improvement Plan. These goals and values are informed by Town priorities and consistent with the Town's grant funding application. They also are aligned with Grand Boulevard Initiative Guiding Principles and reflect street design best practices in California.

The goals and values help set a vision for the El Camino Real corridor in Colma. They allow the Town to communicate the strengths, weaknesses and tradeoffs of the design alternatives and evaluate how the alternatives meet the priorities of the Town of Colma and the Grand Boulevard Initiative more broadly.

The goals and values summarized below present a range of multimodal and multiuse objectives that, consistent with the Town's grant funding application, prioritize safety and health; sustainability; economic development; cost efficiency; connectivity and access; mobility and reliability; and quality of experience for all roadway users.

### **Safety & Public Health**

Create safe conditions that help reduce the severity and frequency of collisions for all modes, as well as promote physical activity by enhancing the desirability of walking and bicycling. [Aligns with GBI-8]

Potential ways to accomplish goal/value:

- Traffic calming measures to reduce speeding
- High-visibility or otherwise enhanced crossings
- High-quality bicycle facilities that minimize Bicycle Level of Traffic Stress (LTS)
- Parallel low-stress bicycle routes
- Minimized number of driveways or intersecting roadways
- Minimized emergency vehicle (EV) response time
- Direct pedestrian and bicycle access to schools

### **Sustainability**

Support the regional goal of reducing vehicle miles traveled by making walking, biking, and riding transit more viable at the local level, as well as by reducing the environmental impact of roadway infrastructure. [Aligns with GBI-10]

Potential ways to accomplish goal/value:

- High mode shift potential
- Green storm-water treatments
- Other green infrastructure

### **Economic Development**

Develop solutions that encourage economic vitality and equitable economic opportunities for all neighborhoods and corridor users. [Aligns with GBI-1, GBI-7]

Potential ways to accomplish goal/value:

- Design alternatives aligned with community and local business owner support
- Enhancements located in neighborhoods or adjacent to destinations serving low-income, minority, or other equity-focused groups

### **Cost Efficiency**

Prioritize cost-effective solutions that align with existing funding sources and minimize implementation complexity. [Aligns with GBI-10]

Potential ways to accomplish goal/value:

- Categorization of cost into low/medium/high
- Minimized construction complexity
- Coordination with other plans or construction projects
- Alignment of costs with available funding sources

### **Connectivity & Access**

Reduce gaps in the transportation network for all modes, including greater provision of pedestrian sidewalks and crossings, bicycle paths, and transit access. [Aligns with GBI-3, GBI-9]

Potential ways to accomplish goal/value:

- Closure of existing gaps in walking and bicycling facilities
- Minimized spacing between El Camino Real pedestrian and bicycle crossings
- Direct pedestrian and bicycle connections between activity centers
- ADA accessibility at crosswalks
- Bicycle parking

### **Mobility & Reliability**

Reduce travel times along the corridor for all modes, increase transit reliability, and right-size parking supply. [Aligns with GBI-4, GBI-5]

Potential ways to accomplish goal/value:

- Reasonable volume to capacity ratio
- Loading and reliability improvements at transit stops and along corridor
- Public parking provided to meet demand

### **Quality of Experience**

Create an integrated environment for pedestrians and bicyclists with enhanced wayfinding, vibrant public spaces and improved landscaping. [Aligned with GBI-2, GBI-3, GBI-6]

Potential ways to accomplish goal/value:

- Wayfinding signage
- Tree or vegetation plantings
- Street furniture
- Pedestrian-scale lighting
- Small public spaces such as pocket parks or plazas
- Consolidated driveways
- Consistency with Town's Street Design Guidelines