# Santa Cruz County Regional Transportation Commission
# Transportation Policy Workshop

## AGENDA

## Thursday, April 19, 2012
## 9:00 a.m.

**NOTE LOCATION THIS MONTH**
**SCCRTC Conference Room**
**1523 Pacific Ave**
**Santa Cruz, Ca**

*NOTE*
*See the last page for details about access for people with disabilities and meeting broadcasts.*

*En Español*
*Para información sobre servicios de traducción al español, diríjase a la última página.*

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*To receive email notification when the TPW meeting agenda packet is posted on our website, please call (831) 460-3200 or email info@sccrtc.org to subscribe.*

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| City of Capitola | Kirby Nicol |
| City of Santa Cruz | Don Lane |
| City of Scotts Valley | Randy Johnson |
| City of Watsonville | Eduardo Montesino |
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| County of Santa Cruz | Greg Caput |
| Santa Cruz Metropolitan Transit District | Dene Bustichi |
| Santa Cruz Metropolitan Transit District | Lynn Robinson |
| Santa Cruz Metropolitan Transit District | Ron Graves |

*The majority of the Commission constitutes a quorum for the transaction of business.*
*Article 8 Transportation Development Act Claims – only City and County representatives vote*
*Article 4 Transportation Development Act Claims, Policy Issues, and SAFE – all 12 members vote*

1. Introductions

2. Oral communications

*Any member of the public may address the Commission for a period not to exceed three minutes on any item within the jurisdiction of the Commission that is not already on the agenda. The Commission will listen to all communication, but in compliance with State law, may not take action on items that are not on the agenda*

*Speakers are requested to sign the sign-in sheet so that their names can be accurately recorded in the minutes of the meeting.*

## CONSENT AGENDA

*No items this month*

*All items appearing on the consent agenda are considered to be minor or non-controversial and will be acted upon in one motion if no member of the RTC or public wishes an item be removed and discussed on the regular agenda. Members of the Commission may raise questions, seek clarification or add directions to Consent Agenda items without removing the item from the Consent Agenda as long as no other Commissioner objects to the change.*

## REGULAR AGENDA

3. Transportation Funding Strategies to Address Backlog of Needs
(*Rachel Moriconi, Senior Transportation Planner*)

   a. Staff report
   b. Presentation from Bryan Godbe, Godbe Research on survey of likely voters

4. Regional Transportation Plan (RTP) draft goals, targets and policies
(*Grace Blakeslee, Transportation Planner*)

   a. Staff report
   b. Draft transportation goals, targets and policies
   c. Definitions of relevant terms
   d. Draft transportation plan strategies

5. Caltrans Report

   a. Highway 17 at Laurel Road median gap closure
   b. Supplemental STIP request for the Highway 1 and 17 Merge Lanes Project

6. Next meetings

   The next SCCRTC meeting is scheduled for Thursday, May 3, 2012 at 9:00 a.m. at the Capitola City Council, 420 Capitola Ave, Capitola, CA

The next Transportation Policy Workshop is scheduled for Thursday, May 17, 2012 at 9:00 am at the SCCRTC Offices, 1523 Pacific Avenue, Santa Cruz, CA.

## *HOW TO REACH US*

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*1523 Pacific Avenue, Santa Cruz, CA 95060*
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- *Central Branch Library*
- *Watsonville Library*
- *Branciforte Library*
- *Scotts Valley Library*

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**AGENDA:** April 19, 2012

**TO:** Regional Transportation Commission – Policy Workshop

**FROM:** Rachel Moriconi, Senior Transportation Planner

**RE:** Transportation Funding Strategies to Address Backlog of Needs

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## RECOMMENDATION

Staff recommends that the Regional Transportation Commission (RTC):

1. Receive a presentation from the RTC's consultant Bryan Godbe of Godbe Research on the recent survey conducted to assess voter support for a new revenue measure; and

2. Direct staff to take initial steps towards placing a ballot measure on the November 2012 ballot, with a final RTC decision as to whether to move forward dependent on commitment for a private campaign to promote the measure.

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## BACKGROUND

There are insufficient funds available to operate and maintain Santa Cruz County's multi-modal transportation system, especially as state and federal sources have become increasingly unreliable. The federal tax on gasoline has lost one-third of its buying power since it was last raised in 1993. State fuel taxes and local taxes and fees have also not kept pace with the cost to operate and maintain the transportation system. The federal and state gas taxes are becoming anemic as more fuel-efficient vehicles generate fewer transportation revenues, while vehicle miles driven, and transit, bicycle and pedestrian transportation facilities needs are continually growing.

This underfunding has led to the deterioration of the local and regional transportation system. Existing transportation revenues make up less than 50% percent of what is required to maintain and improve roads, highways, bridges, sidewalks, bicycle facilities, and public transit to the levels necessary to sufficiently provide for a transportation system that is safe, reliable, and which moves people and goods efficiently. The shortfall for ongoing local road maintenance alone is over $12 million per year.

New, secure, local sources of funds, which cannot be taken by the state, are needed to repair and maintain local streets and roads; to make roadways safer for drivers, buses, pedestrians and bike riders; and to reduce congestion. The RTC recently conducted a poll of likely Santa Cruz County voters to evaluate the possibility of a November 2012 ballot measure, which could garner sufficient votes to raise additional revenues for the local transportation system.

## DISCUSSION

The RTC's polling consultant, Godbe Research conducted a survey to assess potential voter support for a vehicle registration fee (VRF) measure within Santa Cruz County. The survey was also designed to: (a) identify priority projects for projected proceeds; (b) test the influence of supporting and opposing arguments on potential voter support; and (c) gauge support for a future sales tax to fund transportation projects. A total of 508 interviews of likely November 2012 voters representing over 126,700 registered voters were conducted from March 24 through March 28, 2012. Interviews lasted 20 minutes on average. Preliminary results show that up to 69% of voters support a new local $10 VRF, and that a measure would be in the best position to meet the super majority requirement if there were an organized campaign supporting the measure and no opposition. **Bryan Godbe of Godbe Research will present the results of the poll at this meeting.**

The survey demonstrates that improving transportation remains incredibly important to Santa Cruz County voters and that they recognize that new revenues are needed. While supportive of many different types of projects, the survey found that voters are <u>most</u> supportive (over 2/3rds) of a measure that uses funds on the following:

- Maintain streets and roads and fix potholes to the benefit of everyone including drivers, bicyclists, walkers, buses, seniors, students, and neighborhoods
- Transportation for seniors and people with disabilities
- Sidewalks, safe street crossings and other pedestrian projects to make sidewalks more accessible for people with disabilities and students (safe routes to schools)

The results of the survey are promising; however, before moving forward with placing it on the November 2012 ballot, **staff recommends that the RTC and staff take additional steps to determine support for a campaign and determine what is needed to place a measure on the ballot.** Staff would conduct meetings with likely stakeholders, including local jurisdictions, identify methods to coordinate any RTC measure with efforts being undertaken by other entities, return with additional information on becoming a Congestion Management Agency (as required by SB83 for placing a VRF on the ballot), develop a timeline of tasks needed to place the measure on the ballot, and a project budget. Following these initial activities, staff would return to the RTC with a formal recommendation on whether to proceed with the measure.

As discussed at prior meetings, a $10 increase in local vehicle registration fees would net approximately $2.3 million per year. Notably, placing a VRF on the ballot would be part of a longer term approach to bring more local transportation funding to Santa Cruz County. The second and longer term objective is to secure a new sales tax measure to add infrastructure projects and increase funding for essential transportation services, streets and roads maintenance, bicycle and pedestrian safety, and services for seniors and people with disabilities.

## SUMMARY

The Regional Transportation Commission recently conducted a poll of Santa Cruz County voters on priorities and local payment strategies to address at least a portion of the significant backlog of transportation system needs. Godbe Research will present the results of the poll at this meeting and make preliminary recommendations.

**AGENDA:** April 19, 2012

**TO:** Transportation Policy Workshop

**FROM:** Grace Blakeslee, Transportation Planner

**RE:** Draft Regional Transportation Plan Goals, Targets and Policies – Santa Cruz County Components of the Metropolitan Transportation Plan

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## RECOMMENDATIONS

Staff recommends that the Regional Transportation Commission provide input on the draft transportation plan goals, targets, policies, and strategies.

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## BACKGROUND

The Regional Transportation Commission (RTC) will integrate sustainability principles into the next Regional Transportation Plan (RTP), which becomes the Santa Cruz County transportation component of the Metropolitan Transportation Plan (MTP). RTC staff coordinated with the North American Sustainable Transportation Council (STC), the agency responsible for developing the Sustainable Transportation Analysis and Rating System (STARS), to identify categories that should be considered when developing a sustainable transportation plan. The subject categories and sustainability goals identified by STC and included in STARS were approved by the RTC at the January 2012 meeting as the basis for developing the next Regional Transportation Plan (RTP) goals and policies. This effort takes into consideration federal planning factors and emphasis areas, as well as California SB 375 mandates for the Monterey Bay region.

## DISCUSSION

### Overview of Draft Transportation Goals, Targets, and Policies

The proposed draft policy element for the next Regional Transportation Plan (RTP), which serves as the Santa Cruz County component of the Metropolitan Transportation Plan (MTP), addresses the role of transportation in supporting sustainable communities and provides guidance to decision makers about what course of actions will achieve transportation plan goals. Taking into consideration public input received at the sustainability workshop held in November, and input received via an online survey, RTC staff and the STARS Team developed the proposed draft transportation plan goals, targets, and policies are shown in Attachment 1. (Attachment 2 provides definitions of terms relevant to the draft transportation plan goals and policies.)

*Goals:* Three key goals have been identified for the next transportation plan. The draft goals shown in Attachment 1 will:

- provide the basis for integrating sustainable principles into the Santa Cruz County component of the Metropolitan Transportation Plan (MTP);
- incorporate the eight sustainable objectives included in the Sustainable Transportation Analysis and Rating System (STARS) framework;
- support the Triple Bottom Line concept of a sustainable transportation system as one that balances the needs of people, the planet, and prosperity;
- advance state and federal transportation planning goals;
- serve as a tool for the tri-county region as a whole to address federal planning factors and emphasis areas and are consistent with activities associated with the Metropolitan planning process; and,
- support coordinating land use and transportation investments to reduce vehicle miles traveled and greenhouse gas emissions.

*Targets:* Draft transportation plan targets have been identified, where possible, to establish measurable objectives for achieving goals, to provide a decision support tool for linking policies and projects to goals, and assessing performance trends to provide the opportunity to make adjustments in priorities, if needed. Establishing targets is consistent with the STARS recommended approach of backcasting. This approach involves setting desirable future objectives first then determining the degree to which investments will meet objectives, rather than relying on demand based forecasts to direct the planning and investments. To accommodate data constraints and changing assumptions over time, targets, in the current context, will primarily serve the purpose of comparing how well various transportation investment packages advance goals by 2035.

To develop recommended targets for achieving recommended transportation goals, RTC staff, in consultation with the North American Sustainable Transportation Council (STC), considered the following:

- state and federal requirements and goals;
- data availability and constraints;
- resources available for analysis;
- aggressive, but reasonably obtainable targets based on existing and potential future conditions;
- community priorities based on the RTP Sustainability Survey (results of the RTP Sustainability Survey are available on Next RTP Website http://sccrtc.org/funding-planning/long-range-plans/rtp/)

Data and resource limitations were the primary reason for not recommending targets for every sustainable objective identified in STARS and approved by the RTC at the January 2012 meeting. However, all STARS sustainable objectives are encompassed in the recommended three draft transportation goals and policies.

In many cases, the proposed targets directly support the goal of reducing per capita greenhouse gas emissions by five (5) percent by 2035. This is the greenhouse gas emission reduction target set by the California Air Resources Board for the tri-county region, including Santa Cruz, San Benito, and Monterey Counties. This greenhouse gas target of five (5) percent reduction by 2035 does not include

additional reductions expected from the Pavley Clean Car Standard and the Low Carbon Fuel Standard. Where modeling tools were not available, aggressive, but reasonable, targets were proposed based on other similar efforts and local conditions. In some cases, targets provided are a range because some policies and strategies may receive greater emphasis based on how projects are grouped when evaluating plan alternatives. Providing a range also acknowledges that goals and targets are interconnected and advancing greenhouse gas targets will likely require a combination of approaches.

Note that some of the targets have not been established at this time. 1A is largely related to land-use and therefore staff is recommending that no target be set for 1A until more information is available from the Association of Monterey Bay Area Governments (AMBAG) regarding the land use assumptions to be incorporated into the Sustainable Communities Strategy. The Sustainable Communities Strategy, required by SB375, will identify a regional development pattern that, when combined with the transportation system, can meet the regional greenhouse gas targets from the automobile and light truck sectors for 2020 and 2035. Target 1E: Improve travel time reliability for all trips between key destinations requires additional baseline data that is not yet available.

*Policies:* The proposed draft transportation policies provide direction about the types of investments that are needed to achieve transportation goals and targets and encompass the specific transportation investment strategies expected to most advance the transportation plan goals, targets and Triple Bottom Line. The proposed draft policies are intended to be specific enough to more easily guide transportation decision making in a manner consistent with sustainable goals and targets through referencing specific strategies, but allow for flexibility to identify other strategies that may not have been considered and can also demonstrate that they advance sustainable goals and targets.

*Strategies:* Specific strategies (Attachment 3) that are directly linked to policies and have strong potential for advancing goals and targets have been identified by STC as part of STARS in coordination with RTC staff. Strategies are types of actions that address how investments should be implemented to most significantly advance goals and targets and are directly linked to specific policies. To identify those policies and strategies that are most likely to advance transportation plan goals and targets, the STC and RTC staff undertook the following activities:

- examined relevant and current research on strategies that maximize the benefits to the triple bottom line;
- evaluated which strategies have the capability of achieving benefits in the short term by way of being implemented more quickly and producing benefits quickly and those projects that require more lead time and/or for which the benefits may require more time to be realized;
- considered conditions in Santa Cruz County such as travel patterns, transportation system design, and transportation funding;
- emphasized lower cost investments; and,
- acknowledged the authority and influence of the RTC.

**How are goals and policies different from 2010 RTP?**
The proposed draft transportation goals and policies are:

- based on sustainable objectives that support those investments that will simultaneously maximize the benefit for people, planet, and prosperity;
- limited in number to provide a more useful reference for decision making and as a result, reflect those strategies with the greatest potential for advancing goals;
- more focused on lower cost investments for achieving goals, when compared to some of the potentially, more costly larger capital projects;
- designed to be consistent with and supportive of the pending tri-county Sustainable Communities Strategy being developed by AMBAG; and,
- carried over from the 2010 RTP if they have a strong link to sustainable objectives and remain relevant to the transportation needs of today.

**Federal and State Planning Goals**
Although developed and implemented by the RTC, the Santa Cruz County transportation goals will be incorporated into the Metropolitan Transportation Plan, the federally required transportation planning document, to demonstrate that the tri-county region as a whole meets federal transportation planning requirements. As such, the draft transportation goals and policies incorporate federal planning goals, including federal planning factors and emphasis areas. The sustainable principles integrated into the draft transportation goals and policies under consideration address transportation planning activities and problems common to the tri-county Metropolitan Planning Organization region. These include assessing the transportation impacts on livability, financial constraint, air quality and environmental concerns, reduced vehicle travel and enhanced travel services, incorporating multimodal facilities into planning, and system preservation.

The draft transportation goals and policies will also support statewide transportation planning goals and programs including, but not limited to, SB 375 required Sustainable Communities Strategy, Complete Streets, and Smart Mobility Framework. The Santa Cruz County RTP will make up the transportation component of the SB375 required Sustainable Communities Strategy for Santa Cruz County. RTC will work with AMBAG to identify if any additions could be made to the Santa Cruz County draft transportation goals and policies to ensure requirements are satisfied.

**RTC staff recommends that the Regional Transportation Commission provide input on the draft transportation plan goals, targets, policies and strategies.**

**Project Evaluation/Selection**
Projects listed in the MTP and RTP should advance the transportation plan goals and targets. Transportation plan policies should help to guide project funding decisions in a direction consistent with the transportation goals. Therefore, proposed projects should be consistent with the draft policies to allow the RTC to draw a link between the project lists and transportation plan goals.

Project sponsors will be encouraged to propose projects for inclusion in the MTP and RTP that are also consistent with the identified strategies. There may be additional projects/strategies that could help achieve the targets that were not identified by the STC's STARS process or RTC staff. Projects that do not fall within the strategies identified in the draft strategies list (Attachment 3) could still be included in project lists if project sponsors can demonstrate that the project is consistent with advancing transportation planning goals, targets, and the Triple Bottom Line. RTC staff will provide guidance to project sponsors on ways to demonstrate project effectiveness given limited data available and in a way that ensures consistency. Some measures that could be utilized to demonstrate a link towards meeting goals and targets and are consistent with measuring progress towards sustainability objectives include, but are not limited to: vehicle miles traveled, vehicle delay, travel time reliability, number of bicycle, pedestrian or transit trips, multi modal level of service, and travel time for all modes. Other criteria that could ensure consistency with goals could include: closing gaps in the bicycle-pedestrian network, project located in areas within a reasonable bicycle, pedestrian or transit distance to key destinations or key origins, and/or addresses Complete Streets design principles within a Sustainable Community Strategy Priority Area.

The forthcoming Complete Streets Assessment will also play an important role in project selection, to ensure consistency with the Sustainable Communities Strategy. RTC staff will be working with AMBAG staff to define the next steps in conducting the Complete Streets Assessment.

**Public Participation**

- A public workshop will be held on April 19th to discuss the draft transportation plan goals, targets, policies, and strategies. The workshop will be held in mid-county at the Live Oak Senior Center at 6:30pm and will be a combination of presentation, display tables, and small group discussion. Notifications about the workshop were posted in local newspapers, on the RTC website and facebook page, Community Television, and using the RTP Enews list. A press release was also sent to the media highlighting this event. **Commissioners are encouraged to attend, and inform others about this event.**
- An online tool to provide input on the draft goals, targets, policies and strategies will be available to solicit input from members of the public that are unable to attend the April 19 workshop.
- Comments on the draft transportation goals, targets, policies, and strategies were solicited from the RTC Advisory Committees including the Bicycle Committee, the Elderly & Disabled Advisory Committee, and the Interagency Technical Advisory Committee on April 9, 10th and 12th, respectively and will be considered for the next draft of transportation goals and policies.
- The RTP Sustainability Survey garnered responses from one hundred and ninety-eight (198) individuals regarding the sustainability objectives to be incorporated into the draft transportation goals and policies. Results of the survey were considered in the development of the proposed draft transportation plan goals and policies.

**Next Steps**

- May 3, 2012: RTC staff anticipates returning to the RTC with the final draft goals, targets, and policies, updated to incorporate input received from the public, Commissioners, RTC advisory committees, and partner agencies. The goals and policies become final when the MTP and RTP are adopted in 2014.
- June-September 2012: RTC staff expects to solicit project ideas from the public, RTC Advisory Committees, and from potential project sponsors, at which time RTC will work with the Interagency Technical Advisory Committee to finalize the project application form. Proposed project lists are scheduled to be due to the RTC in September 2012.
- June 2012: RTC staff expects to obtain input regarding transportation patterns and preferences of Santa Cruz County residents and visitors through an online survey, including obtaining additional information related to key destinations and barriers to utilizing the multimodal transportation system.
- October 2012-January 2013: RTC staff will evaluate transportation projects based on consistency with the transportation plan policies; the projects ability to advance the goals based on how the project fits within the identified strategies or, the project justification provided. RTC staff will also work with AMBAG to evaluate the project's ability to achieve the SB 375 greenhouse gas emission targets, when combined with future land use projections.

## SUMMARY

At the January meeting, the Regional Transportation approved the sustainability framework that would be utilized to support development of transportation plan goals and policies. The recommended draft transportation goals and policies (Attachment 1) integrate sustainable principles into the Santa Cruz County component of the Metropolitan Transportation Plan (MTP), support development of a Sustainable Community Strategy, and serve as a tool for the tri-county region as a whole to address federal planning factors and emphasis areas. Projects listed in the MTP should advance the transportation plan goals and targets. Specific strategies that can be directly linked to sustainable goals and policies and measurably advance targets have been identified by STC as part of the Sustainable Transportation Analysis and Rating System (STARS). RTC staff is seeking input from the RTC on the draft transportation plan goals, targets, policies, and strategies.

Attachments:

1. Draft transportation goals, targets, and policies
2. Definitions of relevant terms
3. Draft transportation plan strategies

# Draft Transportation Plan Goals, Targets and Policies

## ➢ GOAL 1. Improve people's access to jobs, schools, health care and other regular needs in ways that improve health, reduce pollution and retain money in the local economy.

There is a strong relationship between achieving access, health, economic benefit, and climate and energy goals and meeting targets. In many cases actions to achieve one goal will lead toward achieving the other goals. For example, providing more carpool, transit and bicycle trips reduces fuel consumption, retains money in the local Santa Cruz County economy and reduces congestion.

**TARGETS:**

Improve people's ability to meet most of their daily needs without having to drive. Improve access and proximity to employment centers.

**1A.** Increase the percentage of people within a 30-minute walk, bike or transit trip to key destinations. (*To be developed in conjunction with Sustainable Communities Strategy.)*

Re-invest in the local economy by reducing transportation expenses from vehicle ownership, operation and fuel consumption.

**1B.** Reduce per capita fuel consumption and greenhouse gas emissions by 5 percent by 2035 due to reduction in vehicle miles traveled and improved vehicle flow.

Reduce smog-forming pollutants, greenhouse gas emissions, and fossil fuel consumption.

**1C.** Reduce per capita vehicle miles traveled 5 percent by 2035.

**1D.** Improve speed consistency between 0 to 50 percent on the County's congested highway and arterial roadways by 2035.

Improve the convenience and quality of trips, especially for walk, bicycle, transit and car/vanpool trips.

**1E.** Improve travel time reliability for all trips between key destinations. *(Seeking additional data to establish specific target numbers.)*

Improve health by increasing physical activity in using the transportation system.

**1F**. Decrease single occupancy vehicle mode share compared to the baseline condition between 0 to 8 percent by 2035.

POLICIES:

1.1. *Transportation Demand Management* (TDM)*:* Expand demand management programs that decrease the number of vehicle miles traveled and result in mode shift.

1.2. *Transportation System Management*: Implement Transportation System Management programs and projects on major roadways across Santa Cruz County that increases the efficiency of the existing transportation system.

1.3. *Transportation Infrastructure:* Improve multimodal access to and within key destinations.

1.4. *Transportation Infrastructure:* Ensure network connectivity by closing gaps in the bicycle, pedestrian and transit networks

1.5. *Land Use:* Support land use decisions that locate new facilities close to existing services, particularly those that service transportation disadvantaged populations.

## ➢ GOAL 2. Reduce transportation related fatalities and injuries

Safety is a fundamental outcome from transportation system investments and operations. Across the United States, pedestrians and bicyclists (vulnerable users) are killed and injured at a significantly higher rate than the percentage of trips they take.

**TARGETS**:
Improve transportation safety, especially for the most vulnerable users.
**2A.** Reduce injury and fatal collisions by mode by 50 percent by 2035
**2B.** Reduce total number of high collision locations by 75 percent by 2035

POLICIES:

2.1 *Safety:* Prioritize funding for safety improvements that will reduce fatal or injury collisions.

2.2 *Emergency Service:* Support projects that provide access to emergency services.

2.3 *Traffic Calming:* Incorporate traffic calming strategies in transportation investments that will reduce collisions.

2.4 *System Design:* Reduce the potential for conflict between bicyclists, pedestrians and vehicles at high use locations.

## ➢ GOAL 3. Deliver access and safety improvements cost effectively, within available revenues, equitably and responsive to the needs of all users of the transportation system, and beneficially for the natural environment.

The manner in which access and safety outcomes referenced in Goal 1 and Goal 2 are delivered can impact cost-effectiveness, distribution of benefits amongst population groups, and ecological function.

**TARGETS:**

Maintain the existing system.

**3A.** Increase the average local road pavement condition index to 70 by 2035.

**3B.** Reduce the percentage of lane miles in "distressed" condition by 5 percent per year.

Reduce disparities in healthy, safe access to key destinations for transportation-disadvantaged populations.

**3C.** Increase share of funding going to areas and projects servicing transportation disadvantaged people.

Solicit broad public input.

**3D.** Maximize participation from diverse members of the public in RTC planning and project implementation activities.

POLICIES:

3.1 *Cost Effectiveness & Maintenance:* Maintain and operate the existing transportation system cost-effectively and in a manner that adapts the current transportation system to maximize existing investments.

3.2 *Coordination:* Improve coordination between agencies in a manner that improves efficiencies, reduces, and duplication (e.g. paratransit and transit; road repairs; signal synchronization; TDM programs).

3.3 *System Financing:* Support new or increased taxes and fees that reflect the cost to operate and maintain the transportation system.

3.4 *Equity:* Demonstrate that planned investments will reduce disparities in safety and access for transportation disadvantaged populations.

3.5 *Ecological Function:* Deliver transportation investments in a way that increases tree canopy, improves habitat, and avoids impacts to sensitive areas.

3.6 *Low Impact Design:* Support management and treatment of storm water on site through low impact design practices to improve water quality and stream flows.

3.7 *Public Engagement:* Solicit broad public input on all aspects of regional and local transportation plans, projects and funding actions.

# Draft Transportation Plan Goals and Policies
# Definition of Terms: Quick Reference

**Goals:** General, direction statements that guide the plan and incorporate the eight sustainability objectives identified by the Sustainable Transportation Analysis and Rating System.

**Key Destinations:** Ending location for employment, medical, retail and commercial trips or locations with unique services to transportation disadvantaged individuals.

**Key Origins:** Starting location of trips for concentrations of individuals, such as locations with greater population density or higher than average number of transportation disadvantaged populations.

**Policies:** Establish direction about the types of investments that are needed to achieve goals.

**Speed consistency:** A measure of variation in fuel consumption based on speed, braking, and acceleration.

**Strategies**: Specific actions, programs or other methods that help users achieve goals and targets.

**Targets:** Quantified goals to provide a decision support tool for linking policies and projects to goals, and assessing performance trends to provide the opportunity to make adjustments in priorities.

**Transportation Demand Management:** Strategies concerned with alternating or reducing demand for transportation facilities and some services.

**Transportation Disadvantaged:** Low income, elderly, youth, limited English proficiency, and disabled groups of individuals who have experienced a disproportionately small share of benefits from historical transportation investments which prioritized those who could afford to purchase and operate private vehicles.

**Transportation System Management:** A transportation planning approach encompassing a variety of primarily low cost methods to improve the efficiency of the existing transportation network either from the supply side (improving system operations) or the demand side (altering demand for facilities and services).

**Travel Time Reliability:** The level of variability between the expected travel time (based on scheduled or average travel time) and the actual travel time experienced.

**Triple Bottom Line:** Definition of a sustainable system as one that balances the needs of people, the planet, and prosperity.

**Vulnerable Users:** Those individuals who are injured or killed in a greater proportion than the rest of the population because of the mode they are using.

## Draft Transportation Plan Strategies

The strategies listed below are those that have demonstrated potential for advancing the draft transportation goals and triple bottom line sustainability framework. The strategies are numbered to reference the specific draft transportation goals and policies they support. In many cases, strategies advance more than one draft transportation goal and policy. The demonstrated potential for achieving goals is supported by a variety of research and practical applications.

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| **1.1** | **Transportation Demand Management:** |
| 1.1.1 | Expand individualized marketing and incentive programs to employers, schools and residents that encourage people to use modes other than drive alone (including telecommuting). |
| 1.1.2 | Establish short-term (e.g. five year) employee and residential trip reduction targets for drive-alone, vehicle miles reduced and/or fuel consumption for specific key origins and key destinations and promote formation of employer and/or residential associations to implement TDM programs (e.g. a Transportation Management Association). |
| 1.1.3 | Increase the use of new technology, including information and telecommunication technology to improve traveler information and reduce travel demand. |
| 1.1.4 | Implement a combination of incentives and requirements for TDM trip reduction and parking management for commercial and residential new development and new use in key destinations. |
| 1.1.5 | Encourage carpool and vanpool for longer trips, walking and bicycling for shorter trips and transit for trips along frequent service routes. |
| **1.2** | **Transportation System Management:** |
| 1.2.1 | Prioritize funding for signal synchronization and transit signal priority on frequent service transit routes. |
| 1.2.2 | Evaluate, and if found beneficial, implement auxiliary lanes. |
| 1.2.3 | Evaluate, and if found beneficial, implement ramp metering and/or HOV queue jumps at Highway 1 access points and at intersections that are or could be heavily used by transit and/or carpools and vanpools. |
| 1.2.4 | Promote motorist aid programs that decrease non-recurrent congestion. |
| 1.2.5 | Evaluate, and if found beneficial, implement automated speed limit reduction on Highway 1 during congestion events. |
| 1.2.6 | Evaluate, and if found beneficial, implement congestion pricing in order to improve travel time reliability, improve speed consistency and reduce fuel consumption. |
| **1.3 & 1.4** | **Transportation Infrastructure:** |
| 1.3.1 | Encourage transit service improvements that decrease travel time and minimize overcrowding. |
| 1.3.2 | Evaluate, and if found beneficial, implement bicycle, pedestrian, transit and carpool projects that serve major Santa Cruz County routes to provide safe, affordable options. |

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| 1.3.3 | Promote electric vehicle use through planning and development of infrastructure. |
| 1.3.4 | Support local agencies in regularly updating pedestrian, bicycle, and transit plans. |
| 1.4.1 | Encourage the implementation of Complete Streets to facilitate safer and shorter bike, walk and transit trips. |
| 1.4.2 | Prioritize projects that close gaps in the bicycle, pedestrian and transit networks. |
| **1.5** | **Land Use:** |
| 1.5.1 | Encourage local agencies to adopt Multimodal Level of Service (MMLOS) standards. |
| 1.5.2 | Prioritize funding for multimodal transportation projects in areas of new infill growth that are mixed use including, but not limited to, jobs/housing/services/retail. |
| 1.5.3 | Work with local agencies to evaluate the benefits and costs of current and potential parking minimums, maximums and prices and implement supporting policies and programs if found beneficial. |
| **2.1** | **Safety:** |
| 2.1.1 | Support location-specific improvements to locations with higher-than-average fatalities and injuries to reduce the likelihood of future collisions. |
| 2.1.2 | Encourage projects to demonstrate speed suitability; that is, that streets are designed and speeds are set to maximize multimodal safety and are consistent with surrounding land use. |
| 2.1.3 | Prioritize projects that close gaps in the bicycle, pedestrian and transit networks. (See 1.4.2) |
| **2.2** | **Emergency Services:** |
| 2.2.1 | Implement motorist aid programs to increase safety on highways. |
| 2.2.2 | Develop emergency traveler information for the region. |
| **2.3** | **Traffic Calming:** |
| 2.3.1 | Encourage the following design elements to be considered when implementing safety improvements: single-lane roundabouts, sidewalks, exclusive pedestrian and signal phasing, pedestrian refuge islands, and increased intensity of roadway lighting. |
| 2.3.2 | See also 1.4.1 - Encourage the implementation of Complete Streets to facilitate safer and shorter bike, walk and transit trips |
| **2.4** | **System Design:** |
| 2.4.1 | Employ proven design features such as separate facilities and notification of shared facilities and crossings. |
| 2.4.2 | Consider adjacent land use and associated transportation by mode when designing facilities. |
| **3.1** | **Cost-Effectiveness & System Maintenance** |
| 3.1.1 | Support projects that can be delivered in a timely manner. |
| 3.1.3 | Support project evaluation tools and projects that can demonstrate cost-effectiveness using a full life cycle cost analysis and benefits to access, safety and health, and climage polluation aand energy use. |
| 3.2.1 | Support projects that adhere to economically optimum maintenance and replacement levels for road, bicycle, pedestrian and transit assets. |
| 3.2.2 | Prioritize projects based on number of users of a facility and system management plans. |

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| **3.2** | **Coordination:** |
| 3.2.1 | Increase coordination between transportation entities to maximize efficiencies at providing transportation services to the public; centralize information for public to access; utilize best practices by other entities and minimize duplicative efforts. |
| 3.2.2 | Develop a coordinated data collection effort that address priority transportation needs for the RTC and tranpsortation partners. |
| **3.3** | **System Financing:** |
| 3.3.1 | Support increased federal, state, or local gas taxes to be used for a variety of transportation improvements, including road maintenance. |
| 3.3.2 | Support new funding sources that assess those who benefit directly from improvements. |
| 3.3.3 | Consider and evaluate users fees, where appropriate, such as congestion pricing. |
| 3.3.4 | Encourage private development proposals to investments that reduce vehicle trips include, but not limited to, transit, bike, car sharing and pedestrian service improvements and financial support of transit service, consistent with transit improvement plans. |
| **3.4** | **Equity:** |
| 3.4.1 | Encourage proposed investments to identify whether and how they will reduce disparities in safety and access for transportation disadvantaged people. |
| 3.4.2 | Support connections between key origins for transportation disadvantaged, jobs centers, and other key destinations. |
| 3.4.3 | Encourage affordable housing along major transit corridors and near transit stops. |
| 3.4.4 | Address travel needs at times of day and on days of the week that correspond with entry-level employment opportunities. |
| **3.5** | **Ecological Function** |
| 3.5.1 | Encourage projects to demonstrate how they improve habitat, increase tree canopy, and avoid impacts to sensitive areas. |
| 3.5.2 | Encourage project sponsors to include joint projects with other agencies, such as other departments responsible for watershed health, storm water management and habitat restoration. |
| **3.6** | **Low Impact Design:** |
| 3.6.1 | Encourage the inclusion of low impact design measures in transportation projects. |
| **3.7** | **Public Engagement:** |
| 3.7.1 | Evaluate and, where necessary, improve the public involvement process to eliminate participation barriers and engage transportation disadvantaged populations in transportation decision making. |
| 3.7.2 | Use a broad range of outreach methods and media solutions to provide the community access to information about the RTC's programs, projects and services on a regular basis. |