4 Sustainable Communities Strategy
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Introduction

The word “sustainable” is used in many contexts. In the case of this Plan it refers to the mandates arising from Senate Bill (SB) 375 to develop a Sustainable Communities Strategy. At the heart of SB 375 is the requirement to coordinate transportation investments with land use patterns such that the region makes informed decisions about where to invest the region’s limited resources and simultaneously reduces greenhouse gases by providing more direct access to destinations as well as by providing alternative transportation options. This Plan is required to analyze where people are going and how they want to get there in order to build a transportation network that addresses the mobility and accessibility needs of the region. One strategy included in this Plan to achieve this is more focused growth in high quality transit corridors. Another strategy in the Plan is to provide more travel choices as well as a safe and efficient transportation system with improved access to jobs and education for the region’s residents. Additionally, the 2040MTP/SCS supports job creation through economic development, ensures the region’s economic competitiveness through strategic investments in freight, and improves environmental outcomes for the region’s residents by 2040.

The passage of SB 375 directs AMBAG to consider future land use patterns in conducting its long range transportation planning. The mandates of SB 375 provide the region with a renewed opportunity for integrated planning for the future. The purpose of SB 375 is to implement the state’s greenhouse gas (GHG) emissions reduction goals for cars and light trucks. This law requires the California Air Resources Board (CARB) to determine per capita GHG emission reduction targets for each metropolitan planning organization (MPO) in the state at two points in the future—2020 and 2035.

In accordance with Government Code Section 65080(b)(2)(B)(vii), the 2040 MTP/SCS achieves GHG emission reductions of four percent per capita in 2020 and a nearly seven percent per capita in 2035, surpassing CARB’s reduction targets of zero and five percent for the same years.

Under SB 375, AMBAG and California’s 17 other MPOs must address GHG reduction as part of a broader “Sustainable Communities Strategy,” or SCS. Transportation strategies contained in this MTP such as managing transportation demand and making certain transportation system improvements, are major components of the SCS. However, the SCS also focuses on the land use growth pattern for the region, because geographical relationships between land uses—including density, diversity, and intensity—help determine the need for travel. Therefore, AMBAG’s SCS includes not only projections regarding the transportation network, but land use as well.

Specifically, SB 375 calls for the preparation of an SCS that “sets forth a forecasted development pattern for the region, which, when integrated
Assembly Bill (AB) 32 and Senate Bill (SB) 375

California has a number of regulations regarding greenhouse gases (GHGs) and they are often confused with each other, in particular SB 375 is confused with AB 32. The major difference is AB 32 reduces GHGs from all sectors, whereas SB 375 is only concerned with transportation, specifically passenger vehicles.

California’s major initiative for reducing GHG emissions is outlined in AB 32, the “California Global Warming Solutions Act of 2006,” signed into law in 2006. AB 32 codifies the statewide goal of reducing GHG emissions to 1990 levels by 2020 (essentially a 15 percent reduction below 2005 emission levels, and requires CARB to prepare a Scoping Plan that outlines the main state strategies for reducing GHGs to meet the 2020 deadline. In addition, AB 32 requires CARB to adopt regulations to require reporting and verification of statewide GHG emissions.

Senate Bill (SB) 375, signed in August 2008, enhances the state’s ability to reach AB 32 goals by aligning transportation planning and funding, land use planning and state housing mandates at the regional level in order to reduce VMT and transportation-related GHG emissions. As mandated by CARB, AMBAG must reduce per capita GHG emissions from passenger vehicles in order to meet the SB 375 target. For the AMBAG region, the targets set by CARB are not to exceed 2005 per capita levels of GHGs by 2020 and to reduce GHG emissions by 5 percent per capita from 2005 levels by 2035.

In summary, under SB 375, an SCS must:

- Identify existing and future land use patterns;
- Identify transportation needs and the planned transportation network;
- Consider statutory housing goals and objectives;
- Identify areas to accommodate long term housing needs;
- Identify areas to accommodate 8 year housing needs;
- Consider resource areas and farmland; and
- Comply with federal law for developing an MTP.

These requirements, as outlined in California Government Code Section 65080(b)(2)(B), do not mean that the SCS creates a mandate for land use policies at the local level. In fact, SB 375 specifically states that the SCS cannot dictate local general plan policies (see Government Code Section 65080(b)(2)(J)). Rather, the SCS is intended to provide a regional policy foundation that local governments may build upon as they choose, which includes quantitative growth projections for each city and county in the region. In addition, some projects consistent with the SCS may be eligible for a streamlined environmental review process.

The key difference between past and current regional planning efforts is a sharper focus on reducing GHG emissions from cars and light trucks. For these vehicles, the state has developed a three-tiered approach to reducing GHG emissions. In addition to the regional land use policies and transportation investments contained in the 2040 MTP/SCS, the state has enacted laws to increase vehicle fuel efficiency and to increase the use of...
alternative, lower carbon transportation fuels. AMBAG and other regional stakeholders are supporting infrastructure planning for alternative fuels and zero emissions vehicles, which is addressed later in this chapter.

**California Transportation Plan**

Senate Bill 391 of 2009 required the California Department of Transportation to prepare the California Transportation Plan, a long range transportation plan, by December 2015. This system must reduce GHG emissions to 1990 levels from current levels by 2020, and 80 percent below the 1990 levels by 2050 as described by AB 32 and Executive Order S-03-05 respectively. In June 2016, the California Transportation Plan 2040 was completed and demonstrates how major metropolitan areas, rural areas and state agencies can coordinate planning efforts to achieve critical statewide goals. SB 375 addresses the regional GHG emissions from the transportation sector and SB 391 addresses the statewide GHG emissions from the transportation sector, both in support of AB 32.

**Creating the 2040 MTP/SCS**

The 2040 MTP/SCS contains ambitious goals to meet the region’s challenges and are informed by the policies identified in Chapter 1. In recent years, AMBAG and its local jurisdictions have laid the groundwork for the 2040 MTP/SCS by engaging in a variety of efforts to plan for more sustainable communities such as the Blueprint – “Envisioning the Monterey Bay.” Building on this foundation, AMBAG’s first step in developing the SCS was to coordinate with its local and regional partners in both information gathering and strategy development to create a realistic and implementable 2040 MTP/SCS. AMBAG also engaged the public and regional stakeholders to determine their priorities of the region. This “bottom-up” approach has included local jurisdictions, the three regional transportation planning agencies (RTPAs), transit operators, Caltrans, Monterey Bay Air Resources District and a wide array of stakeholders.
Land Use & Transportation Connection

Scenario Planning
Scenario planning analyzes a series of potential futures. In developing the region’s first, Sustainable Communities Strategy, it was used to evaluate potential combinations of land use patterns and transportation investment. The resulting scenarios were analyzed and evaluated in context of the 2035 MTP/SCS’ goals and performance measures; and were used to develop the scenarios for this 2040 MTP/SCS.

Building off of the scenarios developed for the last MTP/SCS and further refining them, this 2040 MTP/SCS analyzed three scenarios. AMBAG used relevant data and information gathered from local governments and the RTPAs - the Transportation Agency for Monterey County, the Santa Cruz County Regional Transportation Commission and the San Benito County Council of Governments - to develop scenarios using a process that engaged the entire region in envisioning a more sustainable future. For the SCS, it is assumed that the AMBAG Regional Growth Forecast (three county total) is a constraint (fixed upper limit) to the amount of total development in the region and the majority of growth is restricted to the Spheres of Influence of any given city. All growth is consistent with General Plans and was based on direction from jurisdiction planning staff. Detailed documentation of the development of the scenarios can be found in Appendices E and F.

Regional Growth Forecast
The 2040 MTP/SCS depends on an accurate and credible forecast for future growth in population, housing, and employment as a basis for determining the region’s infrastructure needs. Beginning in summer 2015, AMBAG conducted over 100 meetings with 18 cities, three counties, Local Agency Formation Commissions and local universities to receive local input on the regional population, housing and employment growth forecast for the 2040 MTP/SCS.

The Regional Growth Forecast uses data from the 2010 Census, data from the California Employment Development Department and InfoUSA, as well as updated 2015 population and household data from the California Department of Finance. Meetings with local jurisdictions led to refinement of the forecast figures, as well as obtain a consensus on the Regional Growth Forecast to serve as the foundation for the 2040 MTP/SCS. Detailed information on the Regional Growth Forecast can be found in Appendix A.

Overall Land Use Pattern
Land use patterns that provide a diverse mixture of goods and services in combination with residential uses have been shown to reduce vehicle miles traveled and thereby reduce greenhouse gas emissions. Combining mixed use development with infill development, rather than building on the fringes of urbanized areas, reduces greenhouse gas emissions by reducing the distance that people have to travel to get their basic needs met.

However, such smart growth strategies are not enough to encourage people to switch modes of travel from single occupant vehicles to transit, bicycling or walking. Transportation infrastructure that makes alternative modes more attractive also needs to be in place. For this reason the land use pattern in the SCS, as shown in Figures 4-1 through 4-13, assumes increased density via infill development and mixed use in existing commercial corridors in combination with high quality transit service, bus service that has headways of 15 minutes or less during the peak period or rail service. Figure 4-10 depicts the High Quality Transit Areas.

By combining increased density and accessibility to transit there is a higher likelihood that people will chose to use transit over driving. Additionally, these same corridors and the streets that connect to other neighborhoods are envisioned to have a greater investment in bicycle and pedestrian infrastructure such that people can chose to walk or bike for shorter distance trips. Making streets friendlier for all users of the network is the concept of complete streets that is being encouraged at the local level.
Scenario Planning

Scenario planning is an analysis tool that allows the comparison of potential future outcomes of policy decisions. Scenarios are stories in which a narrative helps illustrate how present day decisions might yield future outcomes. The narrative is grounded in empirical work that supports the assessment of scenarios for credibility and likelihood. Simply put, AMBAG and its partners used “what if” planning.

During the MTP/SCS planning process, AMBAG in coordination with a range of stakeholders, including the planning directors from around the region, evaluated a series of scenarios in terms of the impact on greenhouse gas emissions and several other performance measures. For this MTP/SCS the process produced 3 more refined scenarios.

Through this effort, scenarios build on the existing urban footprint and are guided by identified emerging trends and local General Plans. What is at stake in scenario planning is not the past, but the future population and employment growth that will increase and shape the existing footprint into the future.

For each scenario there is a set of necessary conditions or requirements, including limited financial resources. Each scenario varies in character and changes the emphasis on types of transportation investments and land use patterns to measure the effect across a series of performance measures. The best performing and most publicly acceptable scenario is selected for the Sustainable Communities Strategy.
Past Planning Efforts

“Envisioning the Monterey Bay,” or the Blueprint for short, prepared by AMBAG in 2010, was the first regional effort to develop a coordinated vision of the future for the Monterey Bay Area. It described how the communities of the Monterey Bay Area could grow in a sustainable fashion over the next 25 years. It explored how the housing and transportation choices in the region can be expanded to provide a more compact land use pattern with supportive infrastructure. The Blueprint set the stage for the dialogue that planners and community stakeholders have engaged in with the development of the region’s first SCS. At its core the Blueprint was an effort to educate ourselves about the options for sustainable growth as a region prior to implementing the mandates of SB 375.

Place Types

To better analyze land use patterns and consider scenario alternatives, AMBAG created a set of place types which established a set of land use designations common to general plans for the three counties and 18 cities in the region during the development of the 2035 MTP/SCS. These place type categories are meant to act as a common “language” so that the diverse general and specific plans across the Monterey Bay Area may be compared in a consistent and standard manner.

Development of the place types began with a review of the predominant land uses and development patterns in the Monterey Bay region, leading to the creation of initial place type categories and a preliminary place type matrix. The following metrics and characteristics were established as the primary determinants of place type designations:

- **Density** – The general density of a particular land use, expressed as Floor to Area Ratio (FAR) and/or as dwelling units per acre
- **Setting** – The surrounding land use and development context
- **Character** – The urban and built form, including building placement, street pattern, and pedestrian or auto-orientation
- **Transportation** – The level of transit access, quality of the pedestrian environment, and presence of bicycle infrastructure

Based on these characteristics, a place type matrix was created and place type designation assignments were made. The Place Type Matrix was updated as part of the 2040 MTP/SCS. The assignment of place types was based primarily on existing land use designations, transit service maps and aerial imagery, but also relied upon information from local jurisdictions. The Place Type maps and descriptions of residential densities and building intensities are included in Appendix I. The 2040 MTP/SCS includes place types that transition commercial corridors into mixed use areas served by high quality transit. Outside of those mixed use areas the place types largely remain the same as the baseline.

SCS Toolkits

Developed collaboratively between AMBAG, transportation partners, local jurisdictions and stakeholders, an SCS Implementation Toolkits, with examples of projects and best practices to help achieve regional and local sustainability goals and emission reduction targets through efforts to provide housing, jobs and services in proximity to one another and to better link them by transit and safe and convenient bicycle and pedestrian access. The wide variety of tools are grouped in separate Infill Housing, Economic Development and Transportation sections of the Toolkit. Each of these sections opens with a summary matrix of all of its tools that indicates which ones are most applicable to the variety of settings or “Place Types” found in the region. These place types were developed prior to the Toolkit to help inform local and regional efforts to achieve MTP/SCS objectives. Because individual communities in the region may include a range of place types and transitions between them, tools in the SCS Implementation Toolkit may be useful in a variety of settings. Together, any number of tools from one or more sections of the SCS toolkits can be used to improve quality of life, support investment and improve safety and accessibility in any of the diverse communities that make up the region. The SCS toolkits are available at [www.ambagSCS.com](http://www.ambagSCS.com).
High Quality Transit Corridors and Stops

SB 375 defines high quality transit corridor as a corridor with fixed route bus service with service intervals no longer than 15 minutes during peak commute hours. Projects quality as a transit priority project if they are within a ½ mile of a high quality transit corridor or a major transit stop. (GC 21155 (b)) A major transit stop is defined as a site containing an existing rail transit station, a ferry terminal served by either a bus or rail transit service, or the intersection of two or more major bus routes with a frequency of service interval of 15 minutes or less during the morning and afternoon peak commute periods. (GC 21064.3).

Given these definitions for the purposes of the SCS AMBAG has focused on corridors that meet the definition of high quality transit corridors as defined in SB 375. For the sake of consistency in this document major transit stops are referred to as high quality transit stops and include rail meeting the definition of the government code. Additionally, the service provided at major transit stops is referred to as high quality transit service.
Opportunity Areas

Senate Bill 375 also includes provisions for CEQA streamlining for developments that meet a specific set of criteria (per definition in California Public Resources Code Section 21155). At a minimum this criteria includes proximity to high quality transit. Areas that qualify for streamlining are called “opportunity areas.” A “Sustainable Communities Opportunity Area” is an area within ½ mile of an existing or planned “high quality transit corridor” (per definition in California Public Resources Code Section 21155(a)) or “major stop” (per California Public Resources Code Section 21064.3) that has the potential for transit oriented development including mixed use. High quality transit is service with headways of 15 minutes or less during peak period or rail service.

During the past year, AMBAG worked with local jurisdictions to identify Opportunity Areas in the region. Opportunity Areas are places in the region with the highest chance for successful sustainable growth in the future; they are generally located where Transit Priority Areas (TPAs) and Economic Development Areas (EDAs) within the AMBAG region overlap. This effort also identified Transit Priority Areas as locations that have both supportive land use densities and high quality transit service/connections for each Opportunity Area. Opportunity Areas are used to identify a set of potential Transit Priority Projects that supports the SCS. The Opportunity Areas maps and descriptions are included in Appendix I.

Economic Development

The Monterey Bay Area is comprised of a diverse population and has very distinct industries that support the local economy. While the tri-county area is considered a mid-sized region, there are many jurisdictions within the area that are small and relatively rural in nature. These areas are home to the region’s low income and minority populations as they are the most affordable places to live. These populations are responsible for the production of the agricultural goods that are generally considered to be the backbone of the region’s economy.

Similarly, the tourism and hospitality industry, considered to be just as important as agriculture to the economy, is supported by thousands of low income minority workers. Despite the importance of these two industries to the region, jobs in these areas are mostly low income.

While low wage workers support and make possible the engine of the regional economy they tend to live in cities that struggle to collect enough revenue to support their residents with basic services. The land value in these cities is low compared to the coastal areas, people have access to fewer services, and are isolated from the more well-marketed tourist attractions near the ocean. Low land values, lack of infrastructure and small, dispersed populations make it difficult to attract development. Additionally, the jobs that provide the livelihood for many of these workers are far outside of the jurisdictions they live in. The combination of these factors creates a persistent jobs/housing imbalance within the region.

Often jobs/housing imbalances are tackled by implementing a combination of mixed use and infill development as well as increased transportation investment. However, applying this approach regionwide does not take into account the attractiveness of different markets for development in any given jurisdiction. Development markets are complex and land use policies or goals that do not consider the market potential for varying types of development will not be successful.

Previous studies have shown that these low cost areas may not yield a high enough residual land value for developers to find mixed use or residential development profitable. Assuming that development in the form of mixed use will help to address the need for jobs in low cost areas ignores the reality of market conditions. Changes in policy, construction costs, pricing, and other factors could help with long term financial feasibility of development in these areas.

In the short term, it may be appropriate to encourage commercial types of development in these areas as this type of development has been shown to yield higher residual land values, with a long term strategy towards mixed use. Until then,
Figure 4-1a: 2040 Land Use Pattern North Monterey County

June 2018 - Source: AMBAG

- Urban Residential
- Urban Commercial/Mixed Use
- Suburban Residential
- Suburban Commercial/Mixed Use
- Town/Rural Residential
- Town/Rural Commercial/Mixed Use
- Industrial/Institutional
economic development policies that help to create jobs and attract commercial development could greatly benefit the population by providing better access to services as well creating jobs closer to their home.

Traditionally economic development in this region has been the responsibility of each local jurisdiction. However, the mandates of SB 375 require the MPO to consider land use within the 2040 MTP/SCS. As a regional dialogue regarding the variety of land use in the region began, it became apparent that the transportation hurdles in the region cannot be addressed in isolation of the regional economy.

Previous analysis utilizing developer interviews regarding the feasibility of mixed use development in the region found that the highest barriers to development are fees, risks and uncertainties associated with the entitlement process. Fees exceed 10 percent of development costs in many jurisdictions in the region; this can prove cost prohibitive for mixed use development. To further exacerbate the issue, fees are higher in the mid to low cost areas of the region, where achievable price points are lower compared to the high cost areas of the region where achievable price points are higher. Fee reductions would reduce costs and thus enhance financial returns for new development.

Perceived uncertainty associated with the entitlement process also appears to be a barrier to new development. While developers may target a 15 percent return on cost, many would accept a lower return if risk and uncertainty were minimized. A reliable entitlement process could therefore enhance the feasibility of future development.

In addition to jobs/housing and land use policies, transportation strategies to provide alternative means to driving alone can also impact the regional economy. By providing better and more transportation alternatives the region can reduce the amount of money people must spend on transportation thereby injecting that same money back into the local economy.

There are extreme differences in housing and economic characteristics of the jurisdictions within

Much of the AMBAG region is rural with dispersed land use patterns and very few job opportunities. The region’s rural areas include large low income and minority populations that typically have long commutes to agricultural fields or to service and hospitality jobs in high cost coastal areas far away from home. This is the most difficult commute pattern in the region to address with transportation investments. Compounding the issue, rural populations are underrepresented in the regional planning process because of difficulties in engaging them which makes it challenging to design effective strategies to reduce VMT and greenhouse gases in rural areas. In order to implement the 2035 MTP/SCS and to help develop the 2040 MTP/SCS AMBAG formed the Rural Task Force to better inform the regional planning process of the needs in rural areas. AMBAG will work with rural cities and public agencies, non-profits and community organizations to ensure a broad cross section of rural stakeholders are represented on the Rural Task Force.
Figure 4-1b: 2040 Land Use Pattern South Monterey County

2040 Land Use Pattern - Monterey County (Inland)
June 2018 - Source: AMBAG

- Urban Residential
- Urban Commercial/Mixed Use
- Suburban Residential
- Suburban Commercial/Mixed Use
- Town/Rural Residential
- Town/Rural Commercial/Mixed Use
- Industrial/Institutional
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Figure 4-2: 2040 Land Use Pattern San Benito County

2040 Land Use Pattern - San Benito County
June 2018 - Source: AMBAG

- Urban Residential
- Urban Commercial/Mixed Use
- Suburban Residential
- Suburban Commercial/Mixed Use
- Town/Rural Residential
- Town/Rural Commercial/Mixed Use
- Industrial/Institutional
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Figure 4-3: 2040 Land Use Pattern Santa Cruz County

Urban Residential
Urban Commercial/Mixed Use
Suburban Residential
Suburban Commercial/Mixed Use
Town/Rural Residential
Town/Rural Commercial/Mixed Use
Industrial/Institutional
the region. To that end, the approach taken with land use and transportation investments should not be the same throughout the region. To achieve a higher quality of life and implement the policies and goals outlined in Chapter 1, it is important to invest more regional effort into understanding this diversity so that regional land use and transportation strategies take into account and respond appropriately to the needs of all jurisdictions.

The implementation strategies included in this 2040 MTP/SCS include a series of strategies focused solely on economic development and better understanding the dynamics of rural and low cost areas so that the needs and interests of these populations are better reflected in the regional planning process.

Over the past couple years, AMBAG developed a set of SCS implementation toolkits to help local jurisdictions and other organizations implement the SCS. The Economic Development Toolkit targets providing funding for infrastructure that will support infill housing and transportation improvements.

**Transportation System and Programs**

**Integrated Multimodal Network**

The 2040 MTP/SCS calls for an expanded transportation network that will complement the overall land use pattern. Working together, these complementary land use and transportation strategies can significantly reduce GHG by increasing transit ridership, increasing walking and biking, and reducing the auto trips.

**Transit**

As shown in Figure 4-4, the 2040 MTP/SCS calls for an expansion of the public transit network and transit service on new and existing routes, resulting in greater transit accessibility and connectivity throughout the region. The 2040 MTP/SCS introduces bus rapid transit and rail passenger service in the region in key corridors. These include extension of the Capital Corridor to Salinas and bus rapid transit services in the Monterey County.

**Roadways**

The 2040 MTP/SCS includes strategic capacity and technology enhancements to existing highways (as shown in Figure 4-5) as well as local streets. These enhancements, combined with transit, rail and active transportation improvements complement the preferred land use pattern and support the expected growth throughout the region. The overall land use pattern relies on the development of high quality transit stations and efficient transportation corridors, which leads to significant GHG reductions and other benefits due to a higher walk/bike mode share, more transit use, and shorter auto trips.

**Active Transportation**

The 2040 MTP/SCS also includes a notable increase in the regional active transportation network. Figure 4-6 shows the bicycle network in 2040. Active transportation is an essential part of the region’s transportation system, is low cost, does not produce greenhouse gases, can help reduce roadway congestion, and increases health and the quality of life of residents. Active transportation will receive over $640 million or nearly seven percent in available revenues under the 2040 MTP/SCS. This emphasis signifies an important opportunity to advance the goals of SB 375 by increasing non-motorized modes of transportation, thereby expanding access to transit and improving public health and air quality. The Regional Transportation Planning Agencies - Transportation Agency for Monterey County, Santa Cruz County Regional Transportation Commission and San Benito Council of Governments - worked closely with cities and counties to identify a list of projects that will add and enhance walking and biking facilities to make these modes more attractive for short distance trips, including trips to access transit. Additionally, the RTPAs developed the Regional Complete Streets Guidelines to assist local jurisdictions in project design and implementation. The guidelines can be found in Appendix H.

**Programs and Strategies**

In addition to infrastructure improvements to the transportation network there are less costly programs and strategies that can improve the flow
Figure 4-4: 2040 Regional Transit Network

2040 Regional Transit Network
June 2018 - Source: AMBAG

- Green: Bus Rapid Transit (BRT)
- Orange: Express Bus
- Yellow: Bus
- Blue: Rail

Santa Cruz, Monterey, Hollister, Kings, King City
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Figure 4-5: 2040 Regional Highway Network

June 2018 - Source: AMBAG

- 2 Lanes
- 3 Lanes
- 4 to 6 Lanes
of traffic on the transportation network as well as the effectiveness of the transportation system as a whole.

**Transportation Systems Management**

Transportation System Management (TSM) measures also support the goals of the 2040 MTP/SCS by making improvements to improve operational efficiency. These techniques contribute to improved traffic flow, better air quality, improved system accessibility, and safety. The following TSM measures support the forecasted land use development pattern of the 2040 MTP/SCS:

- Enhanced incident management
- Ramp metering
- Traffic signal synchronization
- Improved data collection

**Transportation Demand Management**

In addition to the transportation network, the 2040 MTP/SCS also relies on strategic and extensive Travel Demand Management (TDM) measures that support planned land use patterns. These cost-effective strategies improve the effectiveness of the transportation system by supporting a shift from single occupancy vehicle use to other alternatives. TDM measures will receive a total of more than $41 million in available revenues.

The 2040 MTP/SCS employs the following TDM measures to improve mobility and access:

- Promoting telecommuting and flexible work schedules
- Complete streets improvements to increase first mile/last mile connectivity
- Expanding vanpool programs
- Expanding traveler information systems

**Public Health**

The 2040 MTP/SCS recognizes the impact that transportation and land use decisions have on the health of the region’s residents. A substantial body of research shows that certain aspects of the transportation infrastructure, including public transit, sidewalks and safe street crossings near schools, and bicycle paths, are associated with more walking and bicycling, greater physical activity, and lower obesity rates. Local jurisdictions implementing Health in All Policies strategies can greatly help improve public health in local communities. The Plan supports the integration of transportation and land use policies to promote improved public health. The 2040 MTP/SCS seeks to promote active transportation options, and a decrease in bicycle and pedestrian fatalities and injuries through increased funding of active transportation facilities and transportation demand management measures.

The 2040 MTP/SCS also sets forth a vision for a less carbon intensive vehicle fleet. Through partial zero and zero-emission vehicle technologies, the 2040 MTP/SCS promotes a more sustainable future for the region that includes less tail pipe emissions from the vehicles that are on the road.

**Energy and Alternative Fuels**

The transportation of people and goods in cars, trucks, buses, and on motorcycles is the single largest source of GHG emissions in the region. The levels of fuel consumption and GHG partly result from the region’s reliance on petroleum-based gasoline and diesel fuels, as well as the average fuel efficiency of vehicles.

The region’s need for gasoline and diesel is projected to decline from about 129 million gallons per day in 2010 to about 112 million gallons per day by 2035. (California Energy Commission, “Transportation Energy Forecasts and Analyses for the 2009 Integrated Energy Policy Report.”) The projected reduction in fuel consumption is due in large part to state fuel efficiency standards for vehicles and state mandated increases in the supply and use of alternative transportation fuels. Electric vehicles in particular are an important alternative to conventional vehicles as they have the potential to reduce greenhouse gas emissions resulting from the consumption of fossil fuels, particularly in a state with a cleaner energy mix.
Figure 4-6: 2040 Regional Bicycle Network

Class I Bike Path
Class II Bike Lane
Class III Bike Route
SB 375 and Electric Vehicles

After AB 32 was signed into law the California Air Resources Board (CARB) developed a Scoping Plan which provides a regulatory approach to reduce emissions from all sources and sectors within the state including energy, transportation, water, construction, manufacturing, agriculture, etc. SB 375 enacts the first programmatic effort to meet California’s climate change objectives under AB 32 through regional planning initiatives. However, SB 375 is strictly concerned with the reduction of greenhouse gas emissions from the transportation sector, specifically passenger vehicles, whereas AB 32 considers all sectors.

In discussions of how the region should meet its GHG targets, people often wonder why the region cannot reach the targets by planning for more electric vehicles. AMBAG is involved in regional planning efforts to support electric vehicle infrastructure and has included it as part of the 2040 MTP/SCS. However, SB 375 is focused very specifically on the reduction of CO2 emissions from cars and light trucks through the coordination of land use patterns and transportation improvements that result in reduced emissions. AB 32 and the Pavely fuel standards already propose separate regulatory changes for vehicle and light truck fuel emission and efficiency standards.

Increasing electric vehicle use will help achieve statewide policies aimed at reducing greenhouse gas emissions. California has a number of policies to encourage widespread adoption of electric vehicles.

AB 32 requires the state to reduce emissions to 1990 levels by 2020, and Executive Order S-3-05 calls for a 80 percent reduction below 1990 levels by 2050. Key elements of the state’s AB 32 Scoping Plan for achieving these goals include the Zero Emissions Vehicle Program and Low Carbon Fuel Standards. It is expected that as many as one-third of the fleet in California by 2030 will need to be made up of battery electric vehicles, plug-in hybrids, and fuel cell vehicles to help meet emissions reduction goals.

California Executive Order B-16-2012 seeks to have over 1.5 million zero emission vehicles on the road by 2025. The Electrification Coalition’s Electrification Roadmap suggests that to reduce the transportation sector’s reliance on oil, 75 percent of light duty vehicle miles traveled should be electrified by 2040. For the Monterey Bay Area, this would equate to more than 18 million daily miles driven by the region’s residents.

SB 32 (Pavley, 2016) extends the AB 32 required reductions of GHG emissions by requiring a GHG reduction of at least 40 percent of 1990 levels by 2030.

California has also adopted a low carbon fuel standard that will require a reduction in the carbon intensity of California’s transportation fuels by at least 10 percent by 2020. This will be achieved by offering a variety of fuel options for personal vehicles that include electricity, natural gas, propane, and biofuels.

AMBAG has taken steps to assess what regional infrastructure is needed to accommodate more alternative fuel choices across the region. In 2012, AMBAG adopted the Electric Vehicle Infrastructure for the Monterey Bay Area Plan. This plan presents a siting prioritization method to help identify potential charging locations and presents a framework for establishing a robust electric vehicle
charging network in the region. The siting analysis in
the plan provides guidance to local and regional
stakeholders based on potential demand for electric
vehicle charging stations. The three major goals of
the siting analysis are:

- Provide charging opportunities for plug-in
electric vehicle owners that lack access to
home charging.
- Extend the range of plug-in electric vehicle
for intra- and interregional travel along
various corridors.
- Maximize all electric miles by providing
opportunities for charging while minimizing
the risk of stranded plug-in electric vehicles.

This study was the precursor to the Monterey
Bay Plug-In Electric Vehicle Readiness Plan
(2012), a comprehensive regional plan to
promote plug-in electric vehicle adoption
throughout the region.

In 2013, AMBAG and other regional organizations
completed the Monterey Bay Plug-In Electric
Vehicle Readiness Plan. The goal of this plan is to
encourage the mass adoption of plug-in electric
vehicles in the region and reduce greenhouse gas
emissions by providing a toolbox of recommended
approaches for public, private, and non-profit
organizations. These tools range from innovative
approaches to plug-in electric vehicle marketing
and streamlining electric vehicle supply equipment
permitting, to guidelines on establishing an electric
vehicle fleet. The Readiness Plan identifies specific
regional targets for significantly expanding plug-in
electric vehicle adoption in the Monterey Bay Area
by 2015, 2020 and 2025.

AMBAG and our transportation partners continue to
work with local jurisdictions and other organizations
to implement charging stations and to increase
adoption of electric vehicles around the region.

**AMBAG Energy Watch Program**

Within the Monterey Bay Area, the 21 local
governments are committed to energy efficiency and
climate planning and are working in collaboration
with other local governments and their communities.

It was through this shared vision of maximizing
energy as a resource that the AMBAG Energy Watch
program was developed in 2006. This program is
funded by the California Public Utilities Commission
and is a partnership of the AMBAG with Pacific Gas
and Electric Company (PG&E).

The stated vision of the California Public Utilities
Commission Long Term Energy Efficiency Strategic
Plan for local governments is as follows: “By 2020,
California’s local governments will be leaders in using
energy efficiency to reduce energy use and global
warming emissions both in their own facilities and
throughout their communities.”

The diverse range of programs and services
provided by AMBAG Energy Watch has been
developed to serve this vision. As noted in the
California Public Utilities Commission’s Long Term
Energy Efficiency Strategic Plan, California is the
second largest GHG emitting state in the United
States. And within California, electricity production
is the second largest source of GHG emissions.
Maximizing energy efficiency is a critical strategy in
the reduction of GHG emissions.

The AMBAG Energy Watch programs are designed
in two major categories. The first category is
implementation programs. These programs achieve
direct and measurable energy efficient targets
through the installation of energy efficiency
equipment. These programs have been developed
to serve the diverse stakeholders in the region
including residents, municipalities, special districts,
non-profit organizations, agriculture, school districts
and hospitality businesses. The second category
of programs is in the area of climate planning support
for jurisdictions. The AMBAG Energy Watch program
worked collaboratively with staff from each of the 21
AMBAG jurisdictions to complete each jurisdiction’s
2005 municipal and community-wide greenhouse gas
inventory, as well as their 2009 and 2010 community-
wide greenhouse gas inventory updates. This data
was used in the creation of a draft community-wide
Energy Action Strategy (EAS) developed for each of
the jurisdictions, which in some cases were
incorporated into their Climate Action Plans.
The region’s open space is at the crux of its tourist economy. Preserving it is a high priority for residents and businesses.

Agriculture is the economic engine of the region and is an important asset to preserve.
The AMBAG Energy Watch Program has provided nearly 90 million annual kWh of energy savings since its inception in 2006 and is projected to provide an annual savings of eight million kWh in energy savings in 2017.

Climate Change and Adaptation

The transportation sector has been identified as a key contributor of GHGs, but also is threatened by the impacts of continued climate change. The Monterey Bay region is expected to change, even under the most optimistic scenarios, due to climate change. Potential impacts include more frequent and intense heat waves and wildfires, rising sea levels and higher storm surges, the loss of native plant and animal species, and a higher demand for electricity, particularly during peak periods. Developing and implementing measures to help the region adapt to these potential changes will be critical in protecting the regional transportation network.

More frequent hot days and prolonged periods of extreme heat will increase the risk of buckling highways and railroad tracks. This could lead to increased and more frequent maintenance costs, premature deterioration, or even the failure of some transportation infrastructure. More frequent and severe wildfires that are followed by rainfall would increase the risk of mudslides and erosion. This could disrupt major infrastructure such as roadways and rail lines. Rising sea levels and stronger storm surges would likely impact communities, roadways, railways and other vital lines of coastal transportation. Existing fortifications may need to be enhanced as sea levels rise and storm surges intensify, and areas not previously considered at risk may need to be protected. Preparing transportation infrastructure for climate change impacts is a new priority as future projects are designed and the current system is maintained.

The tools and methodologies for evaluating and adapting to such impacts are still in the early stages of development and will require ongoing monitoring.

Resource Areas, Farmland and Mitigation

Central coast residents share a strong attachment to the region’s open spaces and are economically dependent on the accessibility of this open space. Equally important to the region’s economic wellbeing are the thousands of acres of farmland that produce billions of dollars’ worth of berries and other produce. In addition to identifying areas where development is projected to occur, the SCS identified protected parklands and open space, natural resource areas, and farmland using the best practically available scientific information.

Of the 3.3 million acres within the Monterey Bay region, about 20 percent have been previously conserved as parks or open space and are included in the SCS land use pattern. These lands range from public use parks to rural open space and U.S. Forest Service Lands. As part of this regional greenprint analysis, AMBAG assembled and applied the following additional data layers.

- Protected, sensitive, or special status species as defined by local, state or federal agencies
- Lands subject to conservation, agricultural easements and the Williamson Act and areas designated by the State Mining and Geology Board as areas of statewide significance
- Areas designated for open space or agricultural uses in local general plans
- Farmland classified as prime or unique or of statewide importance designation
- Areas containing biological resources
- Administrative boundary restrictions
- Habitat connectivity

Figures 4-8 and 4-9 show the location of these parks, open space and farmlands.

AMBAG is involved in resiliency planning efforts such as the Pajaro River Watershed Flood Protection and the Elkhorn Slough Natural Infrastructure Pilot project on the Pacific Coast Highway. Additionally,
regional efforts have been ongoing in wildlife corridor planning.

The region is incorporating environmental mitigation as much as possible into corridor planning efforts and funding has been included in the recently approved local sales tax measures.

Protecting the Region’s Natural Resources

The SCS land use pattern incorporates adopted habitat plans as well as the conservation of other sensitive resource lands such as steep slopes, wetlands, and floodplains as reflected in plans by local jurisdictions. These local and regional plans ensure the conservation of plant and animal species, and natural habitats through low density zoning, conservation easements, and land purchases.

One of the largest habitat plans to date is the Fort Ord Habitat Management Plan which will eventually become the Habitat Conservation Plan. In 1997, after the closure of the former Fort Ord, the Fort Ord Reuse Authority made a commitment to conserve nearly two-thirds of the former army base as open space. The Habitat Management Plan is primarily funded by federal, state, and local government annual appropriations, whereas the Habitat Conservation Plan would also provide additional habitat management resources through collection of Fort Ord Reuse Authority Development Fees or Community Facilities District Special Tax payments from reuse of the former Fort Ord. The Habitat Management Plan does not provide incidental take coverage of state and federal listed species to state and local entities, whereas the Habitat Conservation Plan, if approved by federal and state Wildlife Agencies, would provide incidental take coverage for a period of 50 years to allow restoration of sensitive habitats and a regional framework for habitat protection and base reuse. Figure 4-7 shows the location of the region’s natural resources.

Construction Aggregate

In addition to natural habitat the region is home to another important resource, aggregates. Aggregates are used in variety of construction projects, such as roads, bridges, streets, bricks and concrete. Every town and city, along with every road connecting them are built and are maintained with aggregates. More than 90 percent of asphalt pavements and 80 percent of concrete are aggregates. Natural aggregates make up the largest component of nonfuel mineral materials consumed in the United States. In highways, natural aggregates are mixed into asphalt and concrete and are used as road base. In addition to construction projects, many items such as, paint, paper, plastics, and glass also require sand, gravel, or crushed stone. Aggregates are also used as soil erosion control programs and water purification. In addition to new resources, aggregate product can be recycled and repurposed into new construction projects.

Historic mineral production within the Monterey Bay Area included sand and gravel mining for construction materials, mining for industrial materials (diatomite, clay, quartz, and dimension stone) and metallic minerals (chromite, placer gold, manganese, mercury, platinum, and silver). The public depends on several categories of minerals found in Monterey, San Benito and Santa Cruz Counties for a variety of everyday uses. For example, minerals such as sand and gravel are used to make concrete for buildings and asphalt to pave roads.

Natural aggregates, which consist of crushed stone and sand and gravel, are among the most abundant natural resources and a major basic raw material used by construction, agriculture, and industries employing complex chemical and metallurgical processes. Despite the low value of the basic products, natural aggregates are a major contributor to and an indicator of the economic well-being of the nation. Of the non-metallic minerals, construction-grade aggregate is the most abundant and commonly used mineral resource in the Monterey Bay Area.
Figure 4-7: 2040 Natural Resource Areas

Waterway Critical Habitat
Timber Resources / Special Forest
Critical Habitat Areas
Wetlands

June 2018 - Source: AMBAG
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Figure 4-8: 2040 Open Space

[Map showing 2040 Open Space with various cities labeled, including Santa Cruz, Hollister, and Salinas.]

Dedicated Open Space

June 2018 - Source: AMBAG

Santa Cruz
Hollister
Salinas
Monterey
King City
Protecting the Region’s Farmland

The Farmland Mapping and Monitoring Program, administered by the Division of Land Resource Protection at the California Department of Conservation, produces maps and statistical data to analyze impacts to California’s agricultural resources. To characterize existing and potential farmland, agricultural lands are rated according to soil quality and irrigation status. Farmland Mapping and Monitoring Program maps are updated every two years using aerial photographs, a geographic information system, public review, and field reconnaissance. Lands important for agriculture are placed in one of four categories of productivity established by the United States Department of Agriculture. These lands are categorized according to their specific qualities of soil, slope, degree of wetness, flooding hazards and other factors. Within the Monterey Bay region, the Farmland Mapping and Monitoring Program has identified 313,188 acres of land as “Important Agricultural Lands” combined with Williamson Act Lands. The Monterey Bay Area has a total of 1,668,261 acres of preserved agricultural land which represents 51 percent of the region’s total land area.

These lands are reflected in the SCS land use pattern and they are not threatened due to zoning ordinances or the purchase of land for conservation easements. In the SCS land use pattern, 97 percent of the region’s existing agricultural land is expected to remain available for agriculture. Ninety-six percent of the region’s agricultural land is planned for agricultural use only, and less than one percent is planned as low density, rural residential land that allows and often encourages agricultural use.

Figure 4-9 includes agricultural preserves such as areas under Williamson Act contracts. The California Land Conservation Act, commonly referred to as the Williamson Act, enables local governments to enter into contracts with private landowners to restrict specific parcels of land to agricultural or related open space use. In return, landowners receive property tax assessments which are much lower than normal because they are based upon farming and open space uses as opposed to full market value.

Environmental Mitigation

Transportation investments have the potential to impact the environment both positively and negatively. The 2040 MTP/SCS has been extensively evaluated for its potential impacts as part of the required California Environmental Quality Act (CEQA) environmental review. The evaluation is available as the Environmental Impact Report.

In order to minimize the negative environmental impacts of transportation projects, mitigation of impacts may be necessary. Regional mitigation efforts rather than the traditional project-specific mitigation provide the greatest benefit for habitat and wildlife by leveraging resources available across a larger geographic area. Regional mitigation can result in conserving larger, scarce, multi-resource ecosystems and increase habitat connectivity which improves both the quantity and quality of habitat. AMBAG and its partner agencies are making efforts to collect data on mitigation opportunities and engage in early consultation with resource agencies in order to improve opportunities for and results of mitigation measures.

The Regional Ecological Framework Project was funded by the Strategic Highways Research Program 2, and based on Transportation Research Board Integrated Ecological Resource Framework Research (C06). The Regional Ecological Framework Project produced a series of maps identifying sensitive resource areas near planned regional transportation projects in the Monterey Bay Area Region, promoting early mitigation and better project planning among transportation agencies. By providing awareness of potential environmental conflicts early in the project development process, these maps allow transportation agencies throughout the region to engage in earlier consultation with resource agencies such as the Environmental Protection Agency, the U.S. Army Corps of Engineers, the U.S. Fish and Wildlife Service and other resource agencies. This early consultation allows project proponents to adjust their projects to avoid impacting sensitive resources, reducing environmental impacts, allowing projects to move forward with fewer delays, speeding project implementation and mediating increased project
Figure 4-9: Farmland

Williamson Act Lands
Prime Farmland
Farmland of Statewide Importance
Unique Farmland
Moving Forward Monterey Bay 2040

The Pajaro Compass is a framework to advance voluntary conservation in the Pajaro River Watershed. The Pajaro Compass is an assessment that identifies important features on the landscape; including agriculture, biodiversity and habitat connectivity, water resources, recreation, etc.

As a regional planning document, the 2040 MTP/SCS allows for early consideration of broad mitigation strategies. In fact, the 2040 MTP/SCS must include a “discussion of types of potential environmental mitigation activities and potential areas to carry out these activities, including activities that may have the greatest potential to restore and maintain the environmental functions affected by the “plan.”

The Environmental Impact Report (EIR) associated for the 2040 MTP/SCS serves as the first tier of environmental review for identified transportation improvement projects and programmatically evaluates the environmental impacts of the Plan. The EIR identifies mitigation measures that programmatically apply to individual transportation projects based on a review of general project parameters and locations for all potentially significant environmental impacts of the 2040 MTP/SCS. Transportation project sponsors are responsible for more in-depth, project-level environmental analysis and mitigation to more precisely quantify impacts and specify mitigation measures based on project-level design details and site-specific review. However, where applicable, the 2040 MTP/SCS can provide a framework for mitigation at a regional level. The EIR contains a MMRP that is intended to ensure that the mitigation measures identified in the EIR are effectively implemented by the applicable jurisdictions and responsible agencies. The applicable jurisdictions and responsible agencies with projects contained in the 2040 MTP/SCS are encouraged to adopt the Mitigation Monitoring and Reporting Program (MMRP) or an adaptation of it specific to its independent discretion and/or special expertise.

Accommodating the Region’s Housing Needs

The SCS land use pattern accommodates the nearly 40,000 new households that will be needed over the next 25 years to serve a projected growth of more than 120,000 additional people.

The SCS land use pattern addresses the needs of all economic segments of the population. Based on the capacity for planned housing development the region will be able to accommodate the projected housing needs for residents of all income levels.

Regional Housing Needs Allocation

California Housing Element law requires that every eight years, AMBAG shall develop a methodology for distributing projected housing need in four income categories – very low, low, moderate and above moderate – to local jurisdictions in Monterey and Santa Cruz Counties and sets forth a process, objectives and factors to use for that methodology. The Council of San Benito County Governments (SBtCOG) performs this function for San Benito County. This process, the Regional Housing Needs Allocation (RHNA), is coordinated by the California Department of Housing and Community Development (HCD). The 2040 MTP/SCS did not include an updated RHNA. Per state law, RHNA will be updated as part of the MTP/SCS scheduled for adoption in 2022.

In the past, the RHNA was conducted separately from the MTP process. SB 375 now links the RHNA and MTP/SCS processes to better integrate housing, land use, and transportation planning. Integrating processes helps ensure that the state’s housing goals are met. The RHNA occurs before each housing element cycle, which SB 375 changed from a five-year to an eight-year cycle.

The AMBAG region received its RHNA Determination (for Monterey and Santa Cruz Counties) from HCD for the housing element cycle (2014-2023), as shown in Table 4-2. San Benito County local jurisdictions are also shown in Table
Figure 4-10: 2040 High Quality Transit

Santa Cruz

King City

Monterey

Salinas

High Quality Transit Stop
High Quality Transit Corridor (1/2 mile buffer)
Rail Line

June 2018 - Source: AMBAG
4-2. The AMBAG RHNA Plan allocates the RHNA Determination by jurisdiction. (For the San Benito RHNA, refer to SBtCOG’s RHNA Plan.) Based on the RHNA Plan each jurisdiction will need to identify adequate sites to address its RHNA allocations in the four income categories when updating its housing element. Updated housing elements were completed by all but three local jurisdictions. Table 4-1 shows that Monterey and Santa Cruz Counties have enough housing capacity to accommodate the RHNA allocations. San Benito County also has the housing capacity to accommodate the RHNA as described in the San Benito RHNA Plan. The allocations do not exceed forecasted growth and can be accommodated through infill and redevelopment. The AMBAG and SBtCOG RHNA Plans are consistent with the 2040 MTP/SCS.

**Meeting GHG Targets**

On September 23, 2010, CARB set targets for lowering GHG in the Monterey Bay region. They call for a zero percent increase, in per capita GHG emissions from passenger vehicles by 2020 (compared with 2005); and a five percent per capita reduction by 2035 through land use and transportation planning. New GHG targets are expected for the next MTP/SCS.

The 2040 MTP/SCS demonstrates that the Monterey Bay region will meet these targets by focusing housing and employment growth in urbanized areas; protecting sensitive habitat and open space; and investing in a transportation system that provides residents, workers and visitors with transportation options that are more effective and diverse.

Additionally, the 2040 MTP/SCS includes economic development strategies to encourage job growth in communities that are currently job poor as well as planning for new housing in communities that are currently job rich help to address the jobs/housing imbalance in the region and reduce vehicle miles traveled. The process to develop the Plan was based upon modeling these forecasted land use patterns and future transportation networks, along with the
Table 4-2: RHNA Housing Allocation

<table>
<thead>
<tr>
<th>Geography</th>
<th>Total Allocation</th>
<th>Very Low</th>
<th>Low</th>
<th>Moderate</th>
<th>Above Moderate</th>
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<tbody>
<tr>
<td>AMBAG Region</td>
<td>12,624</td>
<td>3,034</td>
<td>1,777</td>
<td>2,335</td>
<td>5,298</td>
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<td>Monterey County*</td>
<td>7,386</td>
<td>1,780</td>
<td>982</td>
<td>1,349</td>
<td>3,095</td>
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<tr>
<td>Carmel-By-The-Sea</td>
<td>31</td>
<td>7</td>
<td>5</td>
<td>6</td>
<td>13</td>
</tr>
<tr>
<td>Del Rey Oaks</td>
<td>27</td>
<td>7</td>
<td>4</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>Gonzales</td>
<td>293</td>
<td>71</td>
<td>46</td>
<td>53</td>
<td>123</td>
</tr>
<tr>
<td>Greenfield</td>
<td>363</td>
<td>87</td>
<td>57</td>
<td>66</td>
<td>153</td>
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<tr>
<td>King City</td>
<td>180</td>
<td>43</td>
<td>28</td>
<td>33</td>
<td>76</td>
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<tr>
<td>Marina</td>
<td>1,308</td>
<td>315</td>
<td>26</td>
<td>239</td>
<td>548</td>
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<tr>
<td>Monterey</td>
<td>650</td>
<td>157</td>
<td>102</td>
<td>119</td>
<td>272</td>
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<tr>
<td>Pacific Grove</td>
<td>115</td>
<td>28</td>
<td>18</td>
<td>21</td>
<td>48</td>
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<td>Salinas</td>
<td>2,229</td>
<td>537</td>
<td>351</td>
<td>407</td>
<td>934</td>
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<tr>
<td>Sand City</td>
<td>55</td>
<td>13</td>
<td>9</td>
<td>10</td>
<td>23</td>
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<tr>
<td>Seaside</td>
<td>393</td>
<td>95</td>
<td>62</td>
<td>72</td>
<td>164</td>
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<tr>
<td>Soledad</td>
<td>191</td>
<td>46</td>
<td>30</td>
<td>35</td>
<td>80</td>
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<tr>
<td>Balance of County</td>
<td>1,551</td>
<td>374</td>
<td>244</td>
<td>283</td>
<td>650</td>
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<tr>
<td>Santa Cruz County*</td>
<td>3,044</td>
<td>734</td>
<td>480</td>
<td>556</td>
<td>1,274</td>
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<tr>
<td>Capitola</td>
<td>143</td>
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<td>23</td>
<td>26</td>
<td>60</td>
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<tr>
<td>Santa Cruz</td>
<td>747</td>
<td>180</td>
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<td>313</td>
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<tr>
<td>Scotts Valley</td>
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<td>26</td>
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<tr>
<td>Watsonville</td>
<td>700</td>
<td>169</td>
<td>110</td>
<td>128</td>
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<tr>
<td>Balance of County</td>
<td>1,314</td>
<td>317</td>
<td>207</td>
<td>240</td>
<td>550</td>
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<tr>
<td>San Benito County**</td>
<td>2,194</td>
<td>520</td>
<td>315</td>
<td>430</td>
<td>929</td>
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<tr>
<td>Hollister</td>
<td>1,316</td>
<td>312</td>
<td>189</td>
<td>258</td>
<td>557</td>
</tr>
<tr>
<td>San Juan Bautista</td>
<td>41</td>
<td>10</td>
<td>6</td>
<td>8</td>
<td>17</td>
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<tr>
<td>Balance of County</td>
<td>837</td>
<td>198</td>
<td>120</td>
<td>164</td>
<td>355</td>
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</tbody>
</table>

Source:
**San Benito County (Council of San Benito County Governments, Final Regional Housing Needs Allocation Plan. Adopted July, 2014)
use of sustainable development principles that have been standard planning practice in the region for some time, and an extensive public outreach process.

**California Environmental Quality Act (CEQA) Streamlining**

Provisions in SB 375 include opportunities for streamlining the CEQA process, when certain conditions are met, as an incentive for implementing projects that are consistent with this SCS. Generally, there are two types of projects for which CEQA requirements can be streamlined, once the MPO adopts an MTP/SCS that meet the greenhouse gas targets established by CARB:

- Transit priority projects streamlining
- Residential/mixed use projects streamlining

SB 375 includes specific requirements for the CEQA streamlining. The discussion below provides a general outline of the requirements.

### Transit Priority Projects

A Transit Priority Project (TPP) is a project within an Opportunity Area and is eligible for CEQA streamlining if it is:

- Consistent with the SCS;
- Contains at least 50 percent residential use;
- Proposed to be developed at a minimum 20 dwelling units per acre; and
- Located within one half mile of a major transit stop or high quality transit corridor that is included in the MTP.

A “Sustainable Communities Opportunity Area” is an area within one half mile of an existing or planned “high quality transit corridor” or “major stop” that has the potential for transit oriented development including mixed use. High quality transit is service with headways of 15 minutes or less during peak period or rail service. Figure 4-10 depicts the High Quality Transit Areas.

If a project meets these criteria, it may be analyzed under a new environmental document created by SB 375, called the Sustainable Communities Environmental Assessment, or through an EIR for which the content requirements have been reduced. Alternatively, a TPP can be considered a Sustainable Communities Project and be eligible for a new full CEQA exemption if it further meets the additional requirements beyond the base criteria.

### Residential/Mixed Use Projects Consistent with the SCS

Residential and mixed use projects that are consistent with the SCS qualify for streamlined CEQA review if at least 75 percent of the total building square footage consists of residential use or if the project is a Transit Priority Project (TPP). If a project meets these requirements and is consistent with the use designation, density, building intensity and applicable policy of the SCS, any environmental review conducted will not be required to discuss:

- Growth inducing impacts;
- Any project-specific or cumulative impacts from cars and light duty truck trips generated by the project upon its completion on climate change or the regional transportation network; or
- A reduced density alternative.

It is not known how many projects in the Monterey Bay Area would meet the criteria to qualify for the CEQA exemption or streamlining. Lead agencies (including local jurisdictions) maintain the discretion and will be solely responsible for determining consistency of any future project with the SCS.

### Implementation Strategies

The 2040 MTP/SCS is first and foremost a transportation plan. However, the transportation network in the 2040 MTP/SCS and the growth
patterns envisioned must complement each other. Integration of transportation and land use is essential for improved mobility and access to transportation options.

To encourage implementation of the SCS, SB 375 provides CEQA incentives for development projects that are consistent with the regional SCS and help meet greenhouse gas emission reduction targets. Lead agencies (including local jurisdictions) maintain the discretion and will be solely responsible for determining consistency of any future project with the SCS. Cities and counties maintain their existing authority over local planning and land use decisions.

Additionally, to achieve the goals of the 2040 MTP/SCS, public agencies at all levels of government may implement a wide range of strategies. Table 4-3 list specific strategies that AMBAG, RTPAs, local jurisdictions, and other stakeholders may consider in order to successfully implement the SCS.
### Table 4-3: Implementation Strategies

<table>
<thead>
<tr>
<th><strong>Strategy</strong></th>
<th><strong>Responsible Party</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Economic Development</strong></td>
<td></td>
</tr>
<tr>
<td>Encourage infill housing by working with local jurisdictions to update municipal policies, such as reduced fees tax credits or exemptions, graduated density bonuses, and reduced parking requirements for redevelopment, affordable housing, or mixed use in Opportunity Areas.</td>
<td>AMBAG; local jurisdictions</td>
</tr>
<tr>
<td>A taskforce should be created to understand and address the economic development and transportation needs of rural areas. The following topic areas are suggested areas to be further explored by the task force: 1) Land Use and Conservation: policies and plans that shape rural areas; 2) The Infrastructure of Agriculture: transportation challenges to the production process; 3) Economic Opportunities: new ways to grow revenue and support better access to jobs; 4) Forest Management: building up economic and environmental value; and 5) Regulations; navigating federal and state environmental guidelines. Once the task force is convened the scope, responsibilities, and role of the group will be further defined.</td>
<td>AMBAG; economic development agencies and non-profits; local jurisdictions</td>
</tr>
<tr>
<td>Conduct research on economic sectors in the region to identify and understand high value industry sectors and “clusters” and work with other public agencies and private entities to provide policy and regulatory support for those sectors.</td>
<td>AMBAG; economic development agencies and non-profits; local jurisdictions</td>
</tr>
<tr>
<td>Compile and coordinate research and development that supports the green economy which can then be used to attract small, private business that would not otherwise be able to afford extensive research and development costs.</td>
<td>AMBAG; economic development agencies and non-profits</td>
</tr>
<tr>
<td>Provide a forum to coordinate the various economic development efforts by both the private and public sector throughout the region in order to maximize desirable economic development on a regional level.</td>
<td>AMBAG; economic development agencies and non-profits</td>
</tr>
<tr>
<td>Research ways to encourage vocational training facilities to educate the existing workforce for middle income jobs as well as leverage existing educational institutions to attract more middle income jobs.</td>
<td>AMBAG; local jurisdictions; universities; community colleges</td>
</tr>
<tr>
<td>Work with the Planning Directors Forum to further define and evaluate Opportunity Areas as areas for transit oriented development, as well as educate jurisdictions on the definition of transit priority project (TPP) areas per SB 375 to take advantage of CEQA streamlining benefits.</td>
<td>AMBAG; local jurisdictions</td>
</tr>
<tr>
<td>Stay abreast of new local initiatives, such as economic development plans, in order to more fully integrate transportation planning efforts with economic development issues and opportunities in urban and rural areas.</td>
<td>AMBAG</td>
</tr>
<tr>
<td>Support the reduction of impact fees and costs to developers for projects that will result in a net increase of jobs within enterprise zones or areas with a low job-housing ratio. Explore the economic impact of implementing an impact fee program that would incorporate multimodal projects and reductions for infill in parts of the region that do not currently have one</td>
<td>AMBAG; RTPAs</td>
</tr>
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</table>
### Table 4-3: Implementation Strategies (continued)

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land Use &amp; Environment</td>
<td></td>
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<tr>
<td>Prioritize corridor investment projects along high quality transit corridors that serve multiple modes of travel in the development of the Metropolitan Transportation Plan and Regional Transportation Plans. Supportive investments include enhancements for high quality transit, technology development, bicycle and pedestrian improvements and safer intersections.</td>
<td>AMBAG; local jurisdictions</td>
</tr>
<tr>
<td>Support mitigation efforts that reduce the impact transportation and land use projects have on open space and farmland by providing readily available data on natural resources and prime farmland to public agencies, exploring a mitigation bank program and participating in resource management planning activities.</td>
<td>AMBAG; RTPAs</td>
</tr>
<tr>
<td>Continue to work with local jurisdictions on long range land use planning by refining the land use typologies for the region and better defining opportunity areas.</td>
<td>AMBAG; local jurisdictions</td>
</tr>
<tr>
<td>Prioritize projects for funding that are consistent with the Sustainable Communities Strategy goals and/or that have complete streets elements per the adopted Sustainable Communities Strategy and Regional Complete Streets Guidelines in order to encourage use of active transportation options for short trips and improve quality of life</td>
<td>RTPAs; local jurisdictions</td>
</tr>
<tr>
<td>Investment in safe bicycle and pedestrian routes that improve connectivity and access to common destinations, such as connections between residential areas and schools, employment centers, neighborhood shopping, and transit stops and stations, supporting efforts throughout the region to improve connectivity and realize public health benefits from these investments.</td>
<td>RTPAs; local jurisdictions</td>
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<tr>
<td>Legislative</td>
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<tr>
<td>Work with State and Federal agencies to provide new and reformed transportation funding methods and sources to implement the Sustainable Communities Strategy that are stable, predictable, flexible, adjustable and adequate in the whole to operate and expand the system.</td>
<td>AMBAG; RTPAs</td>
</tr>
<tr>
<td>Support the following legislative agenda: 1) Reinstate tax increment financing and redevelopment for areas identified as Sustainable Communities Investment Areas; 2) Collaborate with other mid to small size regions to ensure that reporting and performance measure requirements do not exceed reasonably available staffing and financial resources; and 3) work with legislatures to reduce the voter threshold from two-thirds to 55 percent for passing transportation related tax measures.</td>
<td>AMBAG; RTPAs</td>
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<tr>
<td>Strategy</td>
<td>Responsible Party</td>
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<tr>
<td><strong>Technical Assistance/Education</strong></td>
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<tr>
<td>Continue to improve the Bicycle Model tool and AMBAG Regional Data Viewer as well as make available other data products that will help to assist local jurisdictions in the development of bicycle networks that have better connectivity and meet the origin and destination needs of the community</td>
<td>AMBAG</td>
</tr>
<tr>
<td>Continue to provide forums for regional dialogue regarding local plans and projects so that localities can leverage each other’s work for more coordinated regional planning efforts.</td>
<td>AMBAG; RTPAs</td>
</tr>
<tr>
<td>Develop educational and demonstration materials for General Plan updates that help jurisdictions to easily and readily incorporate concepts and goals from the Sustainable Communities Strategy into their General Plan. Update the SCS toolkits as needed. Coordinate these materials with Climate Action Plan concepts and goals to ensure consistent and mutually supportive strategies are developed to reduce greenhouse gases.</td>
<td>AMBAG; local jurisdictions</td>
</tr>
<tr>
<td>Keep appraised of federal and state program funding cycles and specific funding opportunities, advise local agencies about them in a timely way, and help to zero in on projects that fit program requirements and are far enough along in delivery to maximize chances for success at bringing federal or state discretionary funds into the region.</td>
<td>AMBAG; RTPAs</td>
</tr>
<tr>
<td>Seek grant funding to develop a regional economic modeling tool that helps to identify and address the reasons for the jobs/housing imbalance in the region as well as simulate the effects of various kinds of economic development.</td>
<td>AMBAG</td>
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<tr>
<td>Educate and provide resource material to local jurisdiction elected officials and the public about the economic benefits of sustainable development to both the public and private sector.</td>
<td>AMBAG; local jurisdictions; RTPAs</td>
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<tr>
<td>Provide grant technical support as well as letters of support to jurisdictions and public agencies looking to implement projects that are consistent with the Sustainable Communities Strategy.</td>
<td>AMBAG</td>
</tr>
<tr>
<td>Work with the Office of Planning and Research (OPR) to educate local jurisdictions about new CEQA options and analysis requirements including streamlining in SB 375, SB 743, and potential future legislation that includes CEQA incentives.</td>
<td>OPR; AMBAG; local jurisdictions</td>
</tr>
<tr>
<td>Increase public perception of the value, benefits, and use of transit, vanpool, and rideshare services, via activities such as the 511 website, image and product-specific advertising, promotion of new and restructured services, the guaranteed ride home program, outreach for special events, and education for those unfamiliar with alternative modes, including transit services and bicycle facilities, with both access and safety education.</td>
<td>RTPAs; transit agencies</td>
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Table 4-3: Implementation Strategies (continued)

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<thead>
<tr>
<th>Strategy</th>
<th>Responsible Party</th>
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<tbody>
<tr>
<td><strong>Transportation</strong></td>
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<tr>
<td>Facilitate local jurisdiction adoption and implementation of a complete streets policy by recommending adoption of the region’s guidelines. Encourage local jurisdictions to implement design principles consistent with the regional complete streets guidelines where feasible completing local streets and road projects. Initiate a technical assistance program to help local agencies develop street designs or implement complete streets that are sensitive to their surroundings and context.</td>
<td>AMBAG; RTPAs; local jurisdictions</td>
</tr>
<tr>
<td>Encourage and support Caltrans in seeking traffic management and safety improvements along with highway rehabilitation projects from the State Highway Operations and Protection Program. Ensure that both urban and rural needs are targeted.</td>
<td>AMBAG; RTPAs; Caltrans</td>
</tr>
<tr>
<td>Take steps to improve safety and security at crosswalks, transit stops and along main access routes to transit, including rural areas, with higher priority for low income, minority and high crime areas.</td>
<td>RTPAs; local jurisdictions</td>
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<tr>
<td>Collaborate with jurisdictions and employers to provide local community shuttles or circulators that serve transit oriented development, high quality transit stops and neighborhood commercial centers providing an incentive for residents and employees to make trips on transit.</td>
<td>AMBAG; local jurisdictions; large regional employers; transit agencies</td>
</tr>
<tr>
<td>Continue to identify and promote projects that transition freight from trucks to rail, such as an intermodal station in the Salinas Valley.</td>
<td>AMBAG and TAMC in coordination with regional freight stakeholders</td>
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<tr>
<td>Continue to study the impacts of freight and goods movements on major arterials and corridors and support projects that increase freight mobility through and within the region.</td>
<td>AMBAG</td>
</tr>
<tr>
<td>Continue to plan for and provide infrastructure for electric vehicles using the region’s PEV Readiness Plan, while also planning for and considering evolving transport methods from driverless cars to informal ridesharing networks.</td>
<td>AMBAG; MBARD; Others</td>
</tr>
<tr>
<td>Continue to seek funding to support the regional vanpool program and market vanpooling throughout the region.</td>
<td>AMBAG</td>
</tr>
<tr>
<td>Continue the region’s commitment to transportation demand management programs as a strategy for safety education and promotion of alternative travel modes for all types of trips. Market transportation demand management strategies towards tourists so that once people arrive to the Monterey Bay Area they have resources to get out of their cars.</td>
<td>RTPAs</td>
</tr>
<tr>
<td>Support work-based programs that encourage emission reduction strategies and incentivize active transportation commuting or ride-sharing modes.</td>
<td>AMBAG; RTPAs</td>
</tr>
<tr>
<td>Work with Caltrans to incorporate multimodal design into highway projects such that transit can be accommodated on the highway and pedestrian and bicyclists connectivity is enhanced for access over the highway.</td>
<td>RTPAs; Caltrans; transit agencies; local jurisdictions</td>
</tr>
<tr>
<td>Increase rural and low income minority communities’ transportation mobility by supporting greater coordination of rural transportation services, providing solutions to bridge the distance between trip origins or destinations and transit, as well as developing cost-effective programs that attract more riders, including expanded rural vanpools and increased local transit service.</td>
<td>AMBAG; RTPAs; transit agencies</td>
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### Table 4-3: Implementation Strategies (continued)

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<tr>
<td><strong>Transportation</strong></td>
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<tr>
<td>Support projects that improve mobility and accessibility for seniors and people with disabilities.</td>
<td>AMBAG; RTPAs; transit agencies</td>
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<tr>
<td>Encourage the use of traffic operational strategies and intelligent transportation systems to improve traffic flow that will provide lower-cost alternatives to road expansion.</td>
<td>AMBAG; RTPAs; local jurisdictions</td>
</tr>
<tr>
<td>Work with local cities, as well as regional, state and national organizations to find alternative funding sources for improving access to open space including national parks in the region.</td>
<td>AMBAG; RTPAs; local jurisdictions</td>
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<tr>
<td>Work with the Regional Storm Water Program staff to learn more about new post-construction storm water management requirements and incorporate best practices for storm water management into project design and future regional planning efforts.</td>
<td>AMBAG; Regional Storm Water Management Program; RTPAs; local jurisdictions</td>
</tr>
<tr>
<td>Work with the Monterey Airport staff and partner agencies to secure funding to update the Airports Economic Impact Study.</td>
<td>AMBAG; RTPAs; local jurisdictions</td>
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<tr>
<td>Provide training opportunities for local jurisdictions on transportation system management strategies and collaborate with local jurisdictions to update the intelligent transportation systems architecture.</td>
<td>FHWA; AMBAG</td>
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