

U.S. 101 Central Coast California Freight Strategy

Appendix B. Visions and Goals

working paper

prepared for

AMBAG

prepared by

Cambridge Systematics, Inc.

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1.0 Introduction

Establishing the vision and goals is a critical first step in development of any plan. The projects and strategies that comprise the plan will be evaluated based on how well they meet the vision and goals. Building off of these goals, performance measures will be developed that can help identify corridor needs and facilitate project evaluation. This memo proposes a draft vision statement and goals for the U.S. Highway 101 Central Coast California Freight Plan, followed by a discussion of how these goals relate to issues, needs, and goals from previous plans.

2.0 Proposed Visions and Goals

The **vision** below lays out the strategic direction of this U.S. 101 Goods Movement Corridor in the Central Coast Region:

“The goods movement system in the U.S. 101 Corridor in the Central Coast Region will drive and support the regional economy by creating a technologically advanced, integrated, safe, and efficient multi-modal corridor that provides critical connections to international and domestic markets and improves the quality of life of residents.”

The vision is supported by three **goals** that involve collaboration of public and private sectors, community input, and investment to:

1. Support economic development in the region through provisions such as reducing transportation costs for shippers/receivers, seamlessly integrating freight transportation modes, improving connectivity to international and domestic markets, and creating economic development opportunities around transportation and logistics facilities.
2. Providing an efficient, reliable, well-maintained and safe goods movement along the U.S. 101 corridor, increasing throughput using a variety of approaches.
3. Reducing and mitigating environmental, social, health, and economic impacts from goods movement operations to create a healthy, clean environment and improve quality of life throughout the region.

3.0 Supporting Materials

The proposed visions and goals related directly to previous plans developed for the U.S. 101 area relevant for our study. These visions and goals also support the key goods movement issues identified from our literature review. This section summarizes these supporting materials. Table 3.1 links the goals developed for this plans with the goals/visions developed for other relevant plans, as well as issues and opportunities.

Table 3.1 Comparison of Goals and Issues/Opportunities

	Number	1	2	3
	Draft U.S. 101 Central Coast California Freight Plan Goals	Support economic development in the region.	Provide an efficient, reliable, well-maintained and safe goods movement corridor.	Reduce and mitigate impacts from goods movement operations to create a healthy and clean environment and promote quality of life.
Relevant goals from related plans and issues/opportunities	Monterey Bay MTP/SCS	1, 2	1, 2, 6	3, 4, 5
	Caltrans 101 TCR	1, 2, 5	1, 3, 4, 5	
	California Freight Mobility Plan	1, 5	2, 3, 6	4, 6
	SLOCOG U.S. 101 Mobility	Overall Vision		
	SBCAG U.S. 101 in Motion	1, 2, 5, 7	1, 3, 6, 10	5, 7, 9
	SLOCOG RTP/SCS	1, 2, 9	1, 3, 4, 5	4, 6, 7, 8
	SBCAG RTP/SCS	5	2, 3	1, 3, 4
	Monterey County RTP	1, 5	1, 2, 5	3, 4
	San Benito County RTP	1, 2	1,6	3,4, 5
	Santa Cruz County RTP	1, 3	2, 3	3
Goods Movement Issues/Opportunities	1, 4, 6, 11	1, 2, 3, 5, 7, 8, 9, 10	12	

Note: The numbers in the table columns refer to goals/objectives and issues/opportunities described in the following sections.

3.1 Goals from Previous Plans

3.1.1 *Monterey Bay 2035 Metropolitan Transportation Plan/Sustainable Communities Strategy (MTP/SCS) (2014)*

This study sets out a vision of a more efficient transportation system with a wide range of options, which provide access to jobs and education in a sustainable manner in order to improve quality of life. To achieve this vision, AMBAG focused on six broad goals for the region:

1. **Access and Mobility.** Convenient, accessible, and reliable travel options for people while maximizing productivity for people and goods;
2. **Economic Vitality.** Raise the region's standard of living;
3. **Environment.** Promote sustainability and protection of the natural environment;
4. **Healthy Communities.** Protect the health of residents, foster efficient development patterns, and encourage active transportation;
5. **Social Equity.** Provide transportation services to all segments of the population; and
6. **System Preservation and Safety.** Preserve and ensure a safe and sustainable regional transportation system.

It should be noted that the goals of the 2014 Monterey County Regional Transportation Plan (RTP), Santa Cruz County RTP, and San Benito RTP are consistent with the goals listed above.

3.1.2 *Caltrans U.S. 101 Transportation Concept Report (TCR) (2014)*

The goal of this document is to identify trends and deficiencies within U.S. 101 among multiple transportation modes, to provide a basis for considering future action to preserve the corridor long-term, and to develop the data resources necessary to plan and monitor progress on the above two goals. The TCR addresses improvements for transportation modes in the corridor and is not limited to freight movement.

Caltrans' vision for U.S. 101 is to optimize the existing corridor by:

1. Optimizing existing facilities to improve capacity through improvements that encourage mode-shifts and a reduction of single occupancy vehicle (SOV) travel. This includes Transportation Demand Management (TDM) strategies, High Occupancy Toll (HOT)/High Occupancy Vehicle (HOV), ITS, ramp metering, and other options.
2. Increasing opportunities for multimodal options and integration, including development of a parallel road network.
3. Improving safety and operations by managing access and reducing conflict points.
4. Providing a sustainable transportation system through asset management and life-cycle cost considerations.
5. Supporting efficient and reliable travel.

3.1.3 California Freight Mobility Plan (2014)

The California Freight Mobility Plan (CFMP) is a statewide planning document that examines freight movement across every mode of transportation. The Plan's vision state reads: "As the national gateway for international trade and domestic commerce, California enhances economic competitiveness by collaboratively developing and operating an integrated, multimodal freight transportation system that provides safe, sustainable freight mobility. This system facilitates the reliable and efficient movement of freight while ensuring a prosperous economy, social equity, and human and environmental health."

The six goals for the freight movement system are:

1. Improve Economic Competitiveness;
2. Congestion Relief;
3. Improve Safety and Security;
4. Freight System Infrastructure Preservation;
5. Support Innovative Technology and Practices; and
6. Environmental Stewardship.

3.1.4 SLOCOG U.S. 101 Mobility Master Plan 2014 (2014)

This plan's vision is, "Connecting communities within and across the region to improve travel time reliability, safety and modal choices for the efficient movement of people and goods." The main goal was to develop a list of projects in four focus segments that would improve future conditions on U.S. 101 for all users using a cost/benefit analysis and through evaluating success according to 12 performance measures.

3.1.5 SBCAG U.S. 101 in Motion (2006)

The goal of this study is to find long term solutions to growing congestion problems along 27 miles of Highway 101 in Southern Santa Barbara County. Detailed goals include:

1. Provide a comprehensive, multimodal transportation system of facilities and services that is balanced, coordinated, safe, cost effective, environmentally sound and meets the public's need for the movement of people, goods and services;
2. Improve transportation linkages between communities and regions;
3. Provide demand management strategies and viable mode options to reduce SOV commutes during peak hours;
4. Assure that safety, efficiency, preserving the visual ambience, history, and heritage in the corridor are key points of emphasis for all modes;
5. Promote alternative transportation modes to reduce traffic congestion and air pollution;
6. Seek new revenue/funding sources and make efficient use of limited local transportation funds;

7. Encourage land use and growth patterns that enhance the livability of the corridor communities;
8. Encourage sustainability of the natural environment by utilizing renewable resources during construction and operation;
9. Assure equitable distribution of benefits and impacts among individuals and groups;
10. Provide solutions that offer lasting benefits and can be phased in over time; and
11. SLOCOG Regional Transportation Plan (Draft 2014).

The overall vision of the 2014 Regional Transportation Plan is, “To create a fully integrated and intermodal transportation system that facilitates the safe movement of people, goods, and information within and through the region while encouraging the development of more sustainable communities.” In order to achieve this vision, the following of goals and corresponding policy objectives were developed:

1. **Mobility and congestion reduction.** Provide reliable, integrated, and flexible travel choices and a reduction in congestion within and through the region.
2. **Accessibility.** Improve accessibility to goods, services, and jobs.
3. **Safety and Security.** Enhance public safety and security in all modes of travel and achieve a significant reduction in accidents, fatalities, and serious injuries on all public roads.
4. **Sustainability.** Maintain and improve the efficiency of the surface transportation system and the project development and delivery process.
5. **System reliability.** Maximize the efficiency of the existing transportation system.
6. **Equity.** Avoid a disproportionately adverse impact to all sectors of the population. Provide equitable levels of funding and transportation services to all areas, users, communities, and socioeconomic groups.
7. **Livability.** Support livable community concepts and efforts. Reflect community values while integrating land use and transportation planning.
8. **Environmental protection.** Conserve and protect natural and sensitive resources. Preserve aesthetic resources, and promote environmental enhancements with all transportation projects.
9. **Freight movement and economic vitality.** Improve the freight network and strengthen the ability of rural communities to access national and international trade markets. Support regional economic development.

3.1.6 Santa Barbara CAG (SBCAG) Regional Transportation Plan and Sustainable Communities Strategy (2013)

Although no overall vision for the region was identified in the plan, the purpose of the RTP is to “set forth a plan for how the region will invest limited transportation funds to maintain, operate, and improve an integrated, multimodal transportation system that facilitates the efficient movement of people and goods.” In

order to achieve this, five goals were developed, with freight movement topics included under Mobility & System Reliability goal:

1. **Environment.** Foster patterns of growth, development, and transportation that protect natural resources and promote a healthy environment;
2. **Mobility and System Reliability.** Improve access to jobs, schools, and services and allow unimpeded movement of people and goods by all modes;
3. **Social Equity.** Meet transportation and housing needs of all socioeconomic groups;
4. **Health and Safety.** Improve public health and ensure the safety of the regional transportation system.
5. **Prosperous Economy.** Promote regional prosperity and economic growth by pursuing economically efficient transportation patterns.

3.1.7 *Monterey County Regional Transportation Plan (2014)*

Though no vision statement is presented in the Regional Transportation Plan for Monterey County, the Plan does identify five goals. These were developed to be consistent with goals put forward in the *Monterey Bay 2035: Moving Forward* plan prepared by AMBAG. The goals include:

1. **Access and Mobility.** Improve the ability of residents to meet most daily needs without having to drive while improving convenience and quality for all types of trips, including freight movement.
2. **Safety and Health.** Design, operate, and manage the transportation system to reduce injuries and fatalities; promote active living; and reduce exposure to pollution.
3. **Environmental Stewardship.** Protect and enhance the County's built and natural environment and act to reduce emissions of greenhouse gases from the transportation system.
4. **Social Equity.** Reduce disparities in health, increase access to key destinations for transportation-disadvantaged populations, and ensure that new investments do not adversely impact transportation-disadvantaged populations.
5. **Economic Benefit.** Invest in transportation improvements – including operations – that improve economic access and improve reliability and speed consistency, while optimizing the effectiveness of investments.

Freight movement, while not a specific goal, is included under the Access and Mobility and Economic Benefit goals.

3.1.8 *On the Move: 2035 San Benito Regional Transportation Plan (2014)*

The Long-Range Transportation Plan for San Benito County developed six goals that are consistent with those in the *Monterey Bay 2035: Moving Forward* plan prepared by AMBAG. The six goals include:

1. **Access and Mobility.** Provide convenient, accessible, and reliable travel options while maximizing productivity for all people and goods in the region.

2. **Economic Vitality.** Raise the region's standard of living by enhancing the transportation system's performance.
3. **Environment.** Promote environmental sustainability and protect the natural environment.
4. **Healthy Communities.** Protect the health of residents; and foster development patterns that optimize travel, housing, and employment choice while encouraging active transportation.
5. **Social Equity.** Provide an equitable level of transportation services to the entire population.
6. **System Preservation and Safety.** Preserve and ensure a safe and sustainable regional transportation system.

Freight considerations are mainly addressed under the Economic Vitality and System Preservation and Safety goals.

3.1.9 Santa Cruz County Regional Transportation Plan 2014 (2014)

Santa Cruz County developed a Regional Transportation Plan that is consistent with the goals of in the *Monterey Bay 2035: Moving Forward* plan prepared by AMBAG. The County focused on three goals, with freight movement included as a Target under Goal 1 below:

1. **Goal 1.** Improve access to jobs, schools, health care, and other regular needs in ways that improve health, reduce pollution, and retain money in the local economy. This includes improving travel time reliability for freight trips.
2. **Goal 2.** Reduce transportation-related fatalities and injuries across all modes.
3. **Goal 3.** Deliver access and safety improvements that are environmentally beneficial, cost effective, within available revenues, equitable, and responsive to the needs of all users.

3.2 Issues/Opportunities Matrix

The accompanying matrix lists issues and opportunities for the U.S. 101 Central Coast that were identified in related documents and plans. Those issues can be condensed into 12 categories that are listed below and included in Table 3.1 above.

1. Mobility issues, including those due to congestion (both recurrent and seasonal);
2. Safety issues;
3. Need for alternative route choices;
4. Need for better alternative mode choices, including rail, barge, and air cargo;
5. Truck parking issues for short-haul/delivery activities and long haul;
6. Industry issues, including HOS regulation and driver shortage;
7. Need for better truck route signage, mapping, and definition;

8. Need for better data, including information on truck parking and movement;
9. Need for improved maintenance and upkeep, including improved maintenance funding;
10. Lack of coordinated performance based ITS system;
11. Rail issues including capacity issues, traffic conflicts, impacts on traffic delay, and safety; and
12. Environmental/health impacts from freight.