



City Thread

Accelerated Mobility Playbook Technical Assistance Program

City Council | November 3, 2025

City Thread

- National, non-profit 501(c)(3) consulting team
- Developed the **Accelerated Mobility Playbook (AMP)** to help cities advance mobility projects
- Launched the grant-funded AMP Technical Assistance program in 2023



The Opportunity:

Mobility infrastructure helps solve the problems we all share.

- Population growth
- Traffic congestion
- Housing affordability
- Climate change
- Job access
- Street safety
- Air quality
- Public health

The Challenge:

1. Projects take too long to implement.
2. Completed projects are small in scale, disconnected, and incomplete.
3. Poor messaging creates fear and distrust, empowering a vocal minority of opposition.
4. Leaders lack the persuasive communication tools needed to sustain momentum.

The Good News:

We can overcome these challenges and accelerate the completion of place-based infrastructure if we:

- Redefine partnerships among key stakeholders
- Diversify our base of support and spokespeople
- Change how we talk infrastructure and its benefits
- Act with consistency and predictability

Accelerated Mobility Playbook

1 Establish a shared goal

Acceleration relies upon a shared vision among community stakeholders.

This goal must be **bold, yet achievable**.

2 Align Partnerships

Success requires coordination, partnership, and communication.

Elected officials, City staff, and **community organizations** must unite behind a shared strategy.

3 Resource Partners

A multi-year cooperative effort requires customized resources.

Philanthropy provides each partner resources to address their specific needs.

4 Build the Network, Fast

Project delivery occurs alongside paid media and engagement.

Residents participate positively because the process is **consistent** and **predictable**.



1. Establish a Shared Goal



A defined, short-term implementation strategy is needed to build momentum among stakeholder groups and focus efforts towards concrete results.

A clear plan, budget, and timeline establishes a policy foundation and fosters public support to achieve an ambitious mobility goal.

A strong community of stakeholders including neighborhood groups, anchor institutions, businesses, and philanthropy work together to support the City's mobility programs.



2. Align Partnerships



Collaboration, coordination, and communication between three primary partner groups is critical for success.

Philanthropy provides resources and support to ensure that the other three groups can effectively and productively participate.



3. Resourcing Partners

Paid Media Campaign
Public Opinion Surveys
Earned Media Support
Professional Development



Engineering & Planning Support
Outreach & Engagement Support
Professional Development
Measurement Tools

Building trust and cooperation in partnerships is easier when everyone has access to resources needed to accomplish their roles.

Staffing & Operations
Outreach & Engagement Support
Professional Development
Earned Media Support



4. Build the Network, Fast



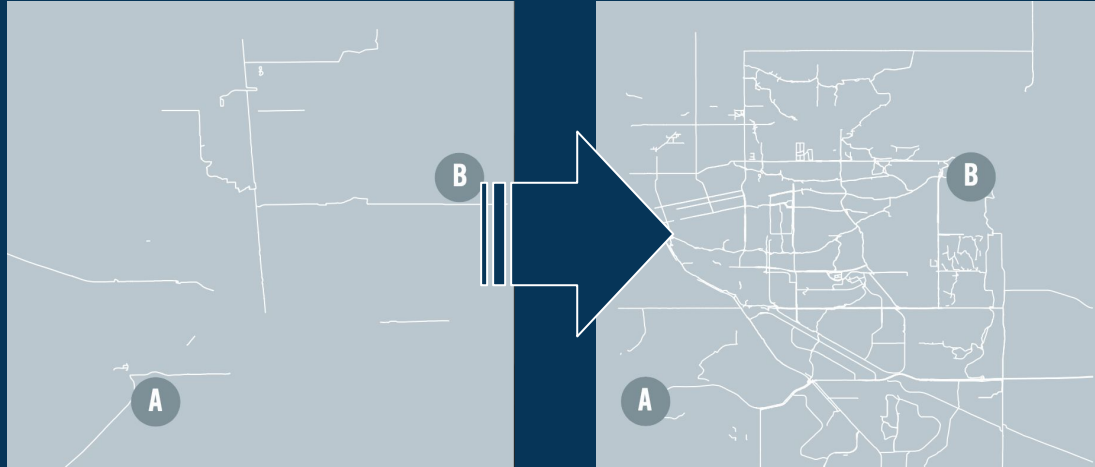
A **media and communications campaign** builds broad support for infrastructure changes, highlighting the benefits of mobility networks for everyone.

Local **community partners** tap into resident support, neighborhood events, and local grant-making to promote project delivery timelines and processes.

Elected leaders and **city staff** lead public engagement, planning, design, and construction activities identified in their short-term AMP implementation plan.



4. Build the Network, Fast



Successful implementation requires **careful** coordination among partners, **consistent** engagement practices, and **predictable** project delivery methods.



Action Plan Recommendations

1. Establish a Shared Goal

City Thread recommends Burlingame can accelerate the planning, design, and construction of 10 miles of projects from its Bicycle and Pedestrian Master Plan by 2028.

2. Align Partnerships

Launch an expansive, non-partisan coalition with thoughtful recruitment from outside the bicycle community. An organized coalition is key to turning out support at the time and in the way that is most helpful to city staff and elected leaders.

3. Resource Partners:

Executing the AMP requires funding, and much of it can't – and shouldn't – come from the municipal coffers. City Thread estimates that local philanthropic and business interests have the capacity to provide up to \$2.5 million over three years to support community-based activities.

4. Build the Network, Fast:

Create and test new methods of project delivery where urgent safety improvements are most needed. These methods should redefine public engagement, interdepartmental collaboration, and partnerships with community supporters.



Action Plan Initiation | What's Next

PHASE 2 | INITIATION

- Prepare to move fast
- Understand support
- Build diverse coalitions



Action Plan Initiation

1. Fund Development

Landscape Assessment + Prospect Engagement

Funding organizations and the people working to make change in their communities is essential to success. It is literally how the goals and visions are achieved. City Thread's Landscape Assessment and Prospect Engagement services help cities identify the funding needed to support and accelerate project or program delivery.

2. City Readiness

Technical Assistance

Create and test new methods of holistic project delivery where urgent safety improvements are most needed. These methods will seek to redefine public engagement, interdepartmental collaboration, and partnerships with community supporters. These methods will seek to redefine public engagement, interdepartmental collaboration, and partnerships with community supporters.

3. Coalition Development

Coalition Strategy + Launch

There is no one way to organize a coalition. Coalitions, by nature, reflect the values and priorities of the communities they serve. Diverse coalitions focus on bringing municipal staff, elected leaders, and community partners together to ensure each stakeholder is engaged and aligned around the shared goal, seamlessly.

4. Audience Research

Polling + Focus Groups

Resident focus groups and public opinion surveys inform a marketing and communications campaign that will support the City of Burlingame's effort once project implementation begins. The strategy for timing, placement, and messaging of this campaign is matched against the implementation schedule developed by the Public Works Department.



Action Plan Initiation | Stakeholders





Action Plan Initiation | What's Next

First Four Activities + Deliverables:

\$

Option 1

City of Burlingame and local partners lead and manage Phase 2 of Action Plan

First Four Activities + Deliverables:

\$

Option 2

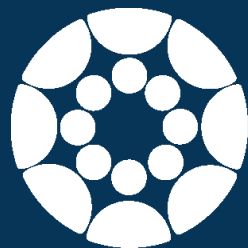
City of Burlingame and local partners lead fund development for Phase 2 of the Action Plan and then hire City Thread to manage strategy and tactics.

First Four Activities + Deliverables:

\$

Option 3

City Thread, with the City and local partner engagement, is hired to lead fund development efforts, and utilize that funding to deliver on Phase 2 activities and outcomes.



City Thread

Accelerated Mobility Playbook