

THE PATH FORUM: PARTICIPANTS & RESULTS

This is a summary of the PATH Forum, the second of three events in a project to collectively improve integration of transportation planning with social equity, land use, economic development, and public health in Humboldt County, California. These efforts will culminate in the creation of a Planning for Active Transportation and Health (PATH) planning model to assist Humboldt County and other rural regions in development and delivery of transportation plans and projects. The forum was held at the Eureka Woman’s Club on Thursday, December 8, from 2:00 to 5:00 p.m.

This forum was the **first of its kind** – a diversity of community and planning interests gathered to consider a new paradigm for transportation planning as it relates to community needs, land use, health and economic development. At the forum were two **transportation planning experts** from out of the area: Jeff Hobson of the Transportation & Land Use Coalition and Todd Litman of the Victoria Transport Policy Institute, both highly regarded in their field.

This document includes:

- A list of invitees and participants;
- A summary of presentations;
- A summary of workshop results;
- A summary of Forum evaluations;
- Forum agenda (attached);
- Preparatory ‘primer’ materials (attached); and,
- Forum presentations (attached).

INVITED GROUPS & PARTICIPANTS

Participants are marked with an ‘X’. Where there were two representatives of an agency or organization, the number of those participants is indicated.

Transportation Professionals

- Arcata and Mad River Transit System (A&MRTS)
- Bear River Band of Rohnerville Rancheria
- Blue Lake Rancheria and Dial-A-Ride
- Blue Lake and Ferndale Public Works Department Contractor
- Bridgeville Community Center Van
- CAE Medi-Trans – Dial-A-Ride / Dial-A-Lift
- Caltrans District 1 Chief of Planning
- Caltrans District 1 Chief of Local Assistance and Regional Planning
- Caltrans District 1 Title VI Coordinator
- 2 Caltrans District 1 Planning
- City of Arcata Public Works
- City of Eureka Engineering Department
- City of Eureka Traffic Division
- City of Fortuna Public Works
- Ferndale “Bridge-the-Gap” Program
- Fortuna Senior Bus
- Humboldt Community Access and Resource Center (HCAR)
- Humboldt County Association of Governments (HCAOG)
- Humboldt County Public Works Director
- Humboldt County Public Works Deputy Director
- Humboldt Transit Authority (HTA)
- K/T Net (Klamath Trinity Non-Emergency Transportation)
- Planwest Partners
- Southern Humboldt Rural Transit Service (the “Quail”)

Economic Development Professionals

- Arcata Economic Development Corporation
- Humboldt Area Foundation



- Humboldt County Economic Development Department
- Humboldt State University, Economics Department
- Humboldt State University, Community and Economic Development
- Redwood Region Economic Development Commission
- Small Business Development Center

Land Use Professionals

- City of Arcata Community Development
- City of Eureka Community Development
- City of Fortuna Planning Department
- Hoopa Tribal Planning
- Humboldt County Community Development
- Humboldt State University, Natural Resources Planning Department
- City of Rio Dell
- Wiyot Tribe – Table Bluff Reservation
- Yurok Tribal Planning Department

Health Professionals

- Eureka Police Department
- Humboldt County Environmental Health
- Humboldt County Mental Health
- Humboldt County Office of Emergency Services
- Humboldt County Public Health
- Humboldt County Public Health Nurse Director
- Humboldt County Social Services
- North Coast Nutrition and Health Collaborative
- St. Joseph’s Home Health
- United Indian Health Services, Inc. (UIHS)

Stakeholder Groups

- Area 1 Agency on Aging
- Even Start
- Humboldt Bay Bicycle Commuters Association
- Humboldt Partnership for Active Living
- Humboldt Senior Resource Center
- HSU CA Center for Rural (Health) Policy
- Latino NET
- Lighthouse of the Northcoast
- Manila Community Services District
- Open Door Clinics
- Orick Community Resource Center
- Redwood Community Action Agency (RCAA)
- RCAA Family Services, Multiple Assistance Center (MAC)
- RCAA Youth Services Bureau (YSB)
- St. Joseph’s Community Benefits and Healthy Communities Program
- Tri-County Independent Living
- Two Feathers Native American Family Services

Elected and Appointed Officials

- Arcata City Council
- City of Arcata Transportation Safety Committee
- HCAOG Citizens’ Advisory Committee
- County Planning Commission
- Eureka City Council
- County Board of Supervisors

PROJECT OVERVIEW

Jennifer Rice, contracting project manager, presented a brief overview of project goals, products and schedule, attached. She noted that this project is one example of a new era in transportation and community planning that requires new information and new tools. Project goals presented include:

- Planning integration between transportation, land use, health, social services, and economics to provide a more coordinated and equitable foundation for decision-making;
- Proactive consideration of needs of various social groups that will be impacted by transportation planning decisions;
- Improved transportation investment equity;
- A planning process that prevents non-automobile project elements from ‘falling off’ under-funded or overspent projects before completion;
- Tools to help governments of limited means – particularly in Humboldt County – achieve these goals; and
- Tools to help transportation interest groups know how best to support such efforts.

STRATEGIES FOR HEALTHY TRANSPORT

Todd Litman and Jeff Hobson gave presentations about relevant research and examples and participated in a question and answer session with Forum attendees. Summarized below are highlights of their presentations and interactions with the audience. Copies of their presentations are available online at www.nrsrcaa.org/nrs/hrr.

TODD LITMAN, VICTORIA TRANSPORT POLICY INSTITUTE

Some of the most current and widely-referenced innovative transportation research comes from the independent Victoria Transport Policy Institute (VTPI), focusing on practical solutions to transportation problems. Free access to a great deal of VTPI research is available at www.vtppi.org. Todd Litman, Executive Director of the VTPI:

- Highlighted the differences between the planning term ‘growth’ – which assumes expansion and ‘doing more’ – and the planning term ‘development’ – a preferred term to indicate the process of improving things and ‘doing better’.
- Stressed that the planning focus needs to be on ‘accessibility’ (the ability to obtain goods, services and activities) as opposed to ‘mobility’ (physical movement).
- Spoke of ‘smart growth’ principles that address a variety of land use, transport, economic, health and social needs and the increasing amount of support from national and international organizations in pursuit of smart development and transport. Detailed numerous economic, social and environmental benefits of a ‘smart’ planning approach.
- Addressed the planning ‘tradeoffs’ in choices that perpetuate existing patterns or provide more multi-modal transport options.



- Spoke of transportation equity and its role in the transportation and land use planning process. Coordinated planning and equitable consideration of investments will increase opportunities for people who are physically, socially or economically disadvantaged. Planning for a more diverse transportation system will help achieve equity objectives.
- Addressed the need for innovative solutions such as ‘context sensitive’ design, ‘least-cost’ planning, multi-modal planning and ‘fix-it-first’ policy. Noted that strategies to maximize the efficiency of the existing system are more cost-effective than capacity –expanding projects, which is critical in an era of limited public resources.
- Provided brief examples of current research:
 - Active transportation is significantly underestimated and undervalued, resulting in a lack of planning focus on these modes; and
 - High levels of traffic fatalities are strongly correlated with high levels of annual vehicle mileage (generally associated with rural regions). In other words, the more driving that is necessary, the more driving-related injuries and fatalities for the region. This not only results in human tragedy for individuals, their families, and the community, but also is tremendous economic strain in terms of lost productivity, lost wages, and so forth. Thus, a fiscally-responsible approach is to provide multiple transportation options to make driving one option among many rather than a necessity for every trip, thereby reducing driving-related fatalities and injuries and improving the region’s quality of life and competitive position.
- Provided some transferable examples of ‘Ridesharing’, ‘Van-pooling’ and ‘Transportation Management Associations’ as effective mechanisms for improving non-automobile access.

JEFF HOBSON, TRANSPORTATION AND LAND USE COALITION

The Transportation and Land Use Coalition (TALC) is a coalition of 90 organizations that believe current development patterns and projections for the future do not have to be the Bay Area destiny (www.transcoalition.org). TALC’s many successful campaigns integrating transport, land use, health and social equity proceed with the assumption that they can preserve the environment and quality of life while ensuring that all residents have access to economic opportunities. Jeff Hobson, Policy Director of TALC:

- Spoke of the importance of community coalitions addressing transportation needs. Cited the Alameda transit tax initiative as an example of a failed, then successful effort to secure transportation resources for the San Francisco Bay Area once a coalition arrived at consensus.
- Illustrated TALC’s efforts to coordinate planning between transit providers and health care services, outlined in their ‘Roadblocks to Health’ report.
- Briefly addressed successful region-wide community workshops that TALC has facilitated, actively preparing for future development in a sustainable way, not relying on current growth trends to dictate the pattern of development – in other words, any region’s history need not be its destiny, and we shouldn’t be satisfied to simply accept the current status quo as our inescapable future.
- Highlighted TALC’s Transportation for Livable Communities program, which addresses:
 - Investment in safety and access for people who walk or bicycle;



- Support communities that promote smart growth; and
- Make it easier for people to use transit and other modes.

QUESTIONS & ANSWERS

Jeff and Todd were available for an informal question and answer period following their presentations. They addressed some of the following topics:

- Senior housing locations and subsequent problems accessing services.
- Ability of Humboldt County to adopt a Transportation Management Association, similar to that of San Luis Obispo.
- Pedestrian safety and ways to prevent crime-related activities, such as lighting, increased law enforcement and connectivity of routes.
- Van-pooling and car-pooling programs and resources.
- Traffic-calming measures, such as bulb-outs, narrowed streets and pedestrian islands.

WORKSHOP GROUPS

Participants were separated into four groups, each to address a goal and problem statement associated with a pre-selected regional non-automobile transportation planning issue. Participants in each group were provided with related draft problem statements, goal/s, limited background information and considerations to review. They were asked to agree upon the goal/s and problem statement, then determine and prioritize programs and/or policies to address the goal/s, based on a set of guidelines and planning considerations. The widely varied discussions and outcomes are summarized below.

RURAL ACCESS TO SERVICES

Problem Statement

It is challenging for non-driving/transportation disadvantaged residents outside the Humboldt Bay population center to access services and activities concentrated in the populations center, particularly when those services are provided at a minimum in rural areas, if at all. Many of these issues include:

- There are free ride days and education at fairs, but many people still do not know what is available – language is often a barrier for access to services.
- There are stigmas and stereotypes associated with public transit: Is it safe? Is it for everybody?
- There is a large segment of the population who have never used public transportation, so it is tough to introduce them to unfamiliar territory.
- People who cannot get to the bus and/or fixed route services, but do not qualify for door-to-door services fall through the cracks.
- In (places like) Manila, there are not enough bus services, and the times are not convenient.
- The distances to bus stops can be a disincentive, particularly when carrying things.



Goals

In order to achieve Humboldt County's economic development goals and promote a high quality-of-life for all residents:

- Improve non-automobile access to services in the Humboldt Bay population center from outlying areas. Access, however, is not just about transit routes – it is about ADA, language, affordable fees, and connections to other services;
- Improve provision and/or sustainability of services outside the population center; and
- Reduce the need for travel.

Potential Programs & Policies *(prioritized)*

1. Coordination of Services
 - Look at who has what – finances, vehicles, services.
 - Humboldt County needs to establish a Transportation Management Agency/CTSA. Look at other counties to see how they coordinate services (Fresno model).
 - Integrate land use and transit planning – appropriate sites for bus turnarounds and routes, and also where facilities and services are located.
 - Use public finances to pay for insurance and use of vehicles from private organizations.
 - Develop a rider registry (such as HSU) – a way to screen riders so that safety is addressed.
2. 'Feeder Systems'
 - Outside and connecting to the established transit system, develop feeder systems (like Ferndale's Bridge-the-Gap program) to collect riders and take them to regional transit centers. This would likely require facilitation from a Transportation Management Agency or similar.
3. Provide Efficient and Flexible Services
 - Within the mass transit system, evaluate the use of large busses versus vans – some routes are full but others have very low ridership – need a plan for maximum occupancy (and cost savings?).
 - Develop other services – van-pooling, car-pooling, designated pick-ups and ridesharing.
 - Establish a volunteer program – drivers are given incentives and/or a system of reimbursement (K/T Net is trying this in the Willow Creek/Orleans area).
 - Seek federal/state and other funding sources (grants?) to develop a pilot 'car-share' program. Prove that it works and make it sustainable.
4. Bring Services to Communities
 - Reduce the need for travel by developing ways to bring services to the communities (doctors, food, medicine, veterinarians, etc.).
 - Provide incentives for businesses to provide these services (mobile veterinarian model and ideas such as shopping days, where businesses, such as the Mall, sponsor pre-arranged transportation services).
 - Use technology to allow for virtual services (doctors give diagnosis through video-conferencing).
 - Home health – coordinate more house calls.

RURAL TWO-LANE COMMUNITY ACCESS ROADS

Problem Statement

Many two-lane roads and highways in the County pose a challenge for community members and road managers alike. These roads are often:

- Primary arterial access to rural communities;
- ‘Main street’ through small towns;
- Primary access routes for schools and other community centers;
- The only or primary option for bicycles and pedestrians, who are increasingly asking for improved facilities;
- Difficult to shoulder-widen for motorist and non-motorist safety due to physical constraints, proximity of structures and attendant costs, (and, widening and maintenance may just increase traffic speeds and further reduce pedestrian/bike safety); and
- Projects that may never make it to the top of a funding priority list or compete successfully for grants because there are too many constraints, costs and higher priorities with more traffic.

Goals

Find new solutions to these challenges that 1) promote Humboldt County’s economic development, environmental, land use, and aesthetic/community character goals and 2) do not rely only on government funding sources.

Potential Programs & Policies *(prioritized)*

1. Develop a community ‘how to’ guide to help rural residents do what they can to assist local governments with improvements to rural roads and highways. Such community-oriented guides could contain information about:

- Establish a leadership team – if there is a local community service district, tap into it and identify committed members.
- Identify jurisdictional roles and include these agencies in the planning process: establish working relationships with related agencies.
- Seek funding for planning, if available, and information about planning options and support.
- How to bring the community together to identify priorities and help make improvement projects more viable, including:



- Educate the community about the issues and ask them to participate in a problem-solving effort;
- Seek community consensus on program/project concepts and priorities, particularly with a ‘neighborhood’ area focus;
- Envision context sensitive solutions;

- Identify constraints and timelines;
 - Identify all community needs in the project area, develop a cost estimate and then prioritize by element;
 - Achieve political support; and
 - Develop a community plan that includes results of these efforts.
- Identify a diversity of funding options and local cost-shares.
 - How to help with or follow the process through implementation.
2. Develop standardized rural road policy for local (and state?) governments, such as:
 - Provide seed money for community-driven planning and design (e.g. 2% of TDA as a source of seed money).
 - Address parking issues in rural areas/small towns, where parking can conflict with pedestrians and bicyclists.
 - Utilize low-cost design measures to achieve ped/bike improvements, such as re-striping to narrow travel lanes and widen shoulders.
 - Provide a 'rail-trail' primer for communities who want to know if they can use the rail corridor as a trail.
 - Develop funding for non-automobile planning and dedicated staff who look for opportunities to incorporate non-motorized projects into roadway designs.
 - Establish a way for communities to work with Caltrans to utilize state right-of-way for multi-modal purposes.
 3. Consider the 'walking shield' tribal program example of a cost-matching program (military).

EUREKA - ARCATA 101 CORRIDOR

Problem Statement

At-grade crossings and increasing traffic volumes, and associated increases in auto collisions, have created a public demand to address safety solutions for the Eureka-Arcata 101 corridor. There are also many other at-grade crossings along U.S. 101 that need to be addressed, such as the North Bank Road/Central Avenue intersection.

Goal

Reduce auto collisions and auto congestion in the Arcata-Eureka 101 corridor and develop safe roadway designs that promote Humboldt County's economic development, environmental, land use, and aesthetic/community character goals.

Potential Programs & Policies *(non-prioritized)*

1. Reduce the amount of vehicle trips by:
 - Providing an adequate job/housing balance on each end of the corridor.
 - Locating goods and services within local communities.
 - Working with HSU to establish more housing on campus and develop other student housing options at various locations.
 - Get land use strategies in place so as not to make



the problem worse vis a vis safety at grade crossings and traffic congestion on this corridor (e.g. restrict commercial uses within the corridor either re-zoned or purchased (Caltrans? County? Other?). The General Plan (and other related plans) need to better address land use patterns and consequences of development.

2. Develop a multi-modal connection between Eureka and Arcata.
 - Design a separated and protected multi-use trail (Railroad prism? East side?) as a part of the CA Coastal Trail system.
 - Develop ancillary support facilities along the corridor, such as rest stops, benches, parks and viewpoints.
 - Include the CA Coastal Trail in the planning process – it is part of the overall idea for the 101 corridor, yet is not part of the planning efforts.
3. Begin thinking of transportation planning as eliminating the need for automobile transportation.
 - Divert transportation funds to other projects, particularly non-motorized and transit projects.
4. Community and planners need to convince Caltrans to not only focus on localized areas of future growth (such as McKinleyville), but to also include areas that need non-motorized transportation and/or safety planning considerations (this will also encourage principles of ‘active living’).
5. Develop coalitions and proactive coordination between transportation planners, particularly Caltrans, land use planners and social services.
6. Develop tools to help avoid similar problematic corridors in the future (Samoa, Fortuna?);
 - Increased traffic volumes caused by developments should be mitigated by development fees and/or traffic impact fees.
 - Develop Trip Demand Models.
 - Commute timing (incentives to divert from peak times to off-peak times such as encouraging employers to provide schedule flexibility for employees)
 - Metering access and ITS (Intelligent Transportation Systems) approaches such as giving people real-time information on traffic conditions so they can take a different route or postpone their trip (stay at work longer, have dinner in the town they work in, etc) if there has been a traffic accident or severe congestion on the corridor.
7. Develop similar ‘Safety Corridor’ ideas for other parts of the region.
 - Some traffic from the Eureka-Arcata 101 corridor now travels on Highway 255 or Old Arcata Road – these changes in traffic patterns need to be addressed similarly (and proactively).
 - Regulations concerning the development of ‘Safety Corridors’ should to be altered to allow cities/county/Caltrans to adopt such a corridor (currently, there are certain levels of accidents and traffic volumes that must be reached before a ‘Safety Corridor’ can be established).
8. Establish a ‘Growth Management Program’ (Contra Costa example).

EUREKA PEDESTRIAN SAFETY

Problem Statement

There is a relatively high number of pedestrian-auto collisions in the City of Eureka, particularly in western and northern Eureka, where there are high concentrations of transportation-disadvantaged populations. The 'at-grade' highway in Eureka is a significant barrier to a safe walking/cycling environment.

Goal

Reduce the number of pedestrian-auto collisions in Eureka – particularly western and northern Eureka – by improving safety and attracting more people to walk.

Potential Programs & Policies (*prioritized*)

- Improve existing infrastructure.
 - Current design and/or lack of specific pedestrian oriented accommodations are partly to blame for the unsafe pedestrian/cyclist environments. The area around the court house from G to L streets on 4th and 5th streets is a particular hot spot for pedestrian collisions. This area does not have the same intersection treatments, such as curb extensions and bulb-outs, as other with fewer collisions do on 4th and 5th Streets. Land use and transportation planners must do more to mitigate impacts (to non-motorized modes and disadvantaged populations) from automobile related projects and land use development.
 - What can the City do? Caltrans?
 - Physical improvements, including sidewalk extensions, bulb-outs, islands and traps.
 - Traffic calming measures.
 - Implement 'road diets' – allow for islands and wider lanes.
 - Establish a 40 year corridor plan with development recommendations and restrictions.
 - Re-direct pedestrians from J-walking.
- 2. Develop a new parking scenario.
 - Craft new parking scenario to reduce overall traffic in the area and build funding for improvements to the pedestrian environment.
 - Create parking incentives to encourage walking longer distances to work.
 - Shift parking so people do not have to cross the busy streets.
 - Commercial centers could charge for parking to improve street needs.
 - City and County offer incentives to not drive around high-traffic volume areas.
 - Give employees a choice to either have free parking or fees that would be used for street maintenance/improvements.
 - Idea of recruited "Downtown Hospitality" – biggest employers to assist in efforts.
- 3. Education.



- Develop pedestrian/cyclist and youth education/enforcement programs.
- Increased enforcement of traffic laws (for pedestrians, bicyclists and motorists) – potentially contract with CHP for additional enforcement
- Get Public Health sector to focus efforts on pedestrian/cyclist safety
- Targeted campaigns around ‘hot spots’ – target populations? Employees? Visitors?
 - Potential target ‘hot spot’: 4th & 5th Streets between F and L
- Develop materials for locals as well as tourists

EVALUATION

The project team received 12 evaluations, summarized below.

1. From what perspective is your interest in transportation?

(Numbers indicate how many participants associated with various perspectives – some associated with more than one)

- 5 a. Transportation facility planning, design, and/or maintenance
- 2 b. Transportation service provider
- 3 c. Social service provider
- 3 d. Health services
- 7 e. Land use planning
- 2 f. Economic development
- 4 g. Community advocacy
- 1 h. Elected official
- 2 i. Other: RTPA, parent cyclist/Arcata-Eureka commuter



2. Are there examples or case studies you would recommend we consider in our research?

- Incentives for rural access to services in rural areas
- Funding for non-emergency transportation aid
- Look at the Humboldt Hill mobile home park (as a senior’s access issue) and the Ferndale Senior Center (as an example of providing a feeder system for access to a larger transit system)
- Willow Creek corridor
- Disabled populations and seniors
- Coastal Trail development and coordination with Caltrans
- Freshwater Road near the school
- Incentives for City and County employees to not drive and park in 2 hour zones
- K/T Net Paratransit and Quail van systems
- The chosen case-studies were a good starting point

3. What interested you most today?

- “Access” issue expanded to include economic access, route access, language access, disability access, etc.
- PATH workshops
- Eureka – Arcata 101 Corridor
- Informal commuting and ride-share programs
- Problem-solving in the break-out groups

- Seeing who is involved locally in transportation planning
 - The need for launching from dialogue-based efforts to “tool development” and a real linkage between land use/transportation relationships
 - The talk of coordinating already existing services and working to incorporate more mobile services
 - The Transportation Coalition model as it could be applied to Humboldt Bay
 - The brainstorming efforts in the workshops
 - People from different backgrounds discussing problems
 - Experts from out of the area were helpful
 - Good facilitation
 - Concept of ‘Smart Growth’
 - Its funny how I resisted the small group work, but it was a lot of fun
4. Is there anything you’d like to share that you didn’t get to say today?
- What are the next steps?
 - Facilitation was great, though we could have used a bit more time.
 - Need to collaborate on a regional funding strategy.
 - Thanks for the insights from Jeff and Todd

ATTACHMENTS

- Forum agenda
- Preparatory ‘primer’ materials:
 - Transport Sustainability & Efficiency
 - Land Use
 - Health & Safety
 - Economic Development
 - Social Equity
- Forum presentations

THE PATH FORUM

Agenda

December 8, 2005

2:00 p.m. - 5:00 p.m.

Eureka Women's Club, 1531 J Street

www.rcaa.org/nrs/hrr



Planning for Active Transportation and Health

an effort of the
Healthy Rural Roads Project

Welcome & Introductions

2:00 p.m.

- Project and forum goals; introductions of project team and participants

Project Overview

2:20 p.m.

- Project Tasks & Schedule
 - A more task-oriented overview than the general Roundtables presentation
 - Project Description & Terminology available online (2 pp.)
 - *Summary of Research* available online (62 pp.)
- Roundtables Report: available online (6 pp.)

Q & A

2:35 p.m.

Strategies for Healthy Transport

(not a repeat of Weds. eve!) 2:45 p.m.

- Todd Litman, Victoria Transport Policy Institute, www.vtpi.org
- Jeff Hobson, Transportation & Land Use Coalition, www.transcoalition.org
- Discussion

PATH Workshop Introduction

3:35 p.m.

- 'Primers' available online (2 pp. each)

Break & Tasty Snacks

3:40 p.m.

PATH Workshop

3:50 p.m.

- Multi-disciplinary transportation considerations
 - Each of four groups will develop objectives to address a Humboldt County-oriented problem statement and goal, with each participant representing a discipline and perspective summarized in 'primer' worksheets available online
- Prizes!

Closing & Next Steps

4:50 p.m.

- Input on documents
- Spring forum

Transportation Efficiency & Sustainability Primer

Strategies for More Comprehensive Rural Region Transport Planning

Description

In many cases, addressing one small but critical part of a larger ‘big-picture’ transportation need can significantly improve transportation service. These pressing needs are often referred to as ‘critical gaps’. These relatively small solutions can be a much more cost-efficient and quickly implementable way of addressing the same need that a larger, more expensive, and long-term project. In the same way that a chain is only as strong as its weakest link, the functionality and connectivity of multi-modal transportation ‘networks’ (such as transit, pedestrian or bicycle networks) is compromised when critical gaps are left unaddressed.

All local governments want to make the most of limited resources, but rural regions – where resources for making transportation investments are especially constrained – will especially want to ensure that their transportation dollars are funding those investments which “get the most bang for the buck.” Many transportation challenges in rural regions result from the need for a dispersed populace to access centralized services. While these needs are often viewed solely as a transportation *supply* problem (or lack thereof), there are often opportunities to consider the management of transportation *demand* for access to these services by other means.

For example, oftentimes it is cheaper to reduce auto travel demand than to accommodate any and all vehicle trips. Transportation Demand Management (TDM) is a general term for strategies that result in more efficient use of transportation resources by prioritizing investments in the most cost-effective projects and programs that. TDM programs work by providing improved service or infrastructure by transit and non-motorized modes, by providing incentives for people to take advantage of these services (e.g. discounted transit passes), or by bringing people closer to jobs and services they need to access in order to limit vehicle trips.

Of course financial, functional, and environmental sustainability of a program or project is also paramount to success of policy implementation. If funds exist to build a project or initiate a program, but sufficient funds haven’t been identified for it to be operated or maintained at a functional level, then the project is not financially sustainable. Likewise, if the externalized environmental or social costs of building a project are significant, the project could require expensive mitigation in the long-term and may not be as cost effective as it appears.

Planning Considerations

How could a program/project:

- Complete a network and/or address a transportation gap?
- Facilitate Transportation Demand Management (TDM):
 - Have all other cost-effective TDM options been explored?
 - Are existing TDM efforts being supported?
- Increase access to identified trip generators for people of all mobilities.
- Ensure:
 - The effects of the project/program have been avoided or mitigated?
 - The financial sustainability of the program/project through lifecycle costs and external social and environmental analysis?
 - The design of the program/project will serve a variety of needs into the future?

Examples

The Online Transportation Demand Encyclopedia (<http://www.vtpi.org/tdm/>) is a comprehensive source of information about innovative management solutions to transportation problems. It provides detailed information on dozens of demand management strategies, plus general information on TDM planning and evaluation techniques. It is produced by the Victoria Transport Policy Institute to increase understanding and implementation of TDM.

The Role Of Demand-Side Strategies: Mitigating Traffic Congestion, by the Association for Commuter Transportation and for the Federal Highway Administration (http://tmi.cob.fsu.edu/act/FHWA_Cong_Mitigation_11%202%2004.pdf), is a 2004 study that provides an overview of TDM strategies and programs, including how they are planned and implemented, their effectiveness at reducing traffic congestion, and providing other benefits. Includes numerous case studies. It emphasizes the broad range of TDM strategies available.

The National Center for Transit Research (CTR) provides a list of trip reduction ordinances. Many Washington communities have them as CTR is regulated for major employers through a statewide CTR program. See the NCTR/USF link for a list: <http://www.nctr.usf.edu/clearinghouse/tro/trolist.htm>.

References and Additional Information Resources

Ferguson, Erik. 1998. **Transportation Demand Management**. Planning Advisory Service Report No. 477. American Planning Association.

Victoria Transport Policy Institute Transportation Demand Management Encyclopedia:
www.vtpi.org/tdm.

Land Use Impacts Primer

Strategies for More Comprehensive Rural Region Transport Planning

Description

Transport and land use planning decisions directly affect each other. Transportation agencies provide infrastructure (and regulatory frameworks) that affect residential, commercial and industrial development by creating access to land by various modes of travel. Improved access raises the potential for development; and development, in turn creates additional demand for transportation.

Land use forms have an effect on the attractiveness of more egalitarian and physically active transportation modes such as transit and non-motorized modes like biking and walking (Frank & Engelke, 2001). The influence of land use on transportation is through:

- Density of population and services (reduced trip length);
- Mixed land uses (reduced distance of travel between residence, employment, public services, shopping, recreation and entertainment);
- Job-housing balance (which can shorten and reduce commute trips); and
- Site design (environments that are either attractive or unattractive to non-motorized and transit travel).

As low-density, single use, auto-dependent development (sprawl) spreads farther from urban core areas, low-income populations are particularly affected with the movement of jobs, development, and investment farther from core areas (Policy Link, 2002). This trend results in many negative effects on general 'quality of life', including excessive traffic and related congestion challenges; concentration of poverty in urban centers and remote areas; and divestment in urban and rural areas (Robert Wood Johnson Foundation, 2000).

Planning Considerations

How might a program/project:

- Change existing land use?
- Improve designs for buildings, public rights-of-way, and other public spaces that support safe and convenient travel by all modes and support neighborhood livability and community cohesion?
- Further community goals and support land uses called for in local and regional land use plans?
- Increase the possibility of development inconsistent with local and regional land use plans?
- Encourage infill development?
- Support transit-oriented development?
- Impact private property?
- Potentially revise demographic patterns due to changes in property values?
- Include context-sensitive designs that enhance community identity?
- Address potential loss of sensitive habitat and/or wetlands?

Examples

A Federal Highway Administration (USDOT, 2005) online “Toolkit” for “methods, strategies, and procedures for integrating land use and transportation planning, decision-making, and project implementation” at www.fhwa.dot.gov/planning/landuse has links about: planning activities; public involvement; GIS and technical analysis; project prioritization and funding; and design guidelines and standards.

One planning tool that may accommodate integration of land use (health, economic development and) transportation planning is being tested in a few California communities. Form-based or outcome-based codes are being considered as a possible approach to reduce cumbersome zoning regulations in order to plan and approve projects based on how well they meet a form or outcome that a community wants to achieve. Even with strong policy, a project outcome can be very different than what is intended by the zoning in question. Some think these codes could improve clarity in the planning process and provide a simple framework for implementing appropriate ‘smart growth’ and infill projects. The Local Government Commission has an online fact sheet available about these principles: *Smart Growth Zoning Codes: A Resource Guide* – the summary of a more detailed book – at www.lgc.org/freepub/land_use/factsheets/form_based_codes.html.

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Health & Safety Impacts Primer

Strategies for More Comprehensive Rural Region Transport Planning

Description

Transport planning decisions directly affect public health through traffic crashes, air pollution, access to health services and impacts on physical activity.

Although traffic fatalities per vehicle-mile have declined significantly during the last forty years, this has been partly offset by increased per capita vehicle-mileage. As a result, traffic fatalities continue to be a major cause of death and disability, particularly in suburban and rural areas due to high annual mileage and speeds.

Vehicle air pollution is a relatively small health problem in rural areas.

Access to health facilities is a significant issue in rural regions: studies indicate that one third of transit trips in smaller communities are for medical purposes. In some cases, taking more health services to dispersed communities is cost-prohibitive; possibly in other cases, it is more attainable. Including consideration of non-automotive access to health services in the planning process could help to facilitate improved public health.

In recent years, public health officials have become increasingly alarmed at declining physical fitness, excessive body weight, and increases in diseases associated with a sedentary lifestyle. Transportation and land use planning decision-making can significantly affect the amount of non-motorized travel that occurs in an area and the physical fitness of residents. Special programs can improve walking and cycling conditions, and encourage use of these modes for transportation and recreation.

An important test of any transportation system's effectiveness and fairness is its ability to accommodate the needs of those who are most vulnerable users under extreme conditions.

Planning Considerations

How would programs/projects improve:

- Access to health care facilities such as clinics, hospitals and other medical centers?
- Opportunities for active transportation (biking, walking, etc)?
- Access to recreational opportunities?
- Safety for all modes in a manner that encourages walking and biking?
- Emergency preparedness: access/evacuation, particularly for transportation-disadvantaged populations, during emergencies?
- Air quality?
- Water quality?
- Community health through encouraging modes and creating public spaces that support neighborhood-level interactions that can increase social capital and community cohesion?

How would programs/projects reduce:

- Pedestrian- and bicycle-auto collisions?
- Transportation-related noise pollution?

Can programs or projects address neighborhood features that reduce the risk of pedestrian injury (adapted from Frumkin, et al., 2004), including:

- Low traffic volume;
- Low density of curbside parking;
- Low speeds;
- Reduced number of streets crossed during routine travel;
- Good street design associated with housing or population density (including multi-family residences);
- Good street design associated with parks and play areas; and
- Presence of crosswalks associated with traffic lights or other traffic calming measures.

Examples

The *Active Living Storybank* (www.activeliving.org) is a searchable database of projects, programs and initiatives that promote health through policy and planning reforms.

Health Impact Assessments are being researched in a number of states, including California. The HIA is a process that provides decision-makers with information about how policies, programs or projects could influence public health. More information about HIAs is available on the World Health Organization website at www.who.int/hia/en/ and U.S. examples on the National Association of County & City Health Officials website at www.naccho.org/topics/HPDP/land_use_planning/LUP_Toolbox.cfm. HIA needs to be further refined, and data sources and methods improved. However, the concept of methodical advance consideration of health impacts of infrastructure projects is promising.

The Transportation Equity And Community Health (TEACH) program of the Transportation & Land Use Coalition of the San Francisco Bay Area, is a comprehensive effort to increase participation in transportation decisions by poor and people-of-color communities and to ensure that transportation investments promote access, equity and better health for low-income communities. TEACH's primary components include working groups, tools for transportation justice and research and analysis. Find out more at: www.transcoalition.org/c/teach/teach_home.htm.

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Economic Impacts Primer

Strategies for More Comprehensive Rural Region Transport Planning

Description

If transportation projects are consistent with community context and are designed to achieve mobility objectives, they can become the central aspect of and force behind economic development and/or revitalization efforts. Amenities that enhance a community's non-automobile mobility are increasingly desired as a part of development and revitalization initiatives. A National Homebuilders Association survey in 2000 found walking and jogging trails to be the most desired community amenities for active and older adults – second, third and fourth most desired amenities are outdoor spaces, public transportation and open spaces, respectively (Wylde, 2001).

In addition, lack of transportation options for both commuting and recreation can hinder employers' ability to recruit and retain a highly-skilled workers who often look for these kinds of amenities when comparing the livability of various communities. And, of course, the lack of safe and interconnected bike and pedestrian networks can impact a community's ability to attract recreational tourism.

Access to employment for those who are transportation-disadvantaged is very important to the economy of any region. When people who want to work can't conveniently access available jobs, then transportation has clearly become a hindrance to local economic development. Consideration on a programmatic level of the types of programs or projects that would enhance non-automobile access to employment centers would benefit both employers and employees. For employers, better access means expanding the pool of potential workers. For employees, better access expands the pool of available jobs and may enable some to no longer to be transportation disadvantaged. Better access can also help move people from 'welfare to work'. Adult access to higher education, retraining programs and trade schools is very important to economic health. Many adults need evening access to such programs – which can be difficult for those dependent on non-automobile transportation.

Planning Considerations

How would the program/project connect or provide improved access to:

- Employment opportunities?
- Higher education and/or job training opportunities?
- Tourist-related activities?
- Shopping and retail businesses?

How would the program/project advance or affect:

- Goals and policies of the local and/or regional redevelopment plan/s?
- 'Quality of life' indicators, such as:
 - Diversified mobility and access?
 - Walkable/bikeable mixed use neighborhoods?
 - Context-sensitive designs that enhance community identity? (here or above)
 - Planned efforts to enhance economic development opportunities?
- Goods movement?
- Traffic reduction?

Examples

The Puget Sound Regional Council 'Rural Town Centers & Corridors Project' looked at how to identify and integrate rural highway corridor development needs with local town center development needs. See www.psrc.org/projects/rural/reports.htm for more information.

Main Street, When A Highway Runs Through It: A Handbook for Oregon Communities (Oregon Department of Transportation, 1999) is a useful resource for rural northern California communities interested in 'context sensitive' design for communities bisected by state highways. The document is available online at <http://egov.oregon.gov/LCD/TGM/docs/mainstreet.pdf>.

In Lodi, California, \$4.5 million in streetscape and pedestrian improvements coupled with economic development incentives brought 60 new businesses, reduced the vacancy rate by one third and increased downtown sales tax revenue by 30 percent. This is one of the success stories related in a Local Government Commission resource *The Economic Benefits of Walkable Communities* at www.lgc.org/freepub/land_use/factsheets/walk_to_money.html.

References and Additional Information Resources

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Local Government Commission. *The Economic Benefits of Walkable Communities* at www.lgc.org/freepub/land_use/factsheets/walk_to_money.html. Also numerous internet resources at www.lgc.org/economic/centers.html.

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Social Equity Impacts Primer

Strategies for More Comprehensive Rural Region Transport Planning

Description

Many feel that safe, convenient, and affordable transportation is a basic civil, social, and constitutional right that can either support or hinder individuals' "life, liberty, and the pursuit of happiness". Transportation planning efforts and subsequent project investments can provide either advantages or disadvantages to various social groups. These impacts can vary based on the type of group, its transportation needs, and how these needs are addressed or overlooked in the transportation planning process. In particular, transportation mobility affects the economics, health, and safety of transportation-disadvantaged individuals and communities.

Balanced consideration of these equity issues – particularly where disadvantaged populations' and/or their transportation needs are poorly understood– helps promote the goal of transportation equity and social justice for all residents of a given community:

Ultimately, social equity means that access to all aspects of the community (including health, safety, open space, transportation investments, and economic development) is fair for all residents – regardless of socioeconomic status, race, class, ethnicity, gender, age or ability (International City/County Management Association, 2005).

In rural regions – where transportation investment opportunities are limited and where mobility for those without autos can be constrained – economic needs and health problems can be exacerbated by transportation challenges.

Planning Considerations

- What steps should be taken to ensure the needs of the following groups are addressed?
 - Households with low-income?
 - Elderly and persons with disabilities?
 - Youth, particularly regarding access to and from schools?
 - Minorities such as native and latino populations?
- How could a program/project:
 - Improve transportation-disadvantaged populations access to existing transportation opportunities?
 - Provide transportation-disadvantaged populations with new transportation options?
- Would proposed services/programs:
 - Be affordable for transportation-disadvantaged populations?
 - Provide access during critical times and/or to critical locations?
- How might a project /program disproportionately impact transportation-disadvantaged populations?

Example

'Lifeline Transportation' in the San Francisco Bay Area refers to a transportation network, transportation program, or service guidelines that are designed to help low-income people (or other persons who are heavily dependent on transit for mobility) to carry out essential daily activities. The concept of lifeline transportation has come about because, in many cases, existing transit service is not adequate for meeting the daily needs of heavily transit-dependent community residents. For more information, see www.transcoalition.org/ia/lifeline/01.html.

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Healthy and Equitable Transportation Planning

Todd Litman

Victoria Transport Policy Institute

Presented 8 December 2005

Humboldt County PATH Forum

Paradigm Shifts

- **Growth** - expanding, doing more.



- **Development** - improving, doing better.



- **Mobility** - physical movement.



- **Accessibility** - obtaining desired goods, services and activities.

Smart Growth Benefits

Economic

- Increased resource efficiency.
- Lower development costs.
- Lower public service costs.
- Road and parking cost savings.
- Economies of agglomeration.
- More efficient transportation.

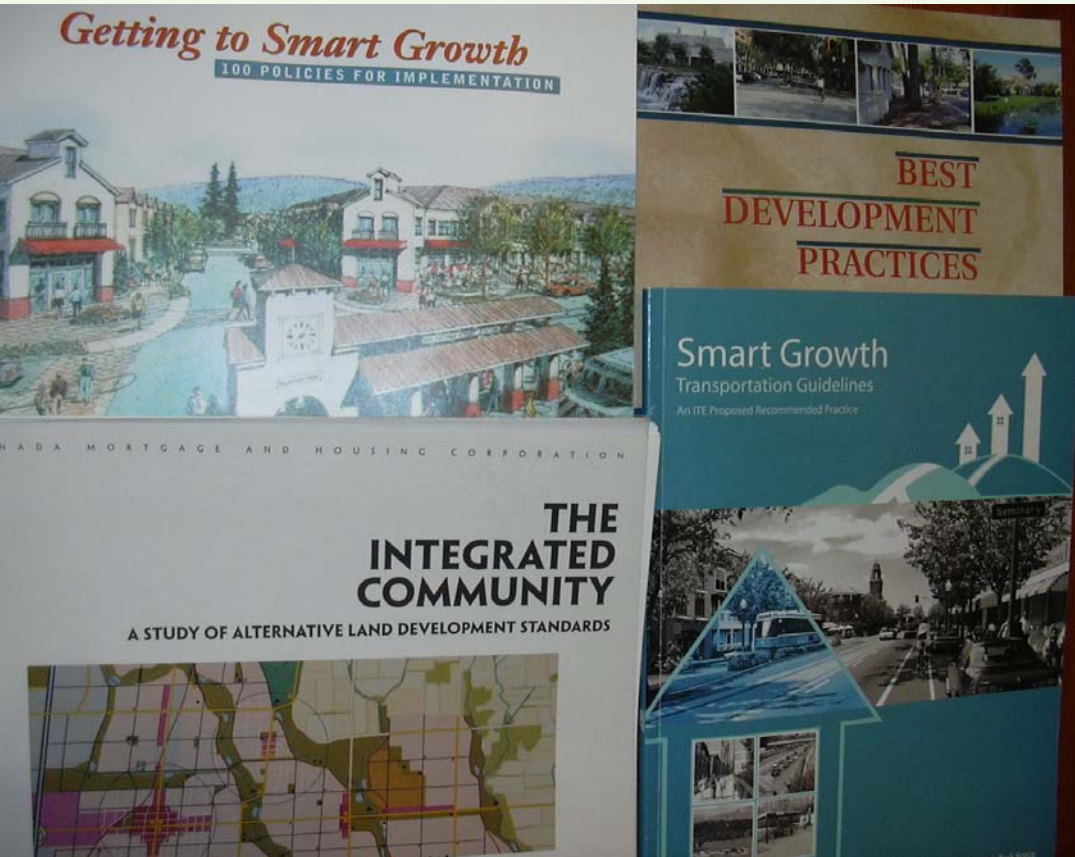
Social

- Improved transport options, particularly for nondrivers.
- Improved housing options.
- Community cohesion.
- Preserves unique cultural resources.
- More opportunities to exercise.

Environmental

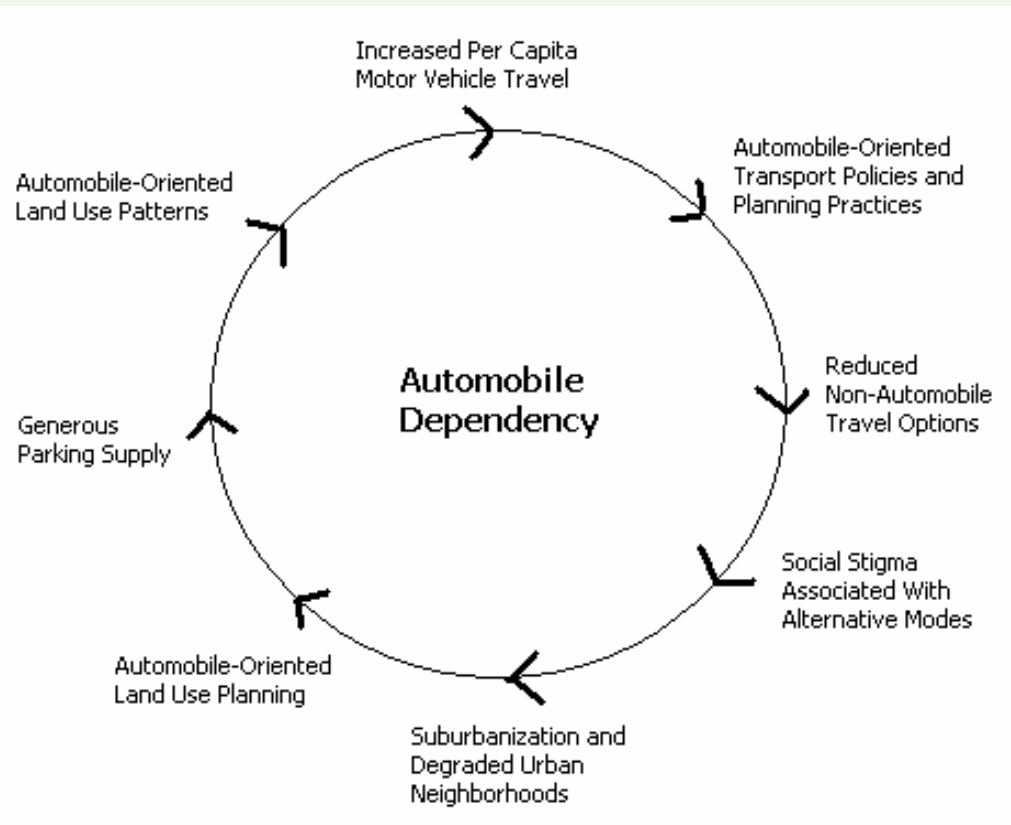
- Greenspace & habitat preservation.
- Reduced air pollution.
- Increased energy efficiency.
- Reduced water pollution.
- Reduced “heat island” effect.

Supported by Professional Organizations



- Institute of Transportation Engineers.
- American Planning Association.
- American Farmland Trust.
- Federal, state, regional and local planning and transportation agencies.
- International City/County Management Association
- National Governor's Association
- Health organizations.
- And much more...

Tradeoffs



Transport and land use planning often involves trade-offs between different forms of access. Current planning practices tend to bias decisions toward automobile dependency and away from a more balanced and multi-modal transport system.

Equity

A more diverse transportation systems helps achieve equity objectives:

A fair share of public resources for non-drivers.

Financial savings to lower-income people.

Increased opportunity to people who are physically, socially or economically disadvantaged.

Basic mobility.



Equitable Transport Planning

- Devote as much attention to the needs of non-drivers as to motorists.
- Create an effective and integrated non-automobile transport system.

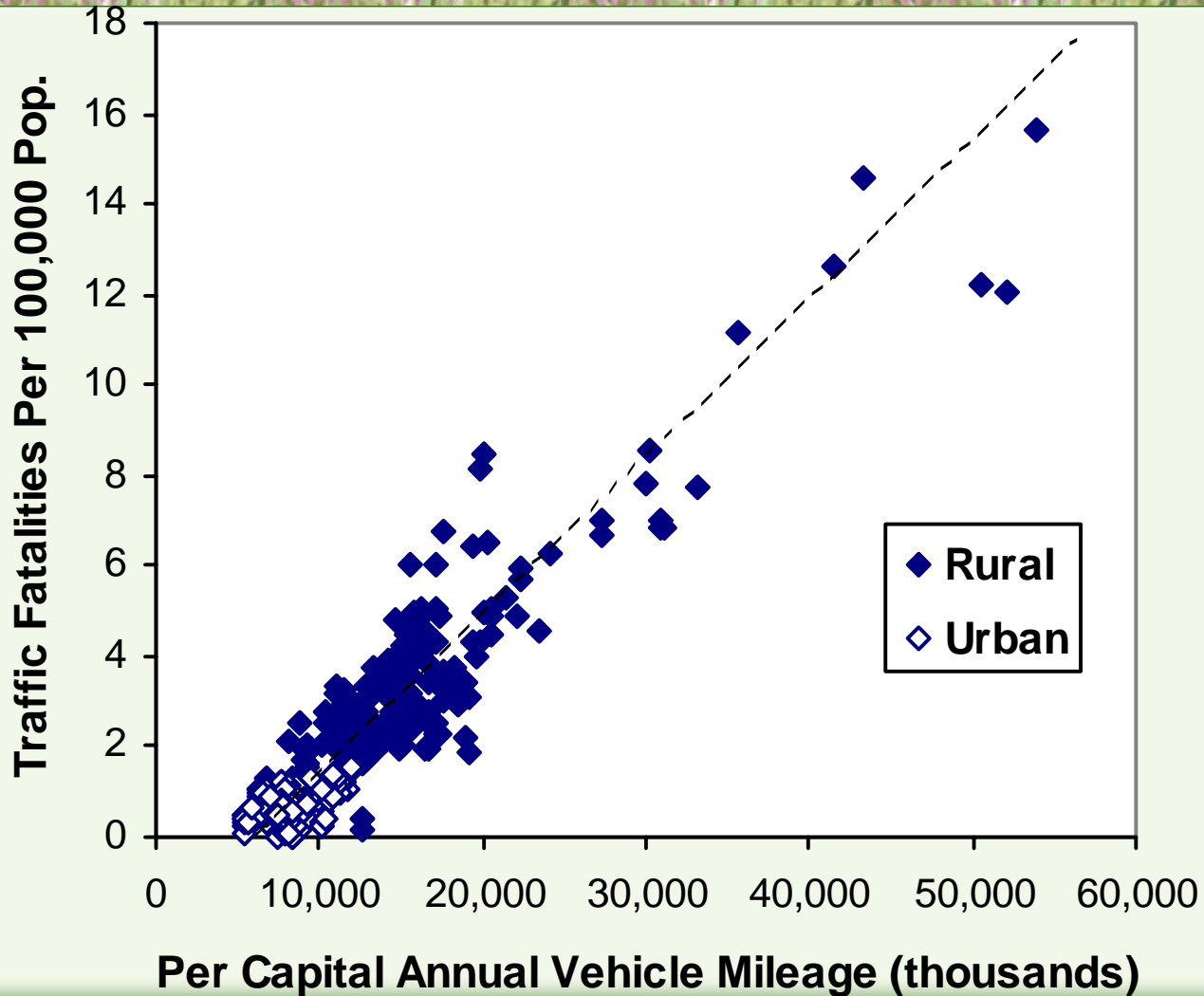


Active Transportation Tends to be Undervalued

- Difficult to measure
- Short distances
- Used by disenfranchised populations
- Low cost
- Lack of respect
- “Will take advantage of itself”

Although only about 7% of trips are **completely** by active transport, 10-20% of trips involve some active transport (mostly walking) on public facilities.

U.S. Crash Rates



Innovative Solutions

There is no single strategy that will solve our transportation problems. Innovation requires an integrated program.



Reform Planning Practices

- *Context Sensitive Design:* roadway standards and development practices that are flexible and sensitive to community values
- *Least-cost planning:* Management strategies that encourage more efficient use of existing capacity is allowed equal access to funding as facility investments.
- *Multi-modal planning:* create a diverse and integrated transportation system.
- *Fix-it-first:* Capital investments in new and expanded facilities are only made if adequate funding exists to properly maintain and operate existing facilities.

Ridesharing (Car- and Vanpooling)



Ridesharing is often the best option, particularly for longer-distance commutes from suburban locations.

Ridesharing: Puget Sound Example

The Puget Sound region has the most successful vanpool program in North America. About 2% of total commute trips and 7% of commute trips over 20 miles in length are by vanpooling. A marketing study suggests that this could double or triple. More than a third of suburban automobile commuters would consider vanpooling, if it had:

- More flexibility.
- High Occupant Vehicle priority lanes and parking.
- More financial incentives.
- Integration with public transit.
- Employer support.



Employee Trip Reduction Programs



Employers encourage employees to walk, bicycle, carpool, ride transit and telework rather than drive to work.

Walking and Cycling Improvements

- More investment in sidewalks, crosswalks, paths and bike lanes.
- Improved roadway shoulders.
- More traffic calming.
- Bicycle parking and changing facilities.
- Encouragement, education and enforcement programs.



OR. Roadway Shoulder Widths

	ADT < 250	ADT 250-400	ADT 400- DHV 100	DHV 100- 200	DHV 200-400	DHV >400
Rural Arterials	1.2	1.2	1.8	1.8	2.4	2.4
Rural Collectors	0.6	0.6	1.2	1.8	2.4	2.4
Rural Local Routes	0.6	0.6	1.2	1.8	1.8	2.4

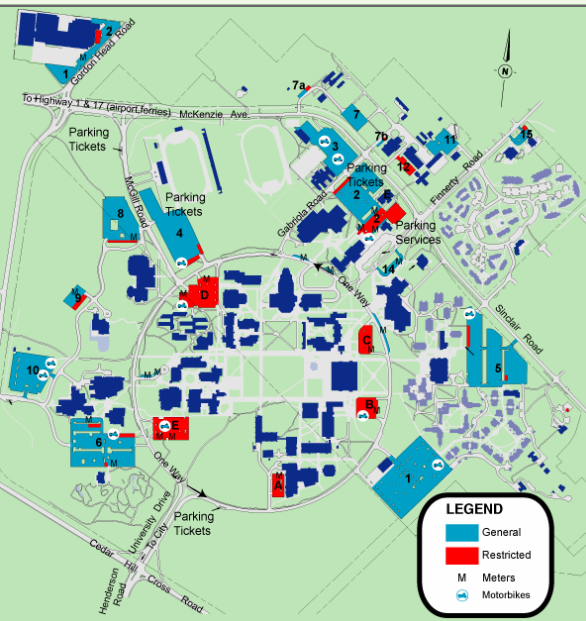
ADT = Average Daily Traffic **DHV** = Design Hour Volume
Widths in Meters: 0.6m = 2 ft; 1.2m = 4 ft.; 1.8m = 6 ft; 2.4m = 8 ft.

School & Campus Transport Management



Programs that encourage parents and students to use alternative modes to travel to schools, colleges and universities.

Campus Transport Management



- *U-Pass programs*, bulk purchase of transit passes for students and staff.
- Gradually raise parking fees. Use revenues to support alternatives.
- Replace cheap monthly and annual passes with daily and hourly fees.
- Offer discounted rates for less convenient parking lots.
- Establish employee commute trip reduction programs.
- Provide vanpool services to suburban locations.
- Establish overflow parking plan.
- Improve campus walking conditions.
- Cooperative transport and parking management programs with nearby businesses.

Road Diets

Redesign highways and arterials to be more multi-modal and walkable.



Transport Management Association

Ride-On in San Luis Obispo County:
*develop and implement creative solutions to
transportation and mobility issues.*

It provides:

- Shuttle bus services.
- School transportation.
- Special event transportation.
- Employee lunchtime shuttle.
- Employee Transportation Coordinator (ETC) contract services.
- Transport information and referral.
- Commuter baseline survey.
- Guaranteed/Emergency Ride Home.





“Understanding Smart Growth Savings”

“If Health Matters”

‘Rural Community TDM’

“Online TDM Encyclopedia”

and more...

www.vtppi.org

Healthy Transport Strategies: Lessons from San Francisco Bay Area

PATH Forum

December 8, 2005

Jeff Hobson


TALC Policy Director




1998 Alameda County Measure B Fails

San Francisco Chronicle
NORTHERN CALIFORNIA'S LARGEST NEWSPAPER
**Measure B Transit Tax
Tougher Sell This Time**

San Francisco Chronicle
NORTHERN CALIFORNIA'S LARGEST NEWSPAPER
Alameda County Pork Barrel



Vote NO on Measure B



Diverse Support Solidifies Coalition, and Victory

San Francisco Chronicle
NORTHERN CALIFORNIA'S LARGEST NEWSPAPER

Support Builds FRIDAY, FEBRUARY 25, 2000

58% in 1998

81% in 2000

Alameda Tribune
FRIEND OF THE PEOPLE IT SERVES
Diverse groups rally behind Measure B
Many foes of 1988 tax

Sierra Club, coalition back transit tax plan

LISA VORDERBRUEGGEN
The Sierra Club and a Bay Area public transit advocacy coalition say they will support a proposed \$1.4-billion transportation sales tax spending plan in Alameda County.
"That's fantastic," said Livermore City Councilman Tom Vargas, who sat on a steering committee that wrote the plan. "This should really help us in areas that did not do as well in 1988."
The Sierra Club and the Bay Area Transportation and Land Use Coalition had threatened to fight the measure unless officials agreed to spend more on buses and alternatives to new roads.
With a two-thirds vote requirement, measure supporters know they can ill afford opposition.
In 1988, environmentalists fought the county's first attempt to extend the tax.
Hoping to avoid the Expenditure Steering Committee's additional \$186 million supported by the Bay Area Transportation and Land Use Coalition.
The money is to fund increases in Hayward, San Le...
Other new provisions for bicycle transit-oriented additional money goes to the disabled.
"This is a tremendous support," said Jeff Hobson, man. "While this primarily a tax we feel the gains proved transportation its support."
Forty percent of \$568.5 million — projects such as extensions and improvements, Transit million, or about 21

TRANSIT
from Page 1B
to extend the tax
Hoping to avoid
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million, or about 21



Good Access in denser Alameda Co.

- Medium density
- Numerous health clinics
- Extensive grid of bus routes

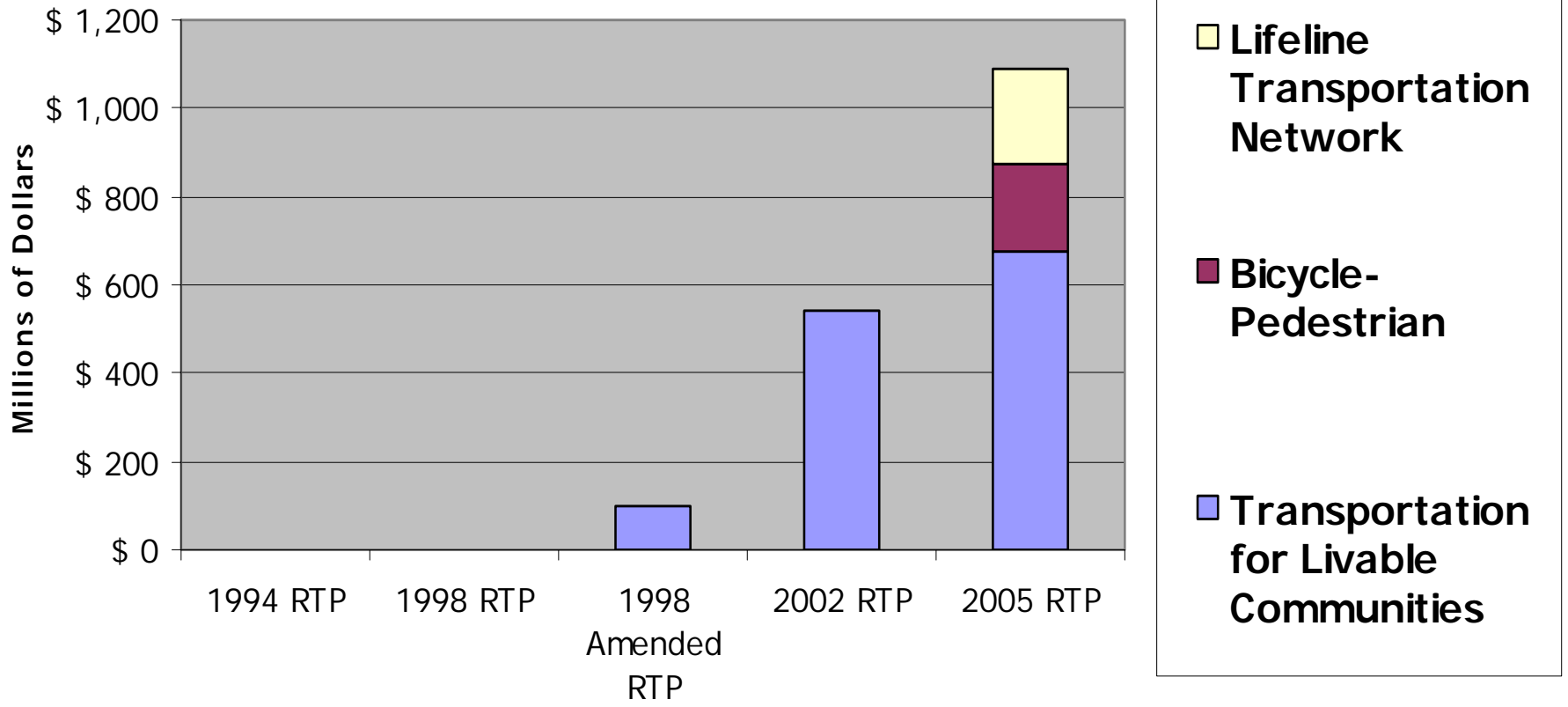




Transportation Equity And Community Health Project (TEACH)



Regional Transportation Plans



Transportation for Livable Communities

- Invest in safety and access for people who walk or bicycle
- Support communities that promote smart growth
- Make it easier for people to use transit and other modes



MTC's RTP Options, 1998

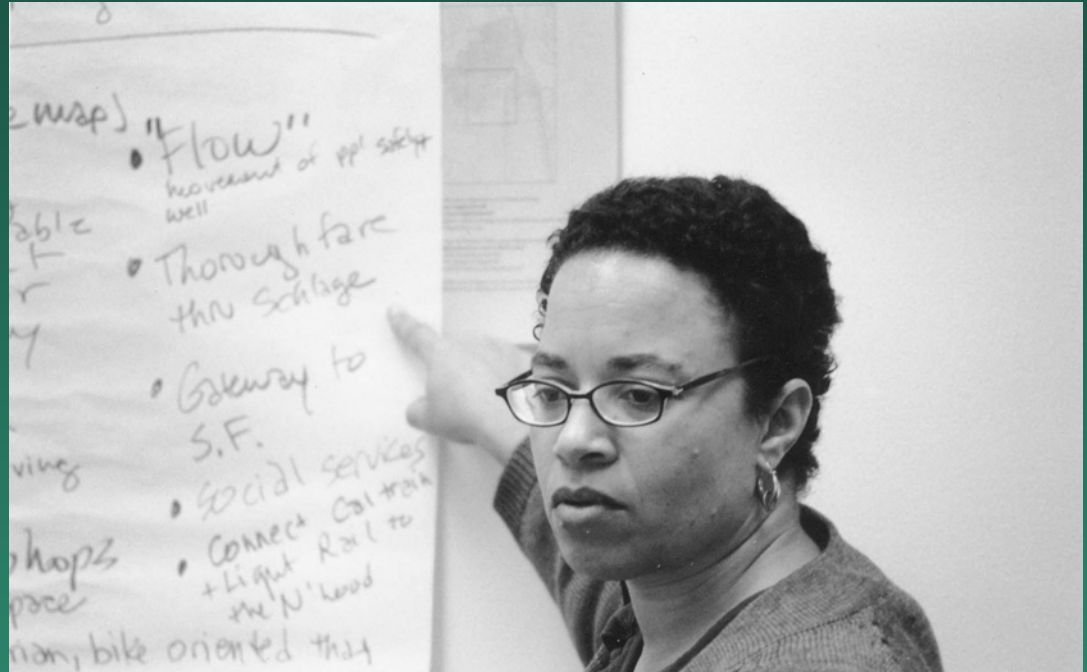
Indicator	RTP	Alt. 1	Alt. 2
Drive –Alone	70.6%	70.5%	70.4%
Transit	10.5%	10.6%	10.7%
Miles of Travel	166.7 million	166.7 million	166.5 million

PROJECT GOALS

- Regionwide smart growth land use vision supported by local governments.
- Regulatory changes and fiscal incentives needed to implement vision.
- A set of smart growth land use projections.



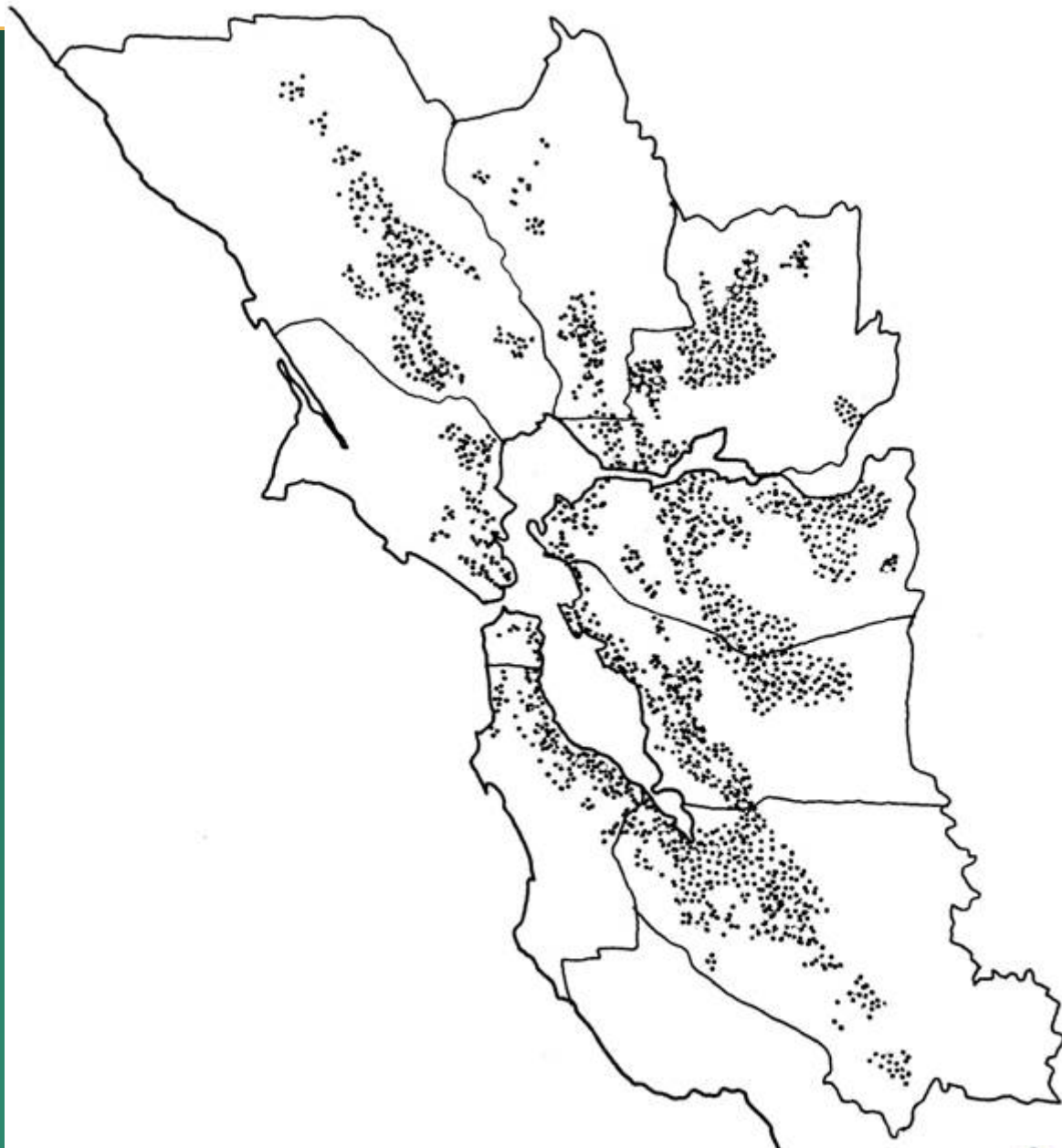
Planning Workshops



Photos courtesy Urban Ecology

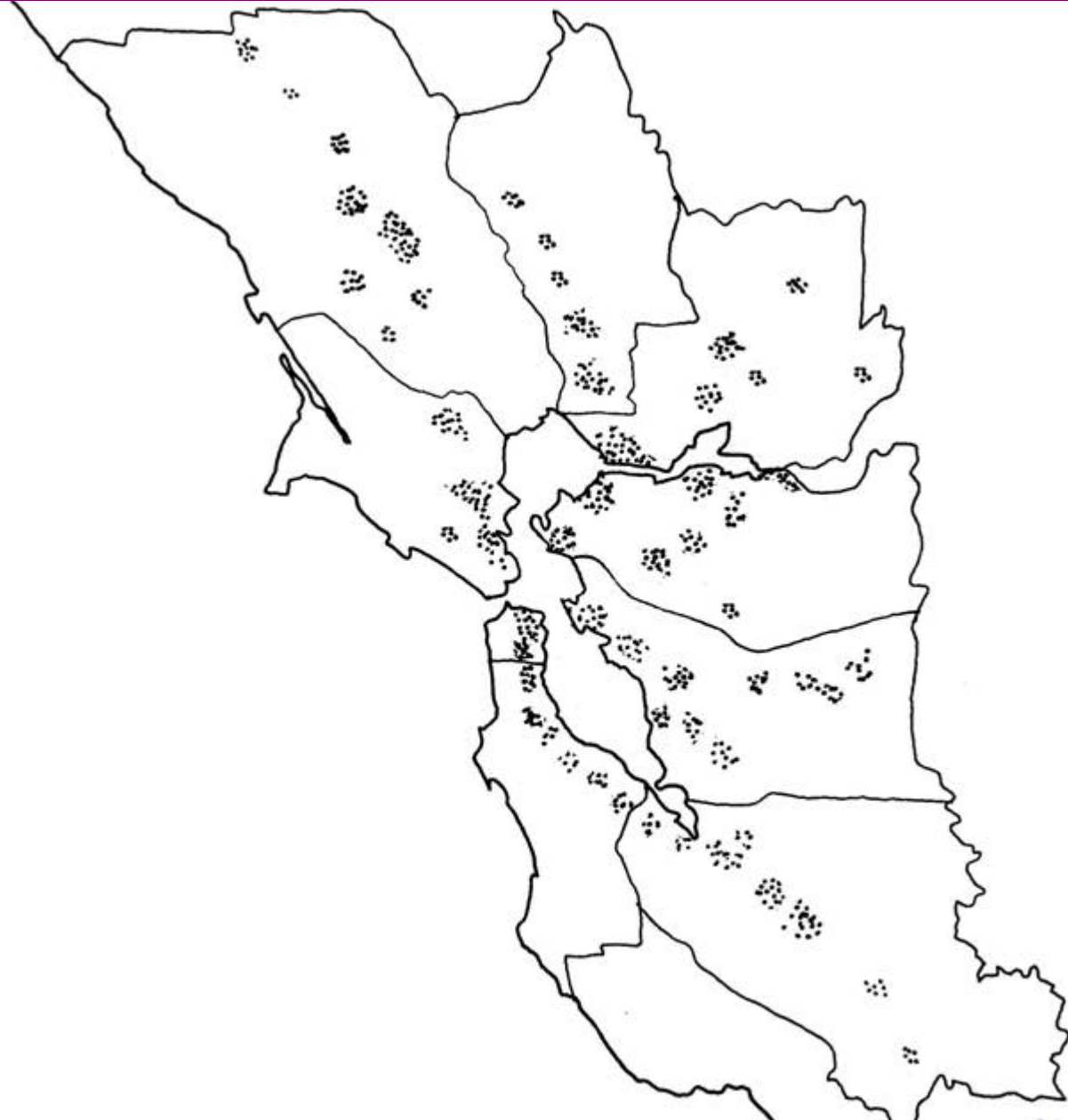
CURRENT TRENDS

*Business
as
Usual*



ALTERNATIVE TWO

*Network
of
Neighborhoods*



Building a coalition for transportation choices & livable communities



TRANSPORTATION
AND
LAND USE
COALITION

Working together for a sustainable
and socially just Bay Area

www.transcoalition.org

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