

CHAPTER THREE: GOALS AND POLICIES

Transportation goals and policies provide a regional vision to guide the development of project lists and funding expenditures.

The *2010 Regional Transportation Plan* identifies the RTC's primary goals for the region's transportation system over the next 25 years, including more specific policies under each goal. This system provides a foundation for an integrated set of multi-modal goals and policies.

Broad participation was sought on the development and adoption of previous versions of RTP goals and policies, which were crafted with extensive input from individuals, public and private agencies, interest groups, and the RTC. In addition, a variety of resources—including the *1994 Regional Transportation Plan*, the *1999 Major Transportation Investment Study*, the federal Safe, Accountable, Flexible, Efficient Transportation Equity Act (SAFETEA-LU)



and regional transportation plans from other areas in California—were referenced.

The 2010 update of the Regional Transportation Plan represents a minor update, undertaken to meet state and federal guidelines. A major update will be performed as part of the next RTP when the new requirements of Senate Bill 375 – including green house gas emissions targets, methodology and implementation guidance -- will be available.

Goals for the RTP, not in priority order:

1. *Preserve and maintain the existing transportation system, emphasizing safety, security and efficiency.*
2. *Increase mobility by providing an improved and integrated multi-modal transportation system.*
3. *Coordinate land use and transportation decisions to ensure that the region's social, cultural, and economic vitality is sustained for current and future generations.*
4. *Ensure that the transportation system complements and enhances the natural environment of the Monterey Bay region and reduce greenhouse gas emissions.*
5. *Make the most efficient use of limited transportation financial resources.*
6. *Solicit broad public input on all aspects of regional and local transportation plans, projects and funding.*

The goals, policies and sub-policies are used to prioritize projects included in the *RTP's* Investment Program. These policies are also used to provide input on new developments and projects proposed in the region.

Goal 1

PRESERVE AND MAINTAIN THE EXISTING TRANSPORTATION SYSTEM, EMPHASIZING SAFETY, SECURITY, AND EFFICIENCY

1.1 Ensure that adequate support is provided to maintain and operate the existing transportation system.

1.1.1 Support road rehabilitation projects based on local Pavement Management System priorities and average daily traffic.

1.2 Continue to provide facilities to accommodate automobile use in recognition that it is the current transportation mode for the majority of people in the county.

1.3 Improve road and transit efficiency by increasing vehicle occupancy and transit ridership, and by providing cost-effective specialized transportation services.

1.3.1 Support all forms of transportation demand management strategies for school and work trips, including, but not limited to, flextime, carpooling, vanpooling, bus pass programs, preferential parking, telecommuting, emergency ride home, bike parking and bike support facilities.

1.3.2 Encourage employers to participate in countywide or individual work site transportation demand management programs including joining Transportation Management Associations.

1.3.3 Encourage multi-employer vanpooling.

1.3.4 Encourage coordination between school bus service and public transit.

1.3.5 Encourage coordination of Americans with Disabilities Act (ADA) and other specialized transportation services provided by the Consolidated Transportation Services Agency (CTSA), Santa Cruz Metropolitan Transit District (Metro), and private providers.

1.3.6 Consider redirecting underutilized transit service hours to areas experiencing overcrowding.

1.3.7 Encourage use of fixed-route transit rather than paratransit, where possible.

1.3.8 Encourage accessible taxi use where cost effective, especially in urban areas.

1.3.9 Encourage volunteer, friend and relative-provided transportation for the elderly and disabled, especially in rural areas.

1.3.10 Encourage school districts and other public agencies to plan and implement transportation demand management and alternative transportation strategies.

1.3.11 Encourage the diversion of goods movement from truck to rail.

1.3.12 Encourage development and use of bicycle delivery services.

1.3.13 Encourage employers to make bicycles and bike facilities available for business-related trips; to provide incentives or reimbursement to employees that use their own bicycles for business-related trips; and to facilitate use of the bicycle commuting tax incentives pursuant to Internal Revenue Service Code.

1.4 Minimize vehicular delay and transit travel times through low cost/high benefit operational improvements, with highest priority given to improving transit travel times.

1.4.1 Encourage signal standardization and signal timing improvements, with respect for pedestrian mobility and bicycle access, and discourage unwarranted stops on streets.

1.4.2 Improve freeway traffic flow through consideration of ramp metering on Highway 1 between Highway 17 and Freedom Boulevard.

1.4.3 Schedule construction to avoid peak commute or visitor periods.

1.4.4 Support bus turnouts and the Yield to Buses program.

1.5 Preserve existing transportation corridors and facilities for current and future transportation uses.

1.5.1 Retain the Watsonville Municipal Airport as a general aviation facility.

1.5.2 Support the Monterey County airport as the only commercial air carrier airport in the region.

1.5.3 Prohibit use of existing railroad rights-of-way which would prevent their use for rail or transit purposes in the future.

1.5.4 Retain and/or enhance existing sidewalks, bikeways and bus turnouts in road improvement projects incorporating "Complete Streets" concepts.

1.6 Emphasize safety when making decisions about transportation priorities.

1.6.1 Give priority to safety improvements at locations with higher-than-average accident records.

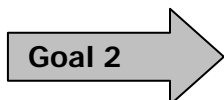
1.6.2 Reduce bicycle and pedestrian collisions by reducing the potential for conflicts between bicycles and autos and between pedestrians and autos.

- 1.6.3 Minimize adverse impacts on bicyclists and pedestrians during construction and maintenance activities by prompt repair, sweeping, and avoiding longitudinal seams on all road edges and curb areas including bicycle lanes and by following current best practices.
- 1.6.4 Encourage law enforcement agencies to take a more active role in the enforcement of laws governing the operation of bicycles and of motorists who are at fault in bicycle-motor vehicle accidents.
- 1.6.5 Encourage driver instruction about sharing the road with bicycles and encourage bicyclists to attend safety education programs; support continuation of bicycle traffic school for bicyclist offenders.
- 1.6.6 Enhance safety and security around municipal and private airfields.
- 1.6.7 Oppose legislation which increases allowable truck size.
- 1.6.8 Encourage truck maneuvering on private property, rather than public streets, for the purpose of aligning vehicles at loading facilities.
- 1.6.9 Improve bicyclists' safety by eliminating impediments along all streets and bikeways, including but not limited to conducting regular street and pathway sweeping, bike lane repainting, trimming vegetation, and implementing traffic signal detection of bicycles.

1.7 Increase the use of new technology, including information and telecommunication technology to improve traffic operations and traveler information, and to reduce travel demand.

1.8 Increase the security of the transportation system for motorized and non motorized users.

- 1.8.1 Support a timely and coordinated response to regional emergencies through advanced planning and preparation.
- 1.8.2 Support measures to promote adequate security funding for roads, transit, airports, Intelligent Transportation System (ITS) infrastructure, and other transportation improvements.
- 1.8.3 Support measures to ensure timely reimbursement of emergency funding used to repair damaged transportation infrastructure.



INCREASE MOBILITY BY PROVIDING AN IMPROVED AND INTEGRATED MULTI-MODAL TRANSPORTATION SYSTEM.

2.1 Ensure that all major corridors provide a choice of transportation modes and are designed with multi-modal amenities such as bus stops, turnouts and shelters, bike lanes and sidewalks.

2.1.1 Consider the needs of the non-motorized traveler in all programming, planning, maintenance, construction, operations, and project development activities and products. Whenever feasible, the incorporation of pedestrian, bicycle, and transit facilities should be incorporated in all capital projects.

2.2 Implement the 1999 Watsonville-Santa Cruz-UCSC Corridor *Major Transportation Investment Study* program of projects:

- Widen Highway 1 with High Occupancy Vehicle (HOV) Lanes
- Bus service improvements
- Santa Cruz Branch Rail right-of-way acquisition
- Bicycle/pedestrian path on rail right-of-way
- Local road improvements
- Local bicycle projects
- Electric bicycle subsidy program

2.3 Reduce the automobile's impact on the region by increasing opportunities for transit use by residents, commuters, students, employees and visitors to the area, in a manner which best achieves a transit ridership goal of 10 percent of all trips.

2.3.1 Encourage interagency coordination to anticipate and accommodate transit services changes.

2.3.2 Support consideration of new transit technology, including evaluation of bus rapid transit strategies.

2.3.3 Maximize transit ridership by supporting express and commute transit services, including Bus Rapid Transit (BRT) on congested corridors.

2.3.4 Protect the potential for future commute transit service on existing rail lines.

2.3.5 Support allowing bicycles inside buses under specified conditions.

2.4 Serve inter-county and intra-county travel needs, including consideration of travel links outside of the county.

2.4.1 Emphasize improvements within the county which reduce weekday peak-hour congestion.

2.4.2 Support services that maximize fare-box returns for inter-county commute trips.

2.4.3 Design road capacity improvements to meet local design and Level of Service standards.

2.4.4 Emphasize pedestrian and bicycle safety and direct access in urban area collector, arterial and intersection improvements.

- 2.4.5 Allow construction of new arterial or collector roads only when transit and/or existing facilities cannot accommodate demand and negative environmental impacts can be avoided, minimized or mitigated.
- 2.4.6 Retain the option of future in-county passenger rail service for when it is financially feasible, acceptable to the community, and, except for the line segment between the yacht harbor in Santa Cruz and Davenport, only after completion of an environmental impact report.
- 2.4.7 Support a Watsonville Junction rail station to serve inter-county rail travel and Amtrak service.
- 2.4.8 Support expanded general and freight aviation at the Watsonville Municipal Airport consistent with the current Airport Master Plan if it will not adversely affect surrounding areas.
- 2.4.9 Support park-and-ride lot development where appropriate, including links with express bus service to key employment and education centers and other alternative transportation modes.

2.5 Provide multi-modal access to recreational resources.

- 2.5.1 Encourage shuttle services in coastal areas.
- 2.5.2 Encourage private transit service for visitor-serving trips.
- 2.5.3 Use the existing rail line for recreational/coastal access to minimize visitor impact on local streets and highways.

2.6 Provide an integrated and Americans with Disabilities Act (ADA)-compliant transportation system that is responsive to the special needs of all seniors and persons with disabilities.

- 2.6.1 Increase ADA-compliant access for pedestrians
- 2.6.2 Encourage fully ADA-compliant intra- and inter-county transit services.
- 2.6.3 Encourage coordination of ADA transit and paratransit information and services with other specialized transportation services.
- 2.6.4 Ensure that the public is informed about specialized transportation options.

2.7 Increase percentage of trips done by bicycle to five percent of all trips and 20 percent of all work trips by 2035; do so by prioritizing bikeway projects based on: 1) increased safety or access; 2) complete gaps in the regional bicycle network; 3) high-demand, high-density areas and commute routes; 4) along popular recreational routes. Develop a program to measure and monitor growth rates.

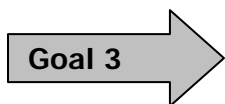
- 2.7.1 Construct and mark bikeways on roads and bridges consistent with state standards.

- 2.7.2 Locate bikeways as bicycle lanes on roads unless a more direct bike path can be provided.
- 2.7.3 Maintain adequate outside travel lane width (14 feet) when no bicycle lane can be accommodated.
- 2.7.4 Support promotion and transportation safety programs to encourage safe and frequent use of alternative transportation modes.
- 2.7.5 Ensure that the public is informed about safe bicycling routes and options.
- 2.7.6 Support programs which deter bicycle thefts.
- 2.7.7 Facilitate cooperation among adjacent jurisdictions, both in-county and with adjacent counties, to install continuous bikeways and bike routes; Support programs to increase access to bicycles such as bike-sharing; discounts for bikes, helmets and other accessories; free bikes; inexpensive bike loans or rentals.
- 2.7.8 Bicycle projects funded by the RTC shall be reviewed by the RTC's Bicycle Committee.

2.8 Support efficient connections among all transportation modes.

- 2.8.1 Provide bicycle racks and/or lockers that are consistent with best practice design guidelines at park and ride lots, transit centers and bus stops; bicycles on transit and pedestrian connections to transit; and potential inter-connections with future uses of the rail line within Santa Cruz County.
- 2.8.2 Support public and private inter-modal transit and paratransit connections for inter-county trips.

2.9 Provide additional east-west road capacity for mid-Santa Cruz County by increasing capacity on State Highway 1. Additional lanes shall be designated as high occupancy vehicle lanes. The high occupancy concept shall be incorporated into all elements of project development for Highway 1 freeway improvement projects.



COORDINATE LAND USE AND TRANSPORTATION DECISIONS TO ENSURE THAT THE REGION'S SOCIAL, CULTURAL, AND ECONOMIC VITALITY ARE SUSTAINED FOR CURRENT AND FUTURE GENERATIONS.

- 3.1 Plan transportation improvements which are consistent with the needs and desires of residents and businesses of the region and which are closely coordinated with local land-use and transportation planning policies, including those of the Cities of Santa Cruz, Watsonville, Capitola and Scotts Valley, the County of Santa Cruz, UCSC, the Santa Cruz Metropolitan Transit District, the Association of Monterey Bay Area Governments, the Coastal Commission, Caltrans, other transportation agencies, and neighboring counties.**

3.1.1 Regularly develop and update local pedestrian and bike plans of all local jurisdictions, UCSC, and Cabrillo College, and implement projects from those plans.

3.1.2 Regularly review the General Plans for Santa Cruz County and the cities of Capitola, Santa Cruz, Scotts Valley and Watsonville, Local Coastal Programs, as well as the UCSC Long Range Development Plans to support RTP goals and policies.

3.2 Reduce auto-dependent development and reduce vehicle miles traveled by emphasizing opportunities to reuse underutilized urban land for housing and compact, mixed-use developments.

3.2.1 Encourage land-use policies which locate child care facilities at or near residential areas and around transit centers.

3.2.2 Support higher density and affordable housing opportunities in urban areas served by transit for families and individuals who prefer compact urban living due to their age, student status, family and marital situation, cultural amenities, transit preference or dependency, and/or desire for increased sense of community.

3.2.3 Support land-use patterns which discourage urban sprawl.

3.2.4 Encourage infill projects in urban areas along existing major transportation routes.

3.3 Support established urban communities, residential neighborhoods, major activity and recreation centers, and commercial districts with a broad range of transportation options.

3.3.1 Use landscaping and lighting to encourage more pedestrian trips, including use of alleyways, arcades, sidewalks and paths.

3.3.2 Limit on-street parking on arterial and collector streets to accommodate bike lanes.

3.3.3 Support shuttle service, express buses, and bus pools in urban areas.

3.3.4 Limit development unless transportation impacts can be mitigated or improvements funded by the project.

3.3.5 Support traffic-calming measures on local residential streets.

3.3.6 Protect the Watsonville municipal airport by limiting nearby incompatible land uses.

3.3.7 Emphasize specialized transportation services in urban areas.

3.4 Encourage transit-oriented development and provide alternatives to automobile commutes by linking land-use decisions with transit, bikeway, pedestrian, and park-and-ride investments.

3.4.1 Include transit alternatives in all circulation/traffic studies.

3.4.2 Encourage showers/lockers in new commercial and industrial development.

- 3.4.3 Encourage new recreation/visitor-serving development to include transit and bicycle improvements.
- 3.4.4 Provide alternative transportation information as well as adequate and secure bicycle parking at special events, and at public, private, commercial and educational facilities.
- 3.4.5 In new development adjacent to existing rail lines and bus routes, reserve areas to accommodate potential future rail and bus facilities, and mitigate potential noise and visual impacts.
- 3.4.6 Limit the number of driveways in new commercial developments to reduce auto/bike conflicts.
- 3.4.7 Work with local jurisdictions to implement land-use policies that promote jobs/housing balance along existing and future transit routes.

3.5 Support parking management principles which reduce transportation demand at employer sites and commercial areas without negatively impacting neighborhoods.

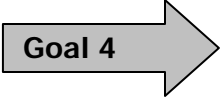
- 3.5.1 Support revisions to local parking requirements to ensure consistency with transportation demand management objectives.
- 3.5.2 Consider region-wide parking management policies.

3.6 Promote social equity with all transportation decisions, including consideration of income, gender, race, age, physical and mental ability, and transit dependency.

- 3.6.1 Support self-sufficiency by providing transit and specialized transportation services.
- 3.6.2 Ensure that transportation projects do not subject any particular demographic groups, such as seniors, low-income individuals, or children to inequitable environmental or financial impacts.
- 3.6.3 Support programs that address the transportation needs of low-income people.

3.7 Allow for and anticipate future mobility needs, taking into account projected future demographics.

- 3.7.1 Locate new senior, youth and other potential transit-dependent use facilities along transit routes.
- 3.7.2 Encourage safe routes to schools by providing improved bicycle and pedestrian facilities, improved transit service traffic-calming measures, and bicycle rider training programs for students.
- 3.7.3 Ensure that senior, youth, medical, low-income and other transit dependent oriented facilities are served by bicycle, pedestrian and transit services/facilities.



Goal 4

ENSURE THAT THE TRANSPORTATION SYSTEM COMPLEMENTS AND ENHANCES THE NATURAL ENVIRONMENT OF THE MONTEREY BAY REGION AND REDUCE GREENHOUSE GAS EMISSIONS

- 4.1 Emphasize sustainable transportation modes consistent with regional environmental policies.**
- 4.2 Ensure that transportation projects contribute to improved regional air quality, reduce energy consumption or reduce vehicle miles traveled, or, at a minimum, do not worsen existing conditions.**
 - 4.2.1 Support legislation to increase vehicle fuel efficiency, develop alternative fuels and reduce use of petroleum fuels.
 - 4.2.2 Encourage alternate/clean fuel technology for trucks, transit, and school buses operated in the region.
 - 4.2.3 Support investments that reduce vehicle miles traveled using smart growth strategies, such as infill and mixed used development and other strategies that increase connectivity.
 - 4.2.4 Support a variety of strategies, including but not limited to, increased transit ridership, bicycling, walking, carpooling, vanpooling, telecommuting/teleconferencing, that reduce vehicle miles traveled.
 - 4.2.5 Support greenhouse gas emission reduction measures that may include modification of existing facilities or services, construction of new facilities, and incentive or funding programs and pricing strategies
 - 4.2.6 Encourage transportation model enhancements that generate quality information useful for educating decision makers and the public about the impacts of land use and transportation investments.
- 4.3 Ensure that transportation projects contribute to the protection of biological and scenic resources, open space, and agricultural land.**
 - 4.3.1 Encourage the development of designated recreational trails for pedestrian, bicyclist, and equestrian use.
 - 4.3.2 Limit off-road vehicle use to designated areas.
 - 4.3.3 Avoid, minimize or mitigate the impact of transportation improvements on parks, recreation areas, historic sites, and cultural resources.
 - 4.3.4 Avoid, minimize or mitigate noise, vibration, and visual impacts from transportation improvements in sensitive areas.
 - 4.3.5 Include landscaping in transportation projects, where feasible.

4.4 Ensure that all transportation project specific environmental review incorporates appropriate avoidance, minimization or mitigation measures, such as Transportation Control Measures.

Goal 5

MAKE THE MOST EFFICIENT USE OF LIMITED TRANSPORTATION FINANCIAL RESOURCES.

5.1 Utilize limited capital resources to maximize the efficiency of the existing transportation system, and as an alternative to constructing new facilities.

5.2 Finance the development and maintenance of the transportation system in a way which shares the costs equitably among responsible jurisdictions and/or users.

5.2.1 Ensure that proposed improvements to the transportation system are within the community's ability to finance and operate.

5.2.2 Support new assessment districts and local or regional traffic impact fees on new development.

5.2.3 Encourage private development proposals to include transit, bike, car sharing and pedestrian service improvements and financial support of transit service, consistent with transit improvement plans.

5.2.4 Encourage increased parking rates for employees and visitors at municipal and private parking facilities. Encourage reductions in parking requirements in conjunction with required subsidized bus pass programs and other transportation demand management measures.

5.2.5 Support funding sources that assess those who benefit directly from improvements, including consideration of premium transit service (e.g. enhanced buses with reclining seats).

5.2.6 Enlist visitor-serving businesses to help pay for transit service to that market consistent with transit improvement plans.

5.2.7 Encourage private businesses and agencies/programs which receive regular paratransit services to contract for those services.

5.2.8 Support funding flexibility to purchase energy-efficient transit and school buses.

5.2.9 Ensure that improvements meet regional, state and federal requirements for cost effectiveness, operating efficiencies, and mobility improvements.

5.3 Support increased and/or new transportation revenues for essential improvements.

- 5.3.1 Support increased federal, state or local gas taxes to be used for a variety of transportation improvements, including road maintenance.
- 5.3.2 Support projects which include feasible market and value pricing strategies.
- 5.3.3 As a high priority, aggressively pursue new and additional funding sources for needed transportation improvements, and programs including transit needs, elderly and disabled transportation, and rail demonstration projects.
- 5.3.4 Seek additional funding sources to support and expand alternative transportation mode facilities and services.
- 5.3.4 Consider the extension of State Scenic Highway Status and support National Scenic Byway designation where appropriate.

5.4 Set funding priorities, keeping in mind that the RTC affirms its ongoing commitment to the current formula allocation of Transportation Development funds and support for funding specifically dedicated to bus service. In the case of discretionary and new funds, the RTC affirms that its highest priority is to ensure the progress towards widening Highway 1 in a manner that promotes carpools and buses. Other funding priorities shall be set in the following way (not in priority order):

- 5.4.1 High priority shall be given to transportation improvements within the county that reduce weekday peak-hour congestion and/or improve safety.
- 5.4.2 Give high funding priority to pedestrian, bicycle, and other alternative transportation mode improvements that serve students.
- 5.4.3 Assign high priority to maintenance of the existing street system.
- 5.4.4 Assign high priority to development of sidewalks and bike lanes on collectors and arterials in urban areas.
- 5.4.5 Assign high priority to projects approved during the *1999 Major Transportation Investment Study* decision-making process.
- 5.4.6 Give high priority to currently unmet needs for essential (medical or medically related) transportation for expansion of Transportation Development Act (TDA)-funded paratransit service.
- 5.4.7 Give priority for TDA-funded elderly and disabled transportation service to low-income residents who have no other options.
- 5.4.8 Give priority to projects that balance capital and operating costs with community benefits.
- 5.4.9 Support projects which can compete favorably for discretionary federal funds.

- 5.4.10 Support projects which can be delivered in a timely manner.
- 5.4.11 Support transportation investments that encourage sustainable land-use practices.
- 5.4.12 Give priority to any long-term measures that reduce dependence on single occupant vehicles.
- 5.4.13 Give priority to pedestrian improvements, especially near fixed route transit.



Goal 6

SOLICIT BROAD PUBLIC INPUT ON ALL ASPECTS OF REGIONAL AND LOCAL TRANSPORTATION PLANS, PROJECTS AND FUNDING.

- 6.1 Ensure that all transportation-related decisions by the RTC, Metro, Caltrans, local jurisdictions, and others are preceded by adequate public information activities.**
 - 6.1.1 Employ a variety of cost-effective information strategies to maximize participation from all possible audiences, including various income strata and minority groups.
- 6.2 Ensure that regional, state and federal public-participation goals are being met, including those in the region's Public Participation Plan.**