

Alameda Countywide Pedestrian Plan Vision, Goals and Objectives

November 15, 2010

Introduction

This chapter establishes a vision, a set of five goals and nearly 40 objectives to guide the actions and decisions of the Alameda CTC in implementing the plan and, more generally, in supporting walking in the county. The vision statement is an ambitious yet achievable description of what walking in Alameda County could be like by 2040. The goals are broad statements of purpose meant to support realization of the vision. Under each goal is a set of more specific and detailed objectives (called “strategies” in the 2006 Countywide Pedestrian Plan) that could enable the Alameda CTC to attain that goal. Together, the goals and strategies generally define the roles and responsibilities of the Alameda CTC—and, to a lesser extent, of other agencies and organizations—in implementing the Pedestrian Plan.

The vision, goals and strategies in the 2006 plan were developed over a period of months with significant participation from the Pedestrian Plan Working Group, ACTIA’s Bicycle and Pedestrian Advisory Committee and the Paratransit Advisory and Planning Committee. In summary, the 2006 goals were to, (1) increase the number and percentage of walking trips; (2) improve pedestrian safety and security; (3) improve pedestrian infrastructure; (4) make key destinations accessible to pedestrians; (5) support planning and research on walking; (6) inform and train public-agency staff and officials on pedestrian issues; and, (7) maximize funding for pedestrian projects, programs and plans. In general, ACTIA’s pedestrian-related decisions and priorities since 2006 have been guided by these broad, overarching goals. More specifically, the 2006 plan included three quantitative objectives. Below are these objectives, including a summary of progress made toward accomplishing them.

- 1.a *Increase the percentage of walking trips for all trip purposes, from 12 percent to 14 percent by 2010 and to 18 percent by 2020, by replacing vehicle trips whenever possible.*

This objective was made based on data from MTC’s Bay Area Travel Survey from 2000.

Unfortunately, comparable data is not yet available for 2010. However, data from the U.S. Census Bureau indicate that the percentage of commute trips made on foot in Alameda County has not changed substantially over the past decade: it was 3.2% in 2000 (according to the U.S. Census 2000) and 3.4% +/- 0.35% (according to the 2009 American Community Survey).

- 2.d *Reduce annual pedestrian collision rate by 50 percent by 2030.*

The number of pedestrian collisions per capita remained essentially unchanged between 2006 (0.53) and 2008 (0.52). The number of collisions per pedestrian commuter ranged from 0.032–0.036 in 2006 to 0.028–0.033 in 2008 (the range is due to the margin of error in the estimates of pedestrian

commuters from the one-year American Community Surveys). The number of pedestrians killed in the county and the proportion of pedestrian fatalities to all traffic fatalities declined steadily between 2004 and 2007. However, in 2008 both figures increased dramatically for reasons that are unclear.

4.c Increase countywide pedestrian access share to BART by 6.5 percent, from 22 percent in 1998 to 23.5 percent in 2010.

The 2008 BART Station Profile Report indicated that 43 percent of all trips to BART stations in Alameda County were made on foot. This represents an increase from the 1998 rate of 21 percentage points.

This plan update builds on the vision and goals from the 2006 plan by assuming them as its starting point. The former vision and goals were reviewed closely for validity, relevance and applicability in the context of this plan update, in particular against background information gathered for the “Existing Conditions” and “Evaluation of Current Practices” chapters. The seven goals from the 2006 plan have been consolidated into a more manageable and memorable set of five; also, they have been revised to ensure, to the extent practicable, that they can be monitored. In the process, overlapping strategies were combined and collapsed. Lastly, the vision was expanded and the goals and strategies were updated to reflect recent policy changes discussed in the chapter on Evaluation of Current Practices affecting the practice of pedestrian planning. These policy changes include recent efforts to promote active transportation and public health, and to address climate change.

The vision for 2040

The vision is a long-range statement expressing what walking will be like in Alameda County roughly 30 years from now, in 2040, if the Pedestrian Plan is successfully implemented. The 2006 vision statement was brief and incorporated the desire for safe, attractive, accessible and connected facilities and pedestrian districts, and the importance to walkability of public transit and development patterns. The updated vision statement retains the entire 2006 vision statement (as the first sentence) and strengthens it by incorporating new policies and priorities that have emerged in importance over the past five years. The new vision also incorporates three quantitative objectives for the 2010–2035 period. The Pedestrian Plan’s vision is:

Alameda County is a community that inspires people to walk for everyday transportation, recreation and health, and where development patterns, connections to transit and interconnected pedestrian networks offer safe, attractive and widely accessible walking routes and districts. More people walking more often has replaced car trips and reduced traffic congestion, air pollution and the county’s carbon footprint while promoting active, healthy lifestyles, fostering social interaction and making the transportation system balanced, equitable and sustainable. Between 2010 and 2035, (i) the percentage of trips made by walking has increased to 15% of all trips; (ii) the number of pedestrian injuries and

fatalities has dropped by half; and, (iii) the daily amount of time spent per person on active transportation (walking or biking) has increased to 10 minutes.

Below is a more detailed description of the three quantitative objectives:

(i) Increase the percentage of trips made by walking to 15% of all trips.

This objective borrows from, and adapts, an objective in Caltrans' 2002 "California Blueprint for Bicycling and Walking" calling for a 50 percent increase in walking trips between 2000 and 2010. According to MTC's Bay Area Travel Survey from 2000—the latest year for which such data exists—walking represented 11 percent of all trips in Alameda County.

(ii) Reduce the number of pedestrian injuries and fatalities by half.

Similarly, this objective borrows from, and adapts, the safety objective in Caltrans' 2002 "California Blueprint for Bicycling and Walking" (50 percent decrease in pedestrian fatality *rates* between 2000 and 2010) and a target being considered by MTC for the 2040 Regional Transportation Plan ("reduce by 50 percent the *number* of injuries and fatalities from all collisions").

(iii) Increase the daily amount of time spent walking or biking per person to 10 minutes.

This objective emphasizes the benefits of walking, as a form of active transportation, to individual and public health. The objective is a streamlined version of a target being considered by MTC for the 2040 Regional Transportation Plan, to increase the average time walking or biking per person per day by 50 percent from 2000 levels to 10.5 minutes. The regional average in 2000 was approximately 7 minutes per person. A 50 percent increase equals 10.5 minutes. This is roughly one-third the 30 minutes of physical activity recommended per day by the U.S. Surgeon General.

Attaining the vision will require a strong and sustained commitment of finances, resources and political will by not only the Alameda CTC but also other agencies, advocates and local jurisdictions in the county.

Goals and objectives

The goals provide guidance to the Alameda CTC and set the overall directions on the general areas in which the agency should concentrate its efforts related to walking. Under each goal is a set of objectives detailing the efforts needed to achieve that goal. The objectives serve as the basis for specific tasks, actions and prioritization criteria developed later, in the chapter on implementation; as such, they are the bridge between the general goals and implementable actions.

As mentioned earlier, the goals, objectives and actions define the Alameda CTC's roles and responsibilities in implementing the Pedestrian Plan. The Alameda CTC has considerable influence in the realm of pedestrian planning and project implementation by allocating funds, providing technical

assistance and coordinating the efforts of local jurisdictions. Nevertheless, the Alameda CTC relies on the cooperation of other agencies—especially Caltrans, the County, its cities and various special districts—to accomplish the goals and objectives outlined here. It is these agencies, rather than the Alameda CTC, that are primarily responsible for planning, designing and constructing pedestrian facilities and for carrying out support programs. For this reason, the goals and objectives in the Pedestrian Plan are meant to support those adopted by other relevant agencies and are not limited to areas over which the Alameda CTC has jurisdiction. This recognizes that other agencies play a critical role in implementing the Pedestrian Plan and achieving its vision.

As mentioned earlier, each goal deals with a separate topic area. The goals in the 2006 plan addressed seven areas: (1) walk trips; (2) safety; (3) infrastructure and design; (4) connectivity; (5) planning and research; (6) staffing and training; and, (7) funding. In the current plan, these goals have been consolidated into the following five programmatic areas: (1) infrastructure; (2) safety, education and enforcement; (3) encouragement and support; (4) planning; and, (5) funding and implementation. The new goals, outlined below, mirror those in the updated Countywide Bicycle Plan, as appropriate, as a way to stress the complementarity and synergies between the two plans.

❶ Infrastructure

Create and maintain safe, convenient, well-designed and inter-connected pedestrian infrastructure, with an emphasis on routes that serve transit and other major activity centers and destinations.

- 1.1 Focus countywide funding on pedestrian improvements that provide access to key destinations including transit, downtowns, commercial areas, employment centers, schools, parks, healthcare facilities and other community services, particularly in higher-density, transit-oriented areas.
- 1.2 Support the design and construction of pedestrian infrastructure that serves a broad range of travel purposes, abilities and ages, including school-aged children, seniors and people with disabilities.
- 1.3 Focus funding for pedestrian infrastructure, including support facilities such as bus shelters and pedestrian-scaled lighting, on those improvements that are most effective at increasing walking.
- 1.4 Provide funding and technical assistance to local jurisdictions for the implementation of pedestrian projects of countywide significance that create seamless facilities by eliminating major physical barriers or impediments.
- 1.5 Support local agency compliance with provisions of the Americans with Disabilities Act related to public access.
- 1.6 Establish a network of multi-use urban pathways by building the East Bay Greenway and completing the San Francisco Bay Trail, the Iron Horse Trail and other paved inter-jurisdictional trails that serve populated areas.
- 1.7 Promote collaboration between local jurisdictions and transit operators to improve walking routes to stations and stops, and provide funding for such projects.
- 1.8 Encourage and support the construction of “complete streets” throughout Alameda County that incorporate best practices in pedestrian design and minimize conflicts between pedestrians and other travel modes.

1.9 Support maintenance of the existing pedestrian infrastructure with countywide funds when no other maintenance funds are available.

1.10 Collaborate with and promote coordination among Caltrans and local agencies to implement pedestrian infrastructure of countywide significance.

② Safety, education and enforcement

Improve pedestrian safety and security through engineering, education and enforcement, with the aim of reducing the number of pedestrian injuries and fatalities, even as the number of people walking increases.

2.1 Collect and analyze data on traffic collisions involving pedestrians to determine trends, rates, hot spots and impacted communities, and use this information to guide funding decisions to focus on areas and communities with the greatest need.

2.2 Provide funding for intersection enhancements, traffic calming, improved lighting and other pedestrian safety and security projects that address deficiencies in those locations with the highest collision rates and security issues.

2.3 Provide technical assistance and other tools to local jurisdictions for selecting priority areas for pedestrian safety improvements, and planning and designing safer streets and facilities.

2.4 Promote collaboration among local, county and other agencies to deliver effective pedestrian safety education programs for a variety of audiences, including drivers, and provide support for such strategies.

2.5 Support and encourage efforts by state, County and local agencies to enforce laws that aim to protect pedestrians from collisions with motor vehicles.

③ Encouragement

Provide support for programs that encourage people to walk for everyday transportation and health, including as a way to replace car trips, with the aim of raising the number and percentage of trips made by walking.

3.1 Work with all levels of public agencies, non-profits and advocacy groups to implement effective encouragement programs that promote walking as a safe and convenient form of transportation among a broad range of potential users, including seniors and people with disabilities.

3.2 Enhance public awareness of the health benefits of walking and of walking as a physically active form of transportation and an environmentally sustainable transportation option that can help Alameda County and its jurisdictions meet their greenhouse gas reduction goals.

3.3 Provide funding for informational and promotional materials such as walking maps and trip-planning services.

3.4 Support the expansion of the countywide Safe Routes to Schools program to every elementary school in the county and to high schools, and encourage local school districts and jurisdictions to implement projects, activities and events that promote walking to school among both students and staff.

- 3.5 Create a countywide campaign targeted to increase walking by seniors that coordinates and expands on the many existing local walking clubs, safety programs and travel trainings for seniors.
- 3.6 Promote integration of walking into broader countywide transportation demand management programs and serve as a resource to employers on promotional information and resources related to walking to work.

④ Planning and Design

Integrate pedestrian needs into transportation planning activities, and support local planning efforts to encourage and increase walking.

- 4.1 Update this plan every four years to ensure that current pedestrian priorities are incorporated into the Countywide and Regional Transportation Plans.
- 4.2 Between plan updates, make technical amendments to the plan as needed to incorporate revisions to the project and program priorities and to the list of proposed projects.
- 4.3 Ensure that all local jurisdictions have a current pedestrian master plan by providing adequate countywide funding.
- 4.4 Incorporate pedestrian needs into Alameda CTC plans and studies, as appropriate, and move toward using transportation models that are sensitive to walking demand and to the supply of pedestrian infrastructure and programs.
- 4.5 Improve the state of the practice of pedestrian infrastructure design so that all transportation facilities are well-designed and standardized, including by encouraging local agencies to develop and follow pedestrian design guidelines and amend local ordinances as appropriate to reflect them.
- 4.6 Strongly encourage local jurisdictions to adopt policies, guidelines, standards and regulations that result in pedestrian-friendly communities, and, where applicable, transit-oriented land use development, and provide them with technical assistance and resources to do so.
- 4.7 Promote and provide training programs for city and county staff on pedestrian planning and engineering best practices.
- 4.8 Inform elected and appointed officials about the importance of creating walkable communities, and the opportunities and constraints for doing so.
- 4.9 Encourage all local jurisdictions to designate a pedestrian coordinator or primary contact, and to establish a pedestrian advisory committee or provide other meaningful opportunities for public input on pedestrian issues.
- 4.10 Continue to serve as a forum for local agencies and other stakeholders—including through the Pedestrian and Bicycle Working Group—to plan multi-jurisdictional projects and countywide programs and to share information about pedestrian-related issues of mutual concern.
- 4.11 Support and fund research into pedestrian planning and program implementation when it has a direct benefit for Alameda County.

- 4.12 Continue to collect and analyze data on pedestrian trips and travel behavior, and encourage other public agencies, special districts and transit agencies to do so as well.
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5 Funding and implementation

Maximize the capacity for implementation of pedestrian projects, programs and plans.

- 5.1 Encourage and support local and countywide agencies in adopting and implementing complete streets policies.
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- 5.2 Continue to work on securing maximum funding for pedestrian projects and programs from countywide, regional, state and federal sources and also on attracting funding from private and non-traditional sources.
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- 5.3 Provide timely information to local jurisdictions on funding opportunities for pedestrian projects and provide assistance to these jurisdictions, as appropriate, in submitting applications for project funding.
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- 5.4 Collaborate with local agencies and others on identifying and securing sustainable funding streams for the construction and, in particular, maintenance, of pedestrian infrastructure.
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- 5.5 Develop and maintain a prioritized list of diverse pedestrian projects and programs throughout the county to position Alameda County to maximize funding opportunities as they arise.
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- 5.6 Support and encourage sufficient funding to implement this plan.