



Memorandum

TO: TRANSPORTATION AND ENVIRONMENT COMMITTEE
FROM: John Ristow
SUBJECT: ACCESS AND MOBILITY PLAN UPDATE
DATE: November 18, 2020

Approved

Date

11/30/2020

RECOMMENDATION

Accept the status report on the City's Access and Mobility Plan.

BACKGROUND

San José's leaders have set ambitious transportation policy goals in the Envision San José 2040 General Plan and Climate Smart San José. These goals envision a sustainable and human-centered transportation system that supports a more equitable, environmentally sustainable, dynamic, dense, and transit-oriented city. The City needs an implementation plan to facilitate San José's transition to this envisioned future: the San José Access & Mobility Plan.

Recognizing the opportunities associated with people-centered design and the downsides of auto-centric development, the Envision San José 2040 General Plan charts a new course with ambitious, sustainable, and equitable transportation planning goals. These goals include a 50% reduction of single occupancy trips and a 40% reduction in vehicle-miles-traveled by 2040. Climate Smart San José deepened the City's commitment to transformative action for the transportation system. Climate Smart San José set reduction goals of 73% reduction in single occupancy trips and 57% in vehicle-miles-traveled. The San José Access & Mobility Plan is the strategic implementation plan to reach these goals.

Project Background

In November 2018, the Department of Transportation (DOT) began Phase 1 of the Access & Mobility Plan. A steering committee of executives from multiple City departments and the City Manager's Office, the Valley Transportation Authority (VTA), and the County of Santa Clara oversaw this phase. The result of Phase 1 was the Transportation Directives document that brings together the City's transportation policies and goals and proposes draft key performance indicators (KPIs) to measure success.

In June 2019, DOT presented to the Transportation and Environment (T&E) Committee on the Access & Mobility Plan, including a draft of the Transportation Directives. Updates were provided at the Committee's October and December, 2019 meetings, with the final Transportation Directives and results of the Request for Proposal (RFP) for consultant services to complete Phases 2 and 3 presented at the December meeting.

In March 2020, DOT and its consultant team kicked off work on Phases 2 and 3 of the plan.

On August 31, 2020, DOT provided an update on the plan to the Committee as part of the Transportation Planning Update item.

More background on the Plan is available on the project website:

<https://www.movesanjose.org/efforts/access-mobility-plan/>

ANALYSIS

The Envision San José 2040 General Plan requires significant changes to the transportation and land use systems, changes that will support economic growth and equity, protect the environment, and improve the lives of the City's residents and employees. Climate Smart San José doubles down on the importance of these changes to achieve adopted climate goals. The Access & Mobility Plan will serve as a strategic implementation plan to focus the City's efforts on the most effective and efficient actions. The Plan will ultimately deliver the framework, strategies, decision-making processes, departmental structures and staffing, analytics, and communications tools to inspire major culture shifts around transportation to meet the City's ambitious goals.

The Plan is being developed in three phases that will ultimately shape how DOT is structured, the workflow it uses to prioritize projects, and what projects are recommended to be included in the five-year Capital Improvement Program. Staff has completed Phase 1 under the direction of a cross-departmental and cross-institutional steering committee. In this phase, staff brought together the wide-ranging City transportation policy goals into a set of Transportation Directives, including a set of draft Key Performance Indicators (KPIs) that will drive the development of strategies and analytics in Phases 2 and 3.

Phase 1, "Directives", is complete. This phase brought together the City's transportation policies and goals into one document, proposed KPIs to measure success, and developed the RFP for the remaining phases of the project. The City's transportation policies and goals were distilled into one framing directive and eight transportation directives, each with a set of draft KPIs. These directives brought together the plethora of adopted City policies and goals into a single, digestible document and are guiding the work of the rest of the plan.

Phase 2, "Framework & Strategies," and **Phase 3**, "Decision Support System," are being carried out simultaneously under the following four work efforts.

The **Outreach** effort is focused on engaging the City's many communities in the Plan's development. The project team is particularly focused on equitable outreach strategies. Four community-based organizations (CBOs) have been contracted to play roles in the Plan's development based on their ability to connect with historically under-represented people and bring their interests to the table. The CBOs that are part of the project team are Vietnamese Voluntary Foundation VIVO, Latinos United for a New America (LUNA), People Acting in Community Together (PACT), and the Silicon Valley Independent Living Center.

The Outreach team has created a constant contact model for engaging the City's communities. On-line engagement, crucial in the era of Covid-19, has been robust. A new transportation planning website (movesanjose.org) and social media persona @MoveSanJose have been created and give updates and project engagement on at least a weekly basis. A major effort of the on-line outreach is a survey that is open for response through the end of November.

Lastly, the first round of public workshops on the plan is currently underway. Four workshops, each co-hosted by one of our CBO team members are taking place between mid and late November. Two of these workshops are in English, one is in Vietnamese, and one in Spanish. The workshops are focused on getting input on the goals for the Plan and gathering ideas for strategies to accomplish these goals.

The **Strategies Development** effort is focused on developing the conceptual framework, refined KPIs, strategies, and evaluation criteria that will be the body of the Plan. This work is heavily informed by the Phase 1 transportation directives work, as well as input from our CBOs, the public, and the inter-jurisdictional steering committee. The steering committee includes leadership from multiple City departments and the City Manager's Office, and from the Valley Transportation Authority, Metropolitan Transportation Commission, and Santa Clara County.

The Strategies Development team has refined the transportation directives from Phase 1 into the following proposed goals, making them more approachable, defined, and measurable.

Access & Mobility Plan Goals



The Strategies Development work effort is currently looking across the county, and listening to local leaders and the people of San Jose for strategies that will achieve the bold goals of the Plan. This includes a best practices report that shows that San Jose is one of many City in the US and the world that is looking to change its transportation system to meet the environmental, social equity, and other problems facing the 21st century. While cities like London and San Francisco are pushing the envelope on how to address these problems, cities more like San Jose, such as Denver, Minneapolis, Austin, Portland, and Seattle are also working to change their transportation systems in similar ways. The project team has put together a memo on best practices, highlights of which are in the attached Power Point, with more information about what other cities are doing.

The conceptual framework will organize the effort, giving a comprehensive approach to the whole City and population. Phase 2 work will employ concepts that enable development and prioritization of strategies in relation to the geographically and demographic diversity of the City and the Transportation Directives. Phase 2 work will also develop strategies including major projects, policies, and programs. Some of preliminary major projects being considered include: a network of bus only lanes, accelerating the implementation of the recently adopted Bike Plan 2025, ped and bicycle highway and creek crossings program, grade separation of light rail.

The **Organizational Assessment** effort evaluates whether there are ways for the City to be more effective in delivering the strategies that the Plan will recommend. The work effort is also developing a more robust common sense of purpose for the people who work in DOT.

This work effort is conducting interviews at all levels of DOT to understand what areas of improvement might exist. The project team has also brought in experts from the National Association of City Transportation Officials (NACTO) who are just finishing a nation-wide survey and analysis of the structural issues facing transportation departments across the country. This study looks at how focusing on environmental and equity issues requires new ways of operating from City departments.

Lastly the **Decision Support System** (DSS) effort is bringing together a set of data, analytics, and visualization tools that will track the implementation of the Plan, as well as suggest what projects the City should work on to further deliver on the Plans goals. The DSS will enable the City to identify, define, prioritize, and evaluate the strategies identified in the Strategies Development work stream and iteratively improve frameworks and strategies using new data as it becomes available over time.

The technical systems architecture for the DSS is currently being designed. The project team is working closely with technical teams in the City to ensure the most efficient and well-integrated system.

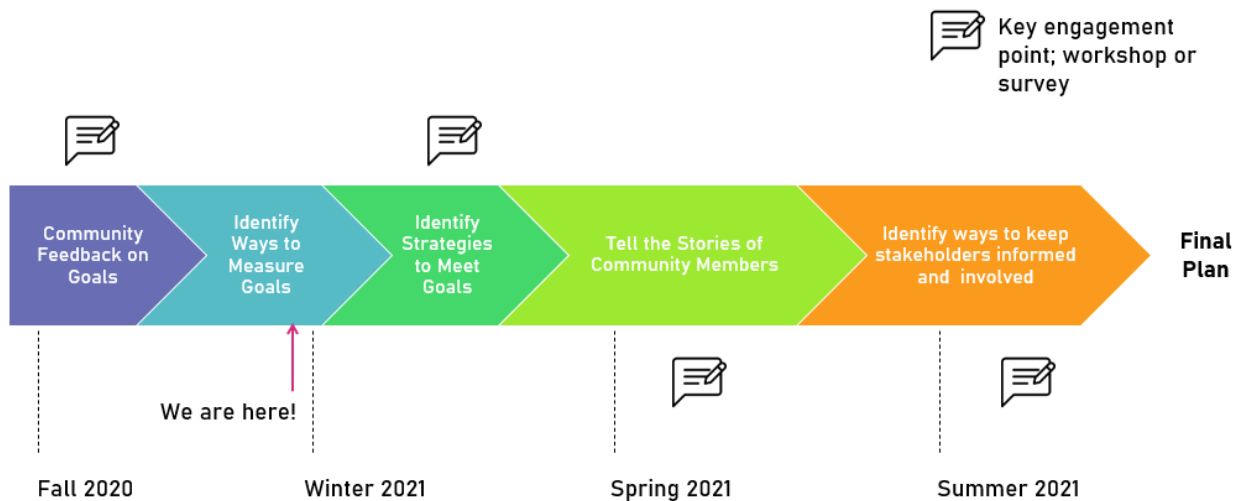
This work effort is looking at how to best measure the goals for the Plan. The project team is investigating what metrics will best track the progress towards goals. This includes investigating what data sources are available to support the KPIs being proposed for the goals.

CONCLUSION

With City Council's leadership and support of this plan, the City can tackle significant equity, environmental, urban, and economic goals. Transportation accounts for over 60% of San Jose's greenhouse gas emissions, defines access to opportunity, represents 15% of household costs on average, and is a primary enabler of urbanization, and continued economic growth. The City will need to think big, encourage change, and be willing to question the status quo for this to be successful. The timeline for the progress of the Plan is below.

Access and Mobility Plan Timeline

Where we are at and where we are headed



COORDINATION

This memorandum has been coordinated with the City Attorney's office.

/s/

JOHN RISTOW
Director of Transportation

For questions, please contact Ramses Madou, Division Manager, Planning, Policy, and Sustainability, Department of Transportation, at (408) 975-3283.

ATTACHMENT