



**TRANSPORTATION DEVELOPMENT ACT ARTICLE 3 PEDESTRIAN  
AND BICYCLE PROGRAM CALL FOR PROJECTS  
FOR FISCAL YEAR 2023/24  
PLANNING PROJECT APPLICATION**

**I. Project Name and Funding Request**

- |                           |   |
|---------------------------|---|
| a. Applicant Agency:      | Town of Atherton  |
| b. Total Funds Requested: | \$ 100,000  |
| c. Project Title:         | Updating the Town's Bicycle and Pedestrian Master Plan  |
| d. Project Summary:       | The Town first adopted a Bicycle and Pedestrian Master Plan in July 2014 and seeks to update the Plan to identify new opportunities for regional collaboration, advance bike and pedestrian infrastructure in the context of Town planning efforts that have since adoption including the Town's Climate Action Plan for Carbon Neutrality and the 6th Cycle Housing Element. |
- e. Are you partnering with another agency?      ☐ Yes      ☒ No

**If YES, please provide Partnering Agency information and describe the roles of both the lead agency and partners:**

- f. Partnering Agency Name:

- g. Project Type:
- ☒ Comprehensive Pedestrian/Bicycle Plan  
☐ Comprehensive Pedestrian Plan Only  
☐ Comprehensive Bicycle Plan Only

**II. Project Screening**

- a. Is the project sponsor the County of San Mateo, a City within San Mateo County or a Joint Powers Agency operating in San Mateo County? Answer must be “Yes” to continue.
- ☒ Yes      ☐ No

Items b. – d. in the Application Instructions do not apply for the Planning Application.

- e. Does the project adhere to [MTC qualifications](#)? ☒ Yes ☐ No

### III. Project Description

- a. Describe the project's purpose, goals and intended outcomes. Outline the various phases of the project, along with specific tasks planned for each phase.

Purpose: To create a comprehensive plan to guide the development of active transportation projects and programs for walking, bicycling, and other forms of human-powered movement for people of all ages and abilities throughout the Town of Atherton. Goals: Improve pedestrian and bicycle safety by reducing the number and severity of collisions, and improving overall accommodation Remove barriers for accessing key destinations, including major transit facilities Improve connectivity to/with adjacent communities Help reduce traffic congestion and other issues associated with school-related travel Improve walking and biking opportunities for social and recreational trip-making, and as a civic engagement strategy Support the Town's climate action target of achieving carbon neutrality by 2045 by decreasing vehicle miles traveled (VMT) by decreasing VMT by 1% and increasing active transportation mode share to 7% by 2045. Intended Outcomes: Build relationships between stakeholders to center community-driven approaches to developing bike and pedestrian facilities; identify gaps in connectivity and access to key destinations; create a project prioritization list along with cost estimates, implementation methods and funding sources; and increase the Town's eligibility and competitiveness for grant funding. Project Phases: Phase 1: Data collection and initial outreach Tasks include examination of existing conditions including traffic data, bicycle and pedestrian counts and inventory of current road conditions, collecting community feedback to understand needs (via the Transportation, Bike and Pedestrian Committee, community survey, interactive community workshops, and walking tours) Phase 2: Project recommendations Tasks include distilling data, including existing conditions and community priorities, to identify key areas where current conditions do not match the needs of its local context.
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- b. Check one: ☐ New Plan  
☒ Update to existing plan      Date of previous plan: JULY 2014

### IV. No Section IV for Planning Application

### V. Community Support

- a. Bicycle and Pedestrian Advisory Committee (BPAC): Applicant agency has a designated BPAC that is a standing committee and has approved the proposed project.  
 (Note: a BPAC is required prior to award of TDA3 funds)  
☒ Yes ☐ No

If the agency does not have a BPAC, please describe the equivalent committee that has reviewed and approved the proposed project:

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- b. Project has been supported or approved by other organized group(s) with demonstrated knowledge of walking and bicycling needs (*see instructions*):  
☐ Yes ☒ No

## ATTACHMENT B



*Names of other group(s):*

*Type of support: (letters, resolution, minutes,*


If you are partnering with another agency, please confirm you have attached a letter of support from the partnering agency.

☐ Yes, it is attached.    ☐ N/A

- c.** Describe the public outreach that has been conducted for the project and include relevant attachments. If public outreach will be included as part of the planning project, please describe the various components, including a schedule for public outreach and which groups will be engaged:

The public will be engaged in each phase of the planning process as the Town seeks to center community needs in the development of the plan.  
Phase 1:

## **VI. Meets Program Objectives:**

- a.** Describe the need for the project and how the project addresses an identified problem. Specifically, describe how the project achieves or demonstrates the following:
- Vision/Mission Statement
  - Budget/Tasks
  - Schedule
  - Proposed outreach methods during planning
  - Data collection/evaluation
  - Specific improvements
  - Multi-modal/Complete Streets concepts
  - Consistency with local, regional, state and or federal policies and plans
  - Equity (please note if the planning area is located within an MTC Equity Priority Community (EPC), a C/CAG Equity Focus Area (EFA), and/or a CalEnviroscreen high risk census tract (top 25%)

Much has changed in Atherton since the first Bicycle and Pedestrian Master Plan was developed. The Town has established new climate goals that call for increased biking and walking, and the Town is developing a Housing Element that introduces multifamily housing and new strategies for providing housing for very-low and low-income households. The Town is requesting \$100,000 through this grant opportunity which is anticipated to cover just under half of the costs to update the Bicycle and Pedestrian Master Plan. The Town would need to contract without a Planning Consulting firm to complete the update, and estimates obtained by the Town for a full update range from \$150,000 to \$250,000. With funding decisions finalized in May 2024, the Town would be able to get started Summer 2024, anticipating just under a year from contracting to final adopted Bike and Pedestrian Master Plan that is consistent with local, regional, state and federal policies and plans.

This project will include extensive outreach at each phase to ensure community priorities are elevated and centered in the planning process. Outreach activities are described by phase below:

Phase 1: Data collection and initial outreach (June – September 2024)

Collecting community feedback to understand needs and how the Town can improve traveling in and through Town via walking, bicycling, and other modes of human powered transportation. Outreach activities will include:

Presentation to the Town's Transportation, Bike and Pedestrian Committee

Community survey available online and in print that will be mailed to all residents, shared on social media and in weekly e-newsletter, and on website available in both English and Spanish.

Interactive community workshops that include community members creating a shared vision for the future of our streets and marking maps of priority areas for projects

Phase 2: Project recommendations (September – December 2024)

Engage community members in results of Phase 1 – sharing priority areas and offering opportunities to provide feedback on potential solutions for priority areas identified in Phase 1.

Phase 3: Implementation strategy and draft plan (January – March 2025)

Publish an online interactive map utilizing GIS that shows existing conditions and proposed projects included in draft plan

*Public Meeting with the Transportation, Bike, and Pedestrian Committee*

# ATTACHMENT B



- b. Describe how the project provides a benefit and/or positive impact to the community. Support the narrative by describing the needs of the community and how the project addresses community needs and concerns. Please describe how the project sponsor plans to measure the success of the project, and discuss any performance indicators that the project sponsors will be tracking.

It is well documented that biking, walking, and other human powered modes of transportation have immense benefits to the individual, to families, and to the community. These benefits include improved health outcomes, lower transportation cost burden, decreased traffic congestion, improved air quality, increased social cohesion and increased economic activity. Thus, efforts to improve the safety, experience, and access for active commutes and trips will provide the aforementioned benefits. Specifically, this planning project offers an opportunity to create a shared vision for biking and walking in and through Town and will result in shovel-ready projects that center the community's priorities. The Town understands through the Civil Grand Jury's July 2023 Report titled "Bike Safety in San Mateo County: Making Bicycling Safer in the County" that there is broad concern that facilities are not safe for biking in San Mateo County and that there is a call to improve countywide safety through coordination, planning, and creating well-connected infrastructure.

We will measure the success of the project with the following metrics:

Number of community members engaged and sharing priorities

Robust table of recommendations that community supports

## VII. Funding and Local Match:

- a. Enter total project cost, totaling funds from all sources here:  
**\$240,000**

TDA Funds requested:	\$100,000
Local Funds provided:	\$140,000
Local match percentage:	58.3 %

*To calculate % Local Match Percentage, please use the following equation:*

$$\frac{\text{Local Matching Funds*}}{\text{Total Project Cost}} = \text{Local Match \%}$$

*\*Local Cash Match only. Planning Projects are required to provide at least a 10% match to qualify for TDA Article 3 grant funding.*

For projects located mostly within an MTC EPC or C/CAG EFA with an equity score of 8 or higher, the full amount of points will be awarded when a 10% match is provided.

- b. Have you received funding from the TDA Article 3 Grant Program in the past 10 years?  
☒ Yes ☐ No

If yes, please indicate how much TDA Article 3 Grant Funding your jurisdiction has received in the past 10 years: \$524,000

Please reach out to C/CAG staff Audrey Shiramizu ([ashiramizu@smcgov.org](mailto:ashiramizu@smcgov.org)) if you have questions about previously funded projects and/or to verify if you have received funding.

**ATTACHMENT B**



c. Have you previously applied for TDA Article 3 Grant funding for this project in the past 10 years, but have not been awarded TDA Article 3 funding for this project?

☐ Yes ☐ No

d. Do you currently have an active TDA Article 3 Grant from a previous funding cycle?

☒ Yes ☐ No

If yes, when do you expect to complete the project? Do you anticipate conflicts with staff capacity to administer the TDA Article 3 FY 2023/2024 project in time?

e. Did you apply for One Bay Area Grant 3 (OBAG 3) funding for this project in this same project location, but were not awarded OBAG 3 funding for this project?

☐ Yes ☒ No

f. If “No”, skip this question. If “Yes”, please include an attachment with summary information from your OBAG 3 application, including project title, scope, and map of the project location. The project title, scope, and location of the project must match the title, scope, and location described in this TDA Article 3 application in order to receive an extra point.

g. Can this project be partially funded?

☒ Yes ☐ No

If yes, describe how the project can be phased and indicate the cost of each phase. Describe the degree to which the project is scalable, if applicable. Indicate what elements can be implemented with partial funding, if any.

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Name: Robert Ovadia

Title: Director, Dept. of Public Works

Agency: Town of Atherton

Telephone: 650-752-0541

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Email: [rovadia@ci.atherton.ca.us](mailto:rovadia@ci.atherton.ca.us)

### MTC Guideline Confirmation

X\_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

*Project Application Checklist*

Attachments		Application Question	Content Description
<input type="checkbox"/>	Project Location Maps	VI (a)	Provide a vicinity and a site map indicating project location*.
<input type="checkbox"/>	Policy Consistency Documentation	VI (a)	Documentation of the Plans and Policies with which the project is consistent.
<input type="checkbox"/>	Local Cash Match	VII(a)	Documentation or resolutions which detail responsibilities and contributions towards the project.
<input type="checkbox"/>	Letters of Support	V (b)	Letters indicating stakeholder support.
<input type="checkbox"/>	Detailed Cost Proposal	I (b)	A project cost estimate, along with specific tasks for each phase.
<input type="checkbox"/>	Project Timeline	VI (a)	A timeline for the project's completion, along with key milestones and deadlines
<input type="checkbox"/>	OBAG 3 (if applicable)	VII (e, f)	A summary of your OBAG 3 application for this project.

\* The maps provided should show the project's relationship to local transit services including Caltrain, BART, SamTrans, or other local operators.