

Memorandum

TO: Alameda CTC

CC: Bonnie Nelson, Cathleen Sullivan, N/N; George Mazur, Caroline Leary, Jamey Dempster, CS

FROM: Stephen Decker, CS

DATE: July 6, 2011

RE: Draft Alameda CWTP Report Outline

This memorandum presents the proposed outline of the updated Countywide Transportation Plan (CWTP) report. It provides the Alameda CTC with modifications to previous Alameda CWTPs (2004 and 2008/2009), while maintaining the same basic structure as previous Plans.

It is proposed that the report format have different look and feel (Attachment #1) based on the revised structural format. This Plan Report will present information and material using a streamlined and graphically-oriented executive summary type of document as the basis for the full report. This format has been adopted by many agencies to specifically provide a unique way in which to convey information in a more concise, meaningful format to the general public and stakeholders. In addition, the uniqueness of this Plan Report will reinforce the differences of the approach taken by the Alameda CTC to prepare this Plan and also to distinguish this Plan as the CTC's first CWTP as a combined agency. The technical reports (e.g., Briefing Book, White Papers, Evaluation Process, Financial Analysis, Land Use Assumptions, etc.) will continue to be stand-alone and be used to document detailed technical and reference material to the Plan Report. Also envisioned are a set of technical appendices, developed throughout the CWTP planning process, that will also document additional detailed backup information to the Plan Report. These appendices can be accessed (by website) and read by users if desired to understand the specifics of each Plan section.

1.0 Proposed CWTP Outline

The subsections identified in the outline below are intended to provide the Alameda CTC with the discussion topics suggested for each section and appendix of the CWTP. Subsections are subject to change based on how the planning process evolves over the next several months, but at a minimum, the subsections as outlined below provide a general overview of the topics expected to be covered in each section. The Executive Summary has been eliminated essentially because the CWTP Report for this Option will be presented as an Executive Summary document.

- 1.0 **Introduction**
 - Background
 - Agency Direction, Mandate
 - Changes to CWTP from previous Updates
 - Integration with the Transportation Expenditure Plan (TEP)
 - Guidance to Support Ongoing Planning, Policy, and Funding
 - Plan Development Process and Title VI
 - Summary of each report section
- 2.0 **A Vision of the Future**
 - Mission, Vision, and Goals
 - Linkages to Regional Planning Activities
 - Engagement of the Public and Stakeholders
 - Performance Objectives
 - Mobility, equity, environment, etc.
 - Policy Objectives
- 3.0 **Existing Conditions**
 - Summary of the Briefing Book's Introduction Section
- 4.0 **Future Expected Conditions**
 - Summary of Briefing Book's Introduction Section (Future Trends and populate as needed with additional future trend graphics from other sections)
- 5.0 **A Diversified Strategy**
 - Lessons learned
 - Focus on evolution of how the CWTP has changed since 2004/2008 (To be determined – Linkages to regional planning activities, transportation/land use integration strategies, funding issues, among others)
 - Elements of the Diversified Strategy
 - Highlight specific policies and strategies of the CWTP (To be determined)
- 6.0 **Management and Investment Strategies**
 - Funding Priorities (To be determined)
 - Planning Guidelines (To be determined)
 - Incentives (To be determined)
- 7.0 **Revenue**
 - Why Funding Continues to be Limited
 - Available Funding Sources
 - Innovative Funding Methods
 - Funding Gap versus Transportation System Needs
 - Existing
 - Expected Future
 - Revenue Issues (To be determined)
- 8.0 **Integration of Transportation and Land Use**
 - Previous Regional and Alameda County Land Use Perspective
 - Vision and Current Approach
 - Regional, SCS Overview
 - Alameda County Linkage to SCS

- Alameda County Land Use Patterns: Existing and Future (To be determined through SCS process)
 - Key Transportation Issues and Improvements (linked to land use)
- 9.0 Capital Project and Programmatic Strategies**
- Funding Challenges (from 7.0)
 - Investment Program
 - Capital Projects, Programs, and Programmatic Projects
 - Linked to MTC RTP
 - Screening (summary)
 - Scenario Evaluations (summary)
 - Investment Emphasis Areas
 - Fact Sheets
 - Implementation Issues
- 10.0 Monitoring and Evaluation**
- CWTP Emphasis on Performance-Based Planning
 - Linkage to MTC RTP processes
 - Performance Measures
 - Screening
 - Scenario Evaluation
 - Performance Monitoring Recommendations
- 11.0 Implementation Issues**
- Next Steps for Ongoing Planning and Policy Development
 - Relationship to TEP
 - Define Alameda CTC's Short-term Work Plan
 - Define Policy Initiatives
 - Define Analysis and Scoping Needs by Corridor and System
 - Corridor Studies (To be determined)
 - System Studies
 - Goods Movement Plan
 - Transit System Plan
 - Parking Management Plan
 - Transportation Demand Management Plan
 - Others
 - Transportation and Land Use
 - Define Analysis and Scoping Needs For
 - Priority Development Area/Growth Opportunity Area/Transit-Oriented Development Plan
 - Short-term Implementation Plan
 - Long-term Implementation Plan
 - Ongoing
 - Address Outstanding Issues for Preparation of the Next CWTP (To be determined)

Appendices will include, but not be limited to:

- A. Glossary of Acronyms
- B. Metropolitan Transportation System
- C. Briefing Book (existing and future trend conditions)
- D. Summary (or full) White Papers
- E. Performance-Based Evaluation Process (Screening, Tiering, Scenario Evaluation)
- F. List of Projects (by Tier)
- G. List of Programs (CTC, MTC, and detailed on linkage/comparison between both)
- H. Land Use, Demographics, and SCS Consistency
- I. Transportation Funding and Revenue
- J. Major Transit Operations
- K. GHG Emissions and Future Targets
- L. Legislation and Initiatives: State and Regional
 - o MTC - RTP, SCS, Transit Sustainability, etc.
- M. Stakeholder and Public Outreach Process and Title VI
- P. Working Group Membership
 - o Steering
 - o Community
 - o Technical
 - o Others

CHAPTER TITLE

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Alameda (City of)
Albany
Berkeley
Oakland
Piedmont
Emeryville
Central Planning Area
San Leandro
Hayward
Unincorporated
South Planning Area
Fremont
Newark
Union City
East Planning Area
Pleasanton
Dublin
Livermore

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