



MEMORANDUM

DATE: July 30, 2025
TO: Mobility Committee
FROM: Cassey Ogden, Deputy City Manager
SUBJECT: Committee Requested Project Updates

This memo provides information and updates from staff relating to updates to the Committee on items of interest discussed in past meetings. The following is a listing and brief staff response to the matters brought forward.

Streamline Recommendation for Safety Implementation:

During the May Mobility meeting, Council Member Beck inquired about the possibility of streamlining the road safety recommendations process. Staff is proactively collaborating with both Legal and the City Manager's Office to streamline the approval process for road safety recommendations whilst ensuring compliance with legal requirements. This initiative aims to enhance road safety for all road users by facilitating quicker and more effective decision-making. Once the consultation process with Legal and the City Manager's Office is finalized, staff will provide updates to the Mobility Committee.

Potential Sponsorship with Local Businesses:

Sponsorships for local projects provide valuable opportunities for the city and businesses to collaborate on projects like implementing bollards to protect bike lanes and separate specific multimodal traffic flows. It can offer alternative funding sources, reduce maintenance burdens, and accelerate the deployment of bollards. Additionally, businesses may benefit from enhanced brand visibility and the satisfaction of social responsibility goals.

Some examples of Public-Private Partnerships on bollards and bike safety are:

New York City, New York – In New York City, Business Improvement Districts have sponsored maintenance and flexible bollards along key corridors, improving safety and cleanliness [1].

Austin, Texas – Austin's People-Friendly Streets initiative leveraged donations from local nonprofits and businesses to install bollards and bike corrals that included artistic and branded designs, increasing both safety and community engagement [2].

San Francisco, California – San Francisco's Civic Center Business Improvement District partnered with the city to install decorative bollards and planters, improving safety and neighborhood identity [3].

San Diego, California – San Diego's Adopt-a-Bike-Lane pilot allowed local shops and breweries to sponsor bollards in exchange for modest branding opportunities, enhancing visibility and maintenance [4].

OUR CORE VALUES

Inclusion • Collaboration • Quality Service • Strategic Focus • Fiscal Responsibility

A Public-Private Partnership can enhance cyclist safety while fostering community engagement. Involving local businesses in bike safety initiatives will lead to safer streets and more vibrant, livable communities

References

1. New York City Department of Transportation. Business Improvement Districts and Bike Lane Maintenance. <https://www.nyc.gov/html/dot/html/bicyclists/bike-lanes.shtml>
2. City of Austin. People-Friendly Streets Initiative. <https://www.austintexas.gov/department/people-friendly-streets>
3. San Francisco Municipal Transportation Agency. Civic Center Business Improvement District Projects. <https://www.sfmta.com/projects/civic-center-bid>
4. City of San Diego. Adopt-A-Bike-Lane Program Pilot. <https://www.sandiego.gov/transportation/bike-program>

EXHIBITS

Exhibit 1 – Staff Memorandum