



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Partnership Technical Advisory Committee

DATE: March 17, 2008

FR: Ashley Nguyen

W. I.

RE: Transportation 2035: Proposed Final Vision Policy Strategies

Recap of Vision Policy Strategies

Staff presented the Draft Vision Policy Strategies for this Committee's initial review on February 8, 2008. We subsequently circulated them to the Joint Policy Committee, Bay Area Partnership, MTC advisory committees and stakeholders for their review and comment.

The Vision Policy Strategies are derived from the lessons learned from the vision scenario analysis that was presented at the October 26 Bay Area on the Move Summit. Based on these lessons learned, staff identified five important policy areas for the Transportation 2035 Plan:

1. Investments
2. Pricing and Affordability
3. Focused Growth
4. Technology
5. Individual Actions

Staff prepared a statement articulating the vision for the Transportation 2035 Plan. In addition, for each of these five policy areas, staff has prepared a policy brief that explains where we are today, describes the challenges to overcome, and identifies policy strategies that will take us on a shared journey to get to where we want to be. For illustrative purposes, we sketch out what this "journey" might look like; we show a continuum of efforts and innovations that will help us move from today towards attainment of our vision in 2035. The continuum categorizes short, medium and long-term improvement strategies based available resources, the state of various technologies and/or the time needed to realize the full impact of improvements (mainly in the land use arena). **Attachment A** describes the Vision Policy Strategies.

A summary of the key messages heard from MTC Commissioners, the Joint Policy Committee, partner agencies (including CMA board members), MTC advisors and stakeholders is contained in **Attachment B**. Both the vision statement and Vision Policy Strategies contained in Attachment A have been modified in underline/strike-out type to reflect comments received to date.

Planning Process

The Vision Policy Strategies serve to inform the project evaluation process, influence the ensuing investment trade-off discussions, and help with benchmarking achievement of performance objectives over time. Staff sees this process unfolding through the following key steps:

1. Identify the most cost-effective projects/programs with respect to the performance objectives (i.e., the quantitative project evaluation approach which was approved by the Planning Committee in February 2008);

2. Assess how projects/programs advance the Commission's vision policy strategies (i.e., qualitative policy evaluation approach);
3. Debate the trade-offs among various investment strategies that consider both performance objectives and Vision Policy Strategies as part of the deliberations, as well as other considerations the Commissioners may bring to the table;
4. Determine which projects/programs we can afford within the revenues projected to be reasonably available to the region over the next 25 years (i.e., dollars and cents approach);
5. Develop an investment plan of projects/programs for the financially constrained plan; and
6. Identify an investment plan of projects/programs that would be funded with potential new revenue sources such as the regional gas fee, SMART district tax, or others for the unconstrained plan.

We will provide our partner agencies, the public and the Commission with a wealth of quantitative (performance analysis) and qualitative (policy assessment) evaluation results in May 2008. The evaluation results are intended to inform the investment trade-off discussions that will take place over the following few months.

As part of its deliberations, the Commission will take into account the (a) Three Es, goals and performance objectives set for the plan; (b) results from the project performance and policy assessments; (c) financial constraints, and (d) and input received from partners, stakeholders and the public. Ultimately, the Commission will exercise its policy discretion and decide on the program of projects/programs for the financially constrained plan in July 2008.

Schedule

Below are the upcoming key Transportation 2035 milestones:

Early May	MTC staff releases project performance & policy assessment results
May - July	Partners, stakeholders, the public and Commission to review evaluation results and begin investment trade-off discussions for financially constrained investment plan
July 11	Planning Committee approves Final Draft T2035 Investment Plan
July 23	Commission approves Final Draft T2035 Investment Plan
Aug.-Nov.	Prepare equity analysis, EIR, and air quality conformity analysis
December 12	Planning Committee releases Draft T2035 Plan & Draft EIR for public review
March 2009	Commission approves Final T2035 Plan

Recommendation

To allow as much time as possible for stakeholder review, staff requested comments by the March 14 Planning Committee meeting but plan to forward the entirety of comments received to the Commission on March 26.

Staff seeks this Committee's comments and the Commission's provisional approval of the Vision Policy Strategies so that we may proceed with the qualitative policy assessment component of the project/program performance evaluation. This provisional approval enables the Commission to revisit and make further refinements to the Vision Policy Strategies prior to adopting them as part of the final Transportation 2035 Plan in early 2009.

AF: AN

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Attachment A TRANSPORTATION 2035: VISION POLICY STRATEGIES

Change in Motion

Transportation 2035 *is* change in motion — guided by the Three Es of economy, environment, and equity, along with a set of ambitious goals and performance objectives, that will transform not only the way we invest in our transportation but the very way the Bay Area travels. The plan sets forth a bold vision and takes us on a journey to:

Where mobility and accessibility is ensured for all Bay Area residents and visitors, regardless of age, income or disability; and

Where our ~~highways, local streets and roads, public transit systems, and~~ bicycle and pedestrian facilities, public transit systems, local streets and roads, and highways are all safe and well-maintained and take us when and where we need to go; and

Where an integrated market-based pricing system for the region's carpool lanes, bridges, and roadways helps us not only to manage the demand on our mature transportation system but also to pay for its improvements; and

Where our lively and diverse metropolitan region is transformed by a growth pattern that creates complete communities with ready, safe and close access to jobs, shopping, and services that are connected by reliable and cost-effective transit services and where transit is in place and readily available for both our short and long trips; and

Where technology advances move out of the lab and onto the street, including clean fuels and vehicles, sophisticated traffic operations systems to manage traffic flow on our roadways, advanced and accessible traveler information that allows us to make informed travel choices, and transit operational strategies that synchronize fare structures, schedules, and routes to speed travel to our destinations; and

Where we have a viable choice to leave our autos at home and take advantage of a seamless network of accessible pedestrian and bicycle paths that connect to nearby bus, rail and ferry services that can carry us to work, school, shopping, services, or recreation; and

Where we lead and mobilize a partnership of regional and local agencies, businesses, and stakeholders to take effective action to protect our climate and serve as a model for national and international action; and

Where our transportation investments and travel behaviors are driven by the need to reduce our impact on the earth's natural habitats; and

Where all Bay Area residents enjoy a higher quality of life.

POLICY BRIEF #1: TRANSPORTATION INVESTMENTS

Where We Are Today

- Our regional transportation system is an intricate and mature network of highways, local roadways, and transit systems, ~~and bicycle and pedestrian facilities~~.
- As our transportation system ages, the maintenance needs continue to outpace funding available, leading to higher deferred maintenance costs and substantial backlogs.
- Safety remains a critical concern. Over the past nine years, the region has averaged 440 fatal collisions and 37,000 injury collisions per year.
- Our private railroad systems are nearing or at capacity. The competition for scarce capacity between freight and passenger rail services continues to grow, with limited new rights-of-way available.
- Two of the three international airports will reach runway capacity between 2015 and 2020 – congested local freeways constrain airport and seaport landside access.

Challenges to Overcome

- Adequate funding to keep the regional system in a good state of repair and to minimize backlogs has been difficult due to lack of existing and new revenue sources.
- The bicycle and pedestrian network is comparably less developed as a regional system than its highways, roadways and transit counterparts.
- Bicyclists and pedestrians are disproportionately represented in all traffic collision deaths accounting for about 28 percent of total fatalities, while only a small percentage of all trips.
- Funding for transit services is severely limited; this situation will worsen as new transit expansion projects come online vying over fixed and segregated pots of operating and capital funds.
- By 2035, close to 25 percent of the region's residents will be 65 years or older. Paratransit services may become oversubscribed; but local transit services may not be able to absorb demand due to limited operating and capital resources. Accessible taxis may provide relief, but there are insufficient supplies to meet demand.
- Better institutional and functional coordination of the region's transit operators is needed to gain more efficiency and productivity from the existing system, reduce administrative redundancy and duplicative expenses.

Where Do We Want to Be?

- *Keep the Foundation Strong* - Establish cost-effective maintenance standards, and secure adequate funding for road and transit maintenance to minimize costs and backlogs
- *Maximize System Performance* - Maximize system performance with full deployment of system management strategies and institutional cooperation in the delivery of system services.
- *Make Transportation Accessible* – Develop public transit and HOV facilities and services that facilitate public transit ridership growth. Also, Provide reasonable and affordable transportation alternatives to the automobile and effectively balance mainstream transit services, customized paratransit and human services transportation to meet the needs of low-income, elderly and disabled persons
- *Support System Strategic Expansion* - Fully close gaps in the regional carpool lane network; reduce truck delay in key freight corridors, and convert more truck trips to rail and barge; improve the speed and on-time reliability of bus transit through use of transit-priority measures; close gaps in the regional and local major arterial bicycle network.
- *Promote ~~More Public/Private Partnerships~~ Innovative Project Delivery Approaches* – Implement design-build project delivery methods to rationalize risks and minimize delays. Leverage funding from the private sector with-to support public sector investments. For example, use public/private

partnerships in the freight network to maximize dual benefits to each, and ensure those investments are coordinated with other public investments in the same corridor.

The Journey – A Continuum of Efforts & Innovations

SYSTEM MANAGEMENT – See TECHNOLOGY

EXPANSION				
Extensive Highway, Local Roadway, and Transit Network	1 st Wave of Coordinated Public Transportation-Human Service Plan Strategies	Resolution 3434	Strategic Regional Rail Improvements & Expansion	
350-mile HOV Lane Network	Infrastructure Funding to Support PDAs	Regional HOT Network	Strategic Highway/Local Roadway Expansion	
Gaps in Transit Connectivity	Transit Connectivity Gaps Closures	Transit Efficiency & Access Impvts.	Cont'd Transit Efficiency & Access Impvts.	
Gaps in Bike & Pedestrian Network	TCIF Projects	Subsequent Wave of Coordinated Plan Strategies	Subsequent Wave of Coordinated Plan Strategies	More Functional Transportation Network
	RR ROW Preservation	RR ROW Acquisition		
MAINTENANCE				
Partial Local Roadway Pavement & Non-Pavement				All Local Roadway Pavement & Non-Pavement
Partial Transit Capital Replacement (Buses, Train Cars, Tracks, etc.)				All Transit Assets (Buses, Train Cars, etc.)
One-Third of State Highway Pavement in "Distressed" Conditions				One-Tenth of State Highway Pavement in "Distressed" Conditions
<i>Ongoing <u>Increased Levels of</u> System Maintenance Activities</i>				
Today				Target Attainment

POLICY BRIEF #2: PRICING

Where We Are Today

- Though common in many other industries (e.g., airlines, utilities), using price to avoid peak period overload is the exception in regional and state transportation; Europe and other US cities demonstrate that road pricing can reduce congestion and emissions.
- Some work is underway: Alameda and Santa Clara counties are developing HOT lane demonstration corridors (on I-680, I-580, US 101 and SR 85); San Francisco is instituting a congestion-based charge on Doyle Drive and studying the feasibility of a citywide congestion pricing program; MTC has been studying the feasibility of a regional HOT Network
- Working families in the Bay Area spend 10 percent more of their income on transportation and housing combined than families in other major metropolitan areas; this is largely due to high housing costs in our region.
- The region lacks a framework for coordinating transit fares; operators offer discounted fares for youth, elderly and disabled passengers but do not consider income level.
- While parking pricing policies can significantly affect transportation travel behavior and overall parking demand at employment and commercial areas, very few communities take the opportunity to effectively price parking.

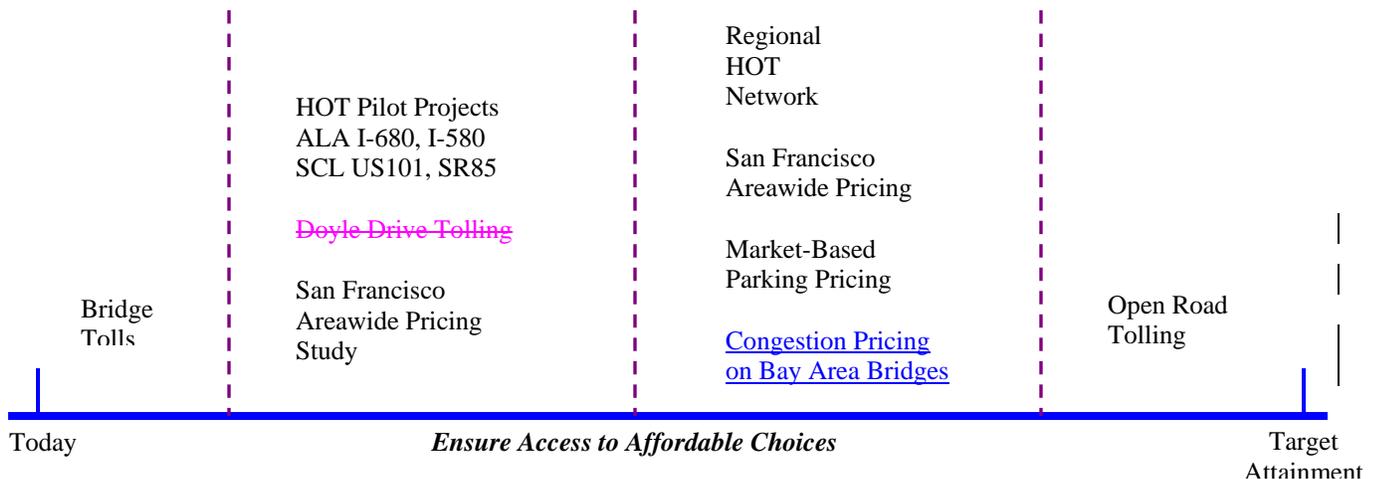
Challenges to Overcome

- In the absence of hands-on experience, the public and many elected officials are skeptical that pricing can succeed technically and politically.
- Congestion pricing programs can be and must be designed so that basic mobility is affordable for low-income households.
- The region lacks a framework for coordinating parking pricing policies; local jurisdictions and businesses are concerned that new or higher parking fees may put them at a competitive disadvantage.
- While there has been some agreement to on design applications principles and enforcement strategies for the two-Bay Area HOT lane demonstration projects, s that are currently under design, regionally consistent design standards, design principles and delivery approaches, and enforcement strategies HOT lane design principles and project delivery approaches need to be developed in conjunction with Caltrans and CHP as the HOT network is expanded, which has not yet established standards for HOT lanes; enforcement strategies will need to be developed in conjunction with CHP
- There are ongoing discussions about a regional versus corridor-by-corridor approach to pricing, beginning with the corridors under development in Santa Clara, Alameda and San Francisco counties. These demonstration projects could provide insights into an expanded HOT network.
- Introduction of new pricing strategies will raise issues of governance; MTC would need legislative authority to develop and administer a regional HOT network; further, regional stakeholders must develop agreements on explore revenue allocation options that support development of a regional system. Views that toll revenues collected from users of the systems must be utilized within close proximity of the area collected must be considered as part of this discussion, as well as views that transportation networks such as the Interstate Highway System and Bay Area toll bridges relied on the pooling of revenue across political jurisdictions to benefit all users of the network.

Where Do We Want to Be?

- *Implement Full Road Pricing* - Advance ~~congestion road~~ pricing as a ~~congestion demand~~ management tool, starting with the HOT Lanes demonstration projects, to demonstrate the concept of congestion pricing, and moving eventually toward full pricing on road priefreeways and toll bridges ing along with area-wide pricing to manage demand. Where road pricing is not an option, deploy other system management strategies to reduce congestion at heavily used freeway segments.
- *Promote Area Pricing* - ~~Implement a congestion toll on Doyle Drive by 2009 and f~~Follow a natural progression over time to European-style cordon or area-pricing of San Francisco.
- *Support Local Parking Management Policies* - Advance parking policies at the local level that address parking supply and provide market-based pricing signals to users reflecting both direct and indirect costs of parking and support TOD and support transit use.
- *Provide affordable choices* - Give full consideration to providing access for persons of all income levels to the benefits associated with pricing programs. Seek to provide affordable choices, including such as high quality transit and bicycle and pedestrian facilities, in ~~advance of~~ implementing conjunction with congestion pricing programs.
- Re-invest all pricing revenues back into transportation improvements – transportation revenues should not be used for non-transportation purposes.

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POLICY BRIEF #3: FOCUSED GROWTH

Where We Are Today

- The regional housing market has not kept up with demand resulting in the Bay Area having the highest median housing costs in the nation.
- The region's fastest growing areas are in the outer ring – in-commuting from outside the region has and will likely continue to increase – and the “drive till you qualify” phenomenon will likely continue as residents search for more affordable homes, larger homes with backyards, better schools, and the like unless more housing choices and other community assets are provided in the urban core and near key transit stations and corridors.
- High-growth areas in the outer ring are putting pressure on transportation facilities that were not originally designed to carry current or future traffic volumes and facilitate long-distance driving; vehicle miles traveled and carbon emissions are increasing as a result.
- The region has undertaken several initiatives (TLC/HIP, TOD Policy, T-PLUS) over the past several years to work with local agencies to invest in more focused growth, particularly near existing transit nodes and corridors
- Priority Development Areas (PDAs) have been nominated by local jurisdictions as part of the FOCUS effort. Together they could accommodate as much as 56 percent of the Bay Area's growth by 2035. MTC has committed nearly \$20 million to support planning efforts in PDAs.

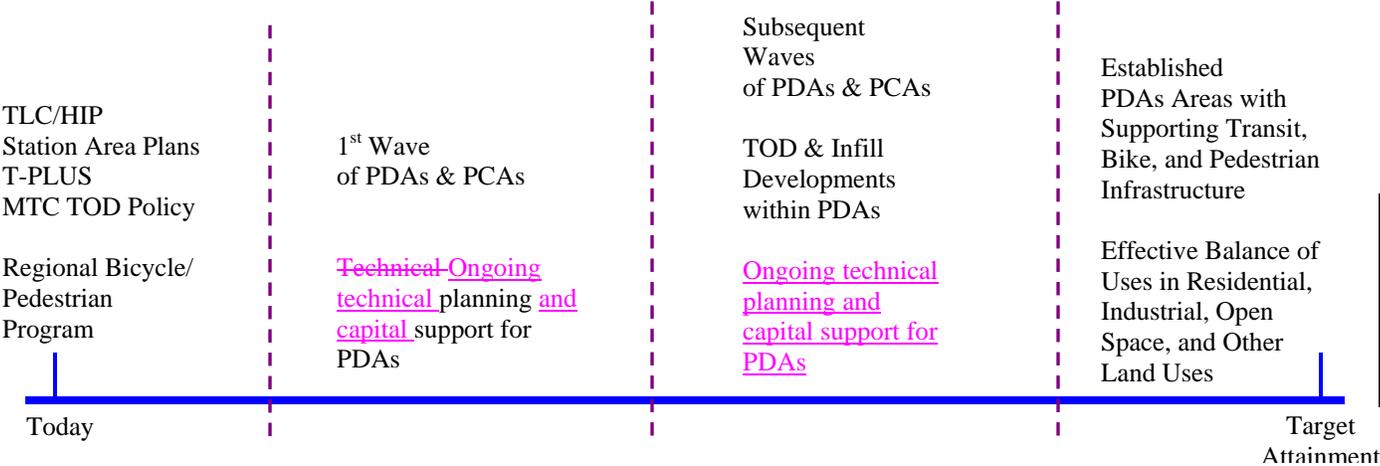
Challenges to Overcome

- PDAs require substantial investments for their host local governments; capital budgets submitted with the first round of PDA applications total tens of billions of dollars so cities and counties will require direct financial assistance to make focused growth real
- The redistribution of growth is a long-term solution to the region's transportation and climate issues; unless we coalesce local and regional priorities now, interest will wane and growth will find its own path of least resistance
- Increased new housing supply can reduce prices but ~~can~~ also displace low-income residents and local businesses in gentrifying neighborhoods.
- Some industrial land uses are disappearing due to local pressures to convert to higher value land uses. Pressure to convert industrial land uses to higher value land uses, such as residences, should be monitored to avoid harming the local and regional economy.
- Many PDAs overlap with critical goods movement corridors in the region, and finding a balance between competing uses in the urban core is critical to ensuring a diverse job base and efficient goods movement system.

Where Do We Want to Be?

- *Focus Future Growth* - Recognize that PDAs encompass potential areas for focusing growth around transit hubs and transit arterial corridors and they serve as opportunity areas for targeted regional investments; and that continued infrastructure improvements are needed in those areas that have recently experienced high growth
- *Adequate Funding to Make Focused Growth Work* - Provide adequate infrastructure funding for PDAs and give them consideration in the allocation of all new increments of existing unconditional funding and in the use of new revenue sources. Also, provide funding support from existing or new revenue sources to other urban, suburban and rural areas of the region that are working to managing growth and reduce vehicle trips.
- *Consider Freight Needs* - Support industrial land-use preservation where needed and support local jurisdictions in finding ways for goods movement activities, housing and commercial areas to co-exist as good neighbors

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POLICY BRIEF #4: TECHNOLOGY

Where We Are Today

System Management

- Traffic congestion caused by incidents is a major problem. The amount of delay experienced by motorists due to non-recurrent congestion is equal in magnitude to the delay experienced due to recurrent day-to-day bottlenecks.
- Although some technology is already in place to address non-recurrent congestion, less than one-third of the freeway system is currently equipped with the needed system management equipment.
- Integration of the freeway system, local arterials, and the transit network is limited. Each system largely operates independently of the other, providing little opportunity to manage the overall system in a coordinated manner.
- Although ramp metering is a proven strategy to reduce freeway traffic congestion, it has been implemented on only 25% of the Bay Area freeway system. Because of this, the ability to maintain optimal performance in response to growing traffic demands is severely limited.
- Communications between transportation providers is primitive. The ongoing Center-to-Center effort to exchange data between several traffic management centers is the first step in improving this situation. Interoperability and communications between Transit agencies is also in its infancy. TransLink[®] is the region's most significant investment for interoperability (fare payment.)

Air Quality/Greenhouse Gas Emissions

- Nearly half of the greenhouse gas emissions (GHG) emissions in the Bay Area come from the transportation sector.
- AB 32 (2006 California Global Warming Solutions Act) requires CARB to develop regulations and market mechanisms that will ultimately reduce California's GHG emissions to 1990 levels by 2020 (a 25 percent decrease), and to 80 percent below 1990 levels by 2050.
- Federal CAFE standard just recently approved to increase fleetwide average of light duty vehicles sold in 2020 and beyond to 35 miles per gallon (mpg); US EPA will require heavy duty trucks to reduce particulate matter (PM) emissions by 85 percent by 2020
- State legislation (Pavley) requires all light duty vehicles sold in California to reduce GHG emissions by 30 percent by 2016; by 2020 California is committed to implement more stringent GHG emission standards (Pavley Phase 2 rules) that will further double GHG emissions and will likely yield better California fleet fuel efficiency to an estimated 44 mpg.
- California Air Resources Board (CARB) will implement air quality regulations for goods movement, including trucks, shore power, railroads, and ships.
- Particulate matter is also a concern. The Bay Area will likely be designated as a non-attainment area for the national PM_{2.5} standards in 2009. PM₁₀ levels are closely linked to vehicle miles traveled due to the contribution of road dust and brake and tire particles. Goods movement accounts for a large share of PM and NO_x emissions from transportation sources. All together, motor vehicles account for 40 percent of the PM₁₀ inventory for 2010 (of which road dust is by far the largest contributor, at nearly 35%).

Challenges to Overcome

- California must convince the federal appeals court to allow AB 32 implementation.
- New or improved vehicle standards must not only address improvements to fuel efficiency but also emission reductions of particulate matter and other criteria pollutants.
- Adequate funding is needed to further develop emerging technologies such as VII.

- Implementation of initial Integrated Corridor Mobility projects on I-880 and I-80 in Alameda/Contra Costa counties will require substantial negotiation between Caltrans, affected counties and cities, and transit agencies to develop operational agreements.
- Sustaining the performance benefits of a system management program requires a dependable operations and maintenance budget. Otherwise, any investments in new infrastructure will inevitably be wasted.
- TransLink[®] program needs to complete installation on all operators and achieve a steady state operations.

Where Do We Want to Be?

Deploy System Management Strategies

- Communication infrastructure sufficient to take advantage of in-vehicle technologies as they are developed by the private sector
- Fully instrumented freeway system in which operation can be accurately monitored and managed and from which traveler information can be generated on a real-time basis
- Ramp metering through the entire Bay Area freeway system, with integrated operation of arterials
- Operate TransLink[®] on all transit agencies
- Deploy transit priority measures and real-time arrival information
- Deploy traffic system management on local arterials

Reduce Emissions

- Fully implement AB 32 (Phases 1 and 2)
- Accelerate plug-in hybrid development
- Improve electric vehicle/hydrogen cell technology
- Ultimately increase fuel efficiency to 54 mpg and increase share of zero-emission vehicles to 55 percent of statewide fleet in order to help achieve state GHG and PM emission goals.

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SYSTEM MANAGEMENT

<p>16% of Freeway System has ramp metering</p> <p>23% of freeway has necessary TOS equipment to manage non-recurrent congestion</p> <p>Traveler Information through the 511 and Use of Freeway CMSs</p> <p>Vehicle Infrastructure Integration Testbed Under Development</p> <p>10% of Transit System includes TransLink® in Full Operations</p>	<p>Educational Workshops on Ramp Metering</p> <p>Increase in Fleet of VII-Equipped Vehicles</p> <p>40% of Transit System includes TransLink® in Full Operations</p>	<p>Reduction of Impact of Non-Recurrent Congestion.</p> <p>Improved Incident Clearance Times.</p> <p>County and Public Support for Ramp Metering; Deploy in Remaining Major Freeway Corridors</p> <p>Increase in Dynamic Mode Shifts in Response to Real-Time Situation</p> <p>70% of Transit System includes TransLink® in Full Operations</p>	<p>Negotiations with Caltrans and Other Operators on Joint Operating and Management Policies</p> <p>100% of Transit System includes TransLink® in Full Operations</p>	<p>Fully Managed and Controlled System, with Integrated Operation between the Freeway, Arterials, and Transit</p> <p>Sustainable O&M Budget for Technology</p> <p>Efficient and Safe System Through Automated VII Technologies</p> <p>Ability to Leverage New & Emerging Technology</p> <p>Mature System Interoperable between Parking & Fastrak</p>
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AIR QUALITY/GHG EMISSIONS

<p>Current CAFÉ Standards</p> <p>Global Warming Solutions Act</p> <p>Hybrid, alternative fuel vehicles</p>	<p>Implement Global Warming Solutions Act</p>	<p>More Stringent CAFÉ Standards</p> <p>Phase 2 Pavley Rules (fleetwide average of 44 mpg)</p> <p>Technological Changes that Change Business Practices & Related Home-to-Work Travel</p>	<p>Cleaner Fuels & Improved Vehicle Technology</p> <p>Increase in Hybrid Auto Ownership</p> <p>Another Wave of Hybrid-Type Vehicle Technology</p>	<p>Fleetwide Average of 54 mpg</p> <p>55% Zero-Emission Vehicles Fleet</p>
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Today Target Attainment

POLICY BRIEF #5: INDIVIDUAL ACTIONS

Where We Are Today

- The automobile is still the primary transportation mode, wherein currently 84 percent of trips are by auto, 10 percent are by biking/walking, and 6 percent by transit.
- While simply driving less is likely to have the biggest impact relative to the Transportation 2035 Plan's performance objectives.
- Over 90 percent of traffic collisions are attributable to a human factors rather than infrastructure issues and could be addressed through education and enforcement. Pedestrian [and bicycle](#) safety, aggressive driving, motorcyclist safety and driving decisions about rights of way and turning are bigger problems in the Bay Area than they are statewide.
- Substantial transit infrastructure investments have had little impact on mode split over time.
- Transit is a popular option in some Bay Area corridors where it is time and cost competitive (no toll plazas, avoidance of high San Francisco parking charges).

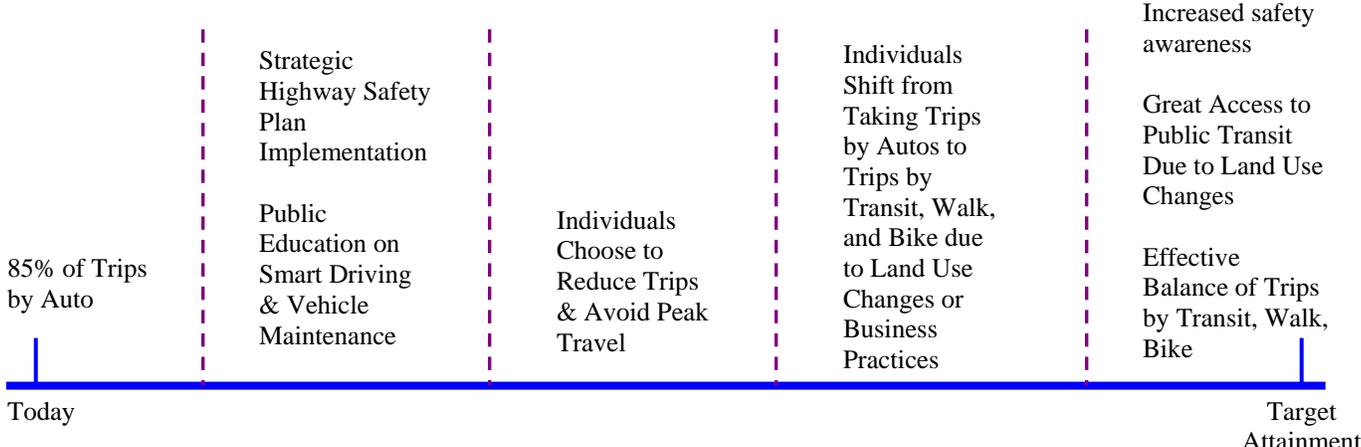
Challenges to Overcome

- Large mode shifts in the nearer term are not likely; our surveys have indicated that most people who drive do so because they believe it is not convenient or practical to use other modes.
- Attitude and preference change will only work if people have an environment in which they can effectuate their new attitudes and choices through new behaviors (e.g. waste-recycling, climate change awareness).
- While more compact land use can lead to less driving overall, such impacts would be considered to be more long-term.
- Many disparate [public awareness and education](#) activities are underway at the local level. A coordinated approach is needed among regional agencies to support robust public awareness [and education](#) programs.
- Education and enforcement activities are not generally eligible for the traditional funding sources with which MTC works. A comprehensive approach to regional safety will require partnerships with health departments and law enforcement.

Where Do We Want to Be?

- *Increase Public Education* - Encourage changes in attitude and behavior through a concerted public education program linking desired environmental, transportation, and safety outcomes with personal behavioral choices. [Also, collaborate with established employer networks to pursue telework, carpools/vanpools, transit planning and other related demand management strategies.](#)
- *Pursue Enhanced Enforcement to Improve Safety* - Commit to a legislative advocacy platform that secures additional funding and commitment to target known problems like speeding, drunk driving and encroachment on pedestrian rights of way.
- *Build Incentive/Pricing Programs* - Provide a combination of various incentive programs (e.g. vehicle buy-back or "feebates" for high MPG vehicles, ~~expanded bicycle and pedestrian facilities~~) and pricing strategies (e.g. parking pricing, variable tolls, carbon taxes) to encourage voluntary or induced attitudes and behaviors.
- *Enable Land Use Changes* - Provide incentives for planned communities (priority development areas) that allow non-driving access and travel through appropriate densities, use mixes and place designs.

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Attachment B

Key Messages Heard About Vision Policy Strategies

As heard from MTC Commissioners, the Joint Policy Committee, partner agencies (including CMA board directors), MTC advisors and stakeholders.

Investments

General

- The needs of rural, urban, and suburban communities are different, and therefore the transportation solutions must be specially crafted to respond to varying needs.

Maintenance

- Maintaining our existing system is not a choice but an absolute.
- Deferring maintenance will yield higher maintenance costs in the longer-term.
- Because projected 25-year maintenance needs are much higher than past estimates, we must find new revenue sources to address increased maintenance costs.
- The California Transportation Commission should not siphon a third of SHOPP funds for the STIP.
- A nine-county regional property tax is worth pursuing to pay for transit maintenance costs, particularly for BART.
- BART and Muni have the largest maintenance deficits; other bus operators have found ways to address their maintenance needs.
- Don't forget about state highway maintenance costs. SHOPP and STIP are the only two ways to pay for the state highways. SHOPP only pays for 60 percent of maintenance costs.
- It often takes two to three fund sources to fund roadway maintenance. Traditional sources often only pay a portion of the costs. The challenge is how to find balance in funding strategies.
- Locals are putting lots of local sales tax dollars into the maintenance, and the public supports such investments. If we are to persuade the public to spend more for transportation, then we have to maintain our existing system and demonstrate that maintenance is our priority.

Expansion

- While it is important to maintain the system we have in place, we also need to make some investments in expansion too. We cannot forget the importance of system expansion where needed.
- In some counties, the infrastructure is not complete and expansion is needed in high growth areas.
- High-speed rail should be pursued, railroad rights-of-way needs should be addressed, and Resolution 3434 should support housing/jobs around transit stations.

Pricing & Affordability

General

- Pricing is trickier and more political than we think.
- Pricing is an enormous challenge. There are successful pricing examples such as London cordon pricing. Although we are not pioneers in this area, we would be incredibly unpopular for pursuing pricing; however we must forge ahead with pricing, particularly as a response to climate change.
- Pricing is one policy area that we barely have begun to scratch the surface. Congestion pricing will more appropriately price use and burden that a trip is placing on the system.
- Pricing holds the most promise for making major changes without having to raise vast amounts of money. More public education about the benefits of pricing is needed.
- Raising gas taxes may not be the answer. We have to move towards a VMT fee in lieu of gas tax, utilizing the technologies available and ready for GPS systems to impose VMT fees.

- MTC should pursue a congestion pricing study to determine if it is possible to implement now rather than the distant future.

Regional HOT Network

- What if there is no regional consensus behind a Regional HOT Network? Perhaps MTC should consider some sort of tiered agreement towards implementing HOT.
- Start with developing the HOV Network first and implement ITS strategies second – explain why we are creating a regional HOV system, rather than leading with pricing as the goal/solution.
- We must bite the bullet and initiate discussions about how to create a revenue stream for building our HOV system.
- Road pricing revenues are important; however, HOT pricing is on a much longer track.
- HOT lanes are the way to go; however, for those counties that devote their local sales tax measures towards HOT development toll revenues generated in a corridor should be invested back into that corridor.
- Perhaps we look at a corridor approach, looking at commute sheds, as the strategy to develop the HOT network. This way there is some understanding that the revenues generated are coming from a commute shed that spans multiple counties and the pooled revenues can help to provide benefits within that commute shed.

Pricing Parking

- Pricing parking is a very local issue.
- Pricing parking could yield new revenues that could be directed to the arts or free transportation.
- Station Area Plans grants should also cover parking pricing strategies. It is helpful for local communities to have model standards in place that can support a good TOD project that is subject to public opposition and lawsuits. There must be some regional advocacy efforts in place to support communities that are doing the right thing.

Affordability/Equity Issues

- Equity issues should be considered but should not halt the pursuit of pricing.
- Pricing discounts for low-income families implies that there is a method in place to identify who qualifies as low-income. A mobility management center could perform the function of determining low-income status via a database and then apply discounts accordingly.
- If we price, we must mitigate impacts on low-income groups. More study is needed.

Focused Growth

General

- ABAG is far too removed from the local decision-making process to effectively influence land use decisions.
- More discussion of open space and schools are needed.
- We need to address the issue of parking. As long as you have a parking place, you are going to drive.

PDA's

- PDAs are too abstract of a concept to sell to voters; specific projects that voters can relate to are much more effective in getting them to consider voting for a particular measure.
- We must monitor the performance and progress made within PDAs, and if there is little progress, we should adjust how much regional dollars are invested in these areas accordingly.
- Legislation should be pursued to up-zone PDAs.

- The need for mixed income and affordable housing must be considered as part of focused growth element. Bicycle and pedestrian access in focused growth areas must also be addressed to ensure people can indeed walk and bike within their community.

TLC/HIP & New Revenues

- TLC is highly effective in educating locals about focused growth, and we must continue to support this important program. TLC, however, may evolve to support FOCUS priority development areas.
- Due to strong regional consensus around focused growth, incentive programs like TLC/HIP continue to play an important role.
- New revenue sources must be aggressively pursued to support focused growth.
- Other agencies and developers – not only MTC – should bring money to the table to support focused growth.

Local Implementation

- Locals should be given choices of how to implement focused growth, and locals should decide on their own priorities.
- Locals would greatly benefit from having a “transit-hub ready” project, so they need support for preparing plans, environmental documents, general plan amendments, and entitlements that allow them to move into implementation. If good projects are implemented, it is important to advertise them as possible models for others.
- A community process driven by a bottoms-up approach will be a better indicator as to what is a livable community. The people living in that community are best suited to define what it is livable.

Technology

System Management

- We must implement IT in order to squeeze as much as we can from our existing system.
- Operating and maintaining system management must be given a high priority.
- Tech fixes can be put in place faster and cheaper compared to any expansion project.
- There is strong support for implementing the system management strategies identified in the Freeway Performance Initiative – we should implement these IT strategies within the next five years.
- Ramp metering has been implemented successfully in San Mateo and Santa Clara Counties; how do we get the word out to other counties? More funding should go to ramp metering.
- IT equipment is often included in highway projects, but why doesn't Caltrans not “turn” them on?
- FasTrak is a good solution to easing congestion on the Bay bridges; however, for those who are not FasTrak users, they are not realizing the pain of not having FasTrak.
- Creative incident management techniques have been deployed in Los Angeles, including accident investigation sites on freeways and aggressive tow truck program, to respond to incidents.

Air Quality/GHG Emissions

- Climate protection strategies should be engrained in whatever we do; we must do business differently.
- Credits should be given for those entities that are already doing their part to reduce GHG emissions?
- If we talking about technology changes, we should tap into nuclear energy as a fuel source.
- MTC should study how to reduce GHG emissions that would save money. These savings could go into incentives for PDAs and local streets and roads maintenance.
- It is imperative that we fund a public education program about climate change.

Individual Actions

- Individual actions are the epicenter of the vision – that is, individuals are the instigators of change, and they will determine if the pricing and focused growth strategies will ultimately work
- Programs like Safe Routes to School are important to facilitate changes in travel behavior.
- Public health impacts associated with driving must also be called out during the public education campaign.