

III. MOBILITY VISION, GOALS, AND OBJECTIVES

This section presents the community's vision for a sustainable transportation future for the people who live, work and visit Santa Cruz. It contains:

- The vision statement
- Goals and objectives
- Performance measures
- Key performance indicators
- Project evaluation criteria

Background

On March 9, 2001, members of the City of Santa Cruz Master Transportation Study Steering Committee met to discuss the development of a vision and strategic directions for the Master Transportation Study. In this visioning session, participants crafted a "vision framework" to guide the subsequent development of mobility solutions and actions for Santa Cruz.

Over the nine months prior to the visioning session, several community outreach efforts were conducted, including the first Mobility Festival, neighborhood workshops and a community telephone survey. After reviewing the findings from these efforts, the City of Santa Cruz Public Works Department provided the Steering Committee and the City with an overview of community perspectives related to transportation, mobility and access in Santa Cruz. This overview formed the basis for the vision statement.

MOBILITY VISION FOR SANTA CRUZ

The residents of Santa Cruz will make people- and neighborhood-friendly transportation a priority. Transportation will be safe, clean, affordable and sustainable. Part of our vision is that Santa Cruz will become widely known as the City where it's fun and easy to get around without a car. Many components form the complete fabric of this vision.

In the future in Santa Cruz . . .

- Access to goods, services, jobs and recreation will be convenient for all residents and visitors regardless of socio-economic status, physical ability, or age.
- The sustainable transportation experience will be one of the key components of the healthy Santa Cruz economy.
- A wide range of efficient, accessible and sustainable transportation choices will

be available. Other access choices that do not require physical travel, such as telecommuting and delivery services, will also be offered.

- Travel without an automobile will be convenient, comfortable, and cost-effective.
- The City's state-of-the-art transportation system will rival single-occupant vehicles for convenience, efficiency, cost-effectiveness and comfort.
- Our well-connected, safe and efficient pedestrian and bicycle networks will include amenities that make these Santa Cruz travel choices practical and fun. These networks will allow residents and visitors to travel safely and directly through the City's neighborhoods and activity areas. They will make bicycling and walking not only practical, but truly desirable choices.
- Every resident in Santa Cruz will be no more than a safe, five- to 10-minute walk from a public transit stop. All forms of transportation will be integrated so that residents and visitors can seamlessly transfer between modes. Public transportation between activity centers will be frequent and service-oriented.
- Automobile congestion will be managed, while minimizing the impacts on surrounding residential neighborhoods.
- Street design will encourage drivers to travel at safe speeds, making streets comfortable for pedestrians and bicyclists.
- The City will encourage a mix of uses in neighborhoods so that residents may work, shop and play close to home.
- A guiding principle of Santa Cruz transportation policy is to give priority to modes that have less impact on the environment. To manage congestion, more efficient and sustainable modes of travel will be encouraged.
- New transportation technologies will be evaluated and adopted as they are shown to be affordable and feasible.
- Visitors will come to Santa Cruz not only for its scenic and recreational attractions, but also for the experience of traveling in fun, unique, and enjoyable ways.

GOALS & OBJECTIVES

1. Mobility Goals

Systemwide

- 1.1 Provide a wide range of efficient, accessible and sustainable transportation choices, as well as choices of access that do not require physical travel, such as telecommuting and delivery services.

❖ *Objective: Shift person trip mode split to higher occupancy vehicles (i.e., for work trips, increase transit and carpooling and reduce single occupant drive alone travel).*

- 1.2 Ensure travel without an automobile will be convenient, comfortable, and cost-effective.
- 1.3 Create for the City a state-of-the-art transportation system that will rival single-occupant vehicles for convenience, efficiency, cost-effectiveness and comfort.
- 1.4 Provide multiple transportation modes to create a flexible and adaptive transportation system throughout the City of Santa Cruz.

Transit

- 1.5 Decentralize the transit system, ensuring that metro-center is not the only hub.
 - ❖ *Objective: Increase transit boardings per capita.*
 - ❖ *Objective: Increase transit boarding per employee and/or student.*
 - ❖ *Objective: Focus on making transit travel through downtown quick and efficient.*
 - ❖ *Objective: Decrease average transit trip time to ten minutes.*
- 1.6 Provide additional transit routes and services, including express services.
 - ❖ *Objective: Develop bus stops and transit nodes no more than a five minute walk from every house.*
 - ❖ *Objective: Construct a tram or shuttle to downtown from outlying parking.*
 - ❖ *Objective: Increase Beach Shuttle ridership.*

2. Access Goals

Citywide

- 2.1 Ensure that all residents and visitors, regardless of socio-economic status; physical ability; or age, have convenient access to goods, services, jobs and recreation.
- 2.2 Create well-connected, safe and efficient pedestrian and bicycle networks that include amenities.
- 2.3 Close all "gaps" in the pedestrian and bicycle networks and connect all major destinations and activity centers.
 - ❖ *Objective: Percent completion of gaps in the bicycle network.*
 - ❖ *Objective: Percent completion of gaps in the pedestrian network.*
- 2.4 Adopt design standards for pedestrian and bicycle systems to assure a high level of user amenities and quality.
 - ❖ *Objective: Increase average daily bicycle ridership.*

Transit

2.5 Ensure that every resident in Santa Cruz will be no more than a safe, five- to 10-minute walk from a transit stop.

❖ *Objective: Increase transit accessibility (Quality of Coverage).*

2.6 Integrate all forms of transportation so that residents and visitors can seamlessly transfer between modes.

2.7 Offer frequent and service-oriented public transportation between activity centers.

❖ *Objective: Offer 24-hour transit service.*

3. Sustainability

3.1 Manage congestion by encouraging more efficient and sustainable modes of travel.

❖ *Objective: Reduce number of vehicle miles traveled (VMT)*

❖ *Objective: Reduce number of vehicle miles traveled per capita (VMT)*

❖ *Objective: Increase average vehicle occupancy.*

❖ *Objective: Reduce automobile parking demand.*

3.2 The sustainable transportation experience will be one of the key components of the healthy economy of Santa Cruz.

❖ *Objective: Reduce motor vehicle trip generation for children's trip to school.*

3.3 Manage automobile congestion while minimizing impacts on surrounding residential neighborhoods.

❖ *Objective: Reduce the percentage of people needing to drive alone to work.*

3.4 Create a transportation network that restores and maintains the quality of life and the quality of the environment in the City of Santa Cruz.

3.5 Make higher occupancy transportation modes convenient.

3.6 Develop ways to manage congestion in 10 years.

4. Innovation Goals

4.1 Evaluate and adopt new transportation technologies if they are effective, efficient, affordable and feasible.

4.2 Develop a system that exceeds existing transportation norms and addresses issues with innovative and alternative solutions.

❖ *Objective: Increase system effectiveness through new technology.*

4.3 Create a system whereby single-occupant vehicle drivers pay the true costs of their transportation mode.

4.4 Create a transit system that is self-reinforcing and perpetuating.

❖ *Objective: Increase reliance on individual change and commitment rather than physical change or public investment.*

4.5 Have visitors come to Santa Cruz not only for its scenic and recreational attractions, but also for the experience of traveling in fun, unique, and enjoyable ways, which are sustainable, convenient and comfortable.

4.6 Make transit a great experience.

❖ *Objective: Consider having celebrities promote transit.*

4.7 Establish a regional reputation as a City with a "signature transportation system."

5. Safety Goals

5.1 Ensure that street design will encourage drivers to travel at safe speeds, making streets comfortable for pedestrians and bicyclists.

❖ *Objective: Improve neighborhood walkability.*

5.2 Provide safety and comfort on all modes of transportation for Santa Cruz residents and visitors.

❖ *Objective: Reduce conflicts between transportation modes.*

5.3 Provide optimal safety for vulnerable populations (e.g., pedestrians, cyclists, children, elderly, etc.).

❖ *Objective: Reduce Bike/Pedestrian/Auto Encounters per MVM (Million Vehicle Miles).*

5.4 Make arterials function safely and efficiently.

❖ *Objective: Reduce percent of speeds over speed limit.*

6. Community Livability Goals

6.1 Encourage a mix of uses in neighborhoods so that residents may work, shop and play close to home.

❖ *Objective: Improve the livability index. (e.g., number of street trees, percent completion of calming strategies, etc.).*

6.2 Construct housing next to transit.

6.3 Ensure that neighborhood streets are quiet.

❖ *Objective: Percent of City & Neighborhood Entries completed.*

6.4 Ensure that the diverse transportation needs of Santa Cruz residents are met.

6.5 Establish a system that accommodates changing life-cycle needs.

KEY INDICATORS

Below are the key indicators, presented by mode, for measuring the overall performance of the City of Santa Cruz's transportation system. These indicators are to inform policy makers and the public.

Pedestrians: Increase in average daily pedestrian movements.

Bicycles: Increase in average daily bicycle ridership.

Transit: Increase in transit boardings per capita.

Traffic Management: Decrease in auto trip mode share; and decrease in pedestrian, bicycle and auto accidents.

Livability: Increase in livability or quality of life as it relates to the safety, health, and comfort of access facilities in Santa Cruz.

PROJECT EVALUATION CRITERIA

The MTS process will identify future implementation projects based on the following criteria:

- a. Alignment with vision
- b. Cost
- c. Cost effectiveness (i.e., cost per person trip mile)
- d. Ease of implementation
- e. Feasibility (i.e., economic, political, physical, etc.)
- f. Marketability
- g. Innovation