

3. Vision and Goals

CHAPTER GUIDE

TOPIC: Description of what the pedestrian environment in Alameda County could look like in 2030, as well as goals and strategies to enable this vision to be realized.

AUDIENCE: Locally-elected officials, transportation planners and commissioners, land use planners and planning commissioners.

USES: To establish clear steps towards creating a more walkable County and to link the findings of the *Existing Conditions* and *Obstacles* chapters to any opportunities that ACTIA and the ACCMA have to influence the pedestrian environment in Alameda County.

INTRODUCTION

The information contained in the *Existing Conditions* and *Institutional Obstacles* chapters has informed the remainder of the Pedestrian Plan, in particular the Plan's vision and goals.

The vision is an ambitious, but achievable, description of what the Alameda County pedestrian environment could be like in 2030. Attaining this vision will require a strong commitment by all of the communities and agencies in the County, and a significant investment of time and resources. The goals describe improvements in particular topic areas that, together, will allow this vision to be realized. Under each goal are corresponding strategies that detail the efforts, by multiple agencies and organizations, needed to achieve these goals.

Local agencies and others already have adopted many good plans and policies to improve walkability. The goals contained in this Plan are meant to support these

local activities. Although neither ACTIA nor the ACCMA have direct control over the planning, design or implementation of most pedestrian-related projects or programs in Alameda County, the two agencies wield considerable influence by way of coordination efforts, training opportunities, and the allocation of funds.

PROCESS OF DEVELOPING THE VISION AND GOALS

The challenge in developing a vision and goals is to produce language that is specific and useful, while respecting the diversity of geographic locations, walking environments, and pedestrians in Alameda County. The Plan's vision was developed over a period of months in collaboration with the Pedestrian Plan Working Group, ACTIA's Bicycle and Pedestrian Advisory Committee, and the Paratransit Advisory and Planning Committee. It builds upon ACTIA's previously adopted vision statement for bicycling and walking in Alameda County.



Together the groups listed above wanted a vision statement that would encompass the concepts of safety, attractiveness, accessibility and connectivity. Furthermore, they wanted the vision to go beyond providing just a description of the physical pedestrian environment, by incorporating the concept of how that environment could inspire more walking. Finally, they

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wanted the statement to highlight the importance to walkability of public transit and development patterns.

With a vision statement in place, the same groups developed a list of seven goals with corresponding strategies that identify how the goals are to be reached. Goals are typically much more specific than vision statements and, where possible, progress toward goals can be measured. These goals are relevant in all parts of the County, regardless of the existing pedestrian environment or the current level of walking. They are also relevant at the countywide level, but are not limited to areas over which ACTIA and the ACCMA have direct control; rather, these agencies can influence these goals through funding, coordination, and the direct provision of technical resources, such as the *Toolkit*, the Plan's companion document.

THE VISION

Alameda County will be a community that inspires people to walk for everyday trips, recreation and health, where development patterns, connections to transit, and interconnected pedestrian networks offer safe, attractive, and widely accessible walking routes and districts.

GOALS AND STRATEGIES

1. Number and Percentage of Walk Trips

Increase the number and percentage of walking trips with the intention of reducing motor vehicle use, preserving air quality, and improving public health.

- a. Increase the percentage of walking trips for all trip purposes, from 12 percent to 14 percent by 2010¹ and

¹ The "current" walking rate of 12% is from the 2000 U.S. Census. The 2010 walking rate goal of 14% is, in fact, the actual walking rate in 1990.

to 18 percent by 2020,² by replacing vehicle trips whenever possible.

- b. Focus countywide funding on pedestrian improvements in high density transit-dependent areas.
- c. Encourage incorporating walking into everyday activities to increase physical fitness.
- d. Enhance public awareness about the health benefits of walking, particularly for obese individuals and those at risk for diabetes, heart disease and stroke.

2. Safety

Improve actual and perceived pedestrian safety and security.

- a. Significantly improve methods of collecting and analyzing data on collisions and collision rates, using geographic information systems (GIS) and other analysis tools to ensure funding is focused on projects of greatest need.
- b. Implement pedestrian safety and security improvements in locations with the highest collision rates and security issues.
- c. Improve pedestrian safety, especially for the young, elderly, and disabled.
- d. Reduce annual pedestrian collision rate by 50 percent by 2030.³
- e. Improve driver awareness of pedestrian rights.

3. Infrastructure and Design

Improve Alameda County's pedestrian environment through additional infrastructure, better design and maintenance.

- a. Improve the state of the practice of pedestrian infrastructure design so that all transportation

² The 2020 walking rate goal is based on Caltrans' 2002 California Blueprint for Bicycling and Walking, which called for a 50 percent increase in walking trips between 2000 and 2010, a ten year period, while this Plan calls for a similar increase over a 20 year period.

³ The safety rate goal is based on Caltrans' 2002 California Blueprint for Bicycling and Walking, which called for a 50 percent decrease in pedestrian fatality rates between 2000 and 2010, a ten year period, while this Plan calls for a similar decrease over the life of the Plan, a 25 year period.

- facilities are well-designed and standardized, where appropriate.
- b. Support efforts to ensure that pedestrians are fully considered in all transportation projects, to the extent feasible, including by supporting the Routine Accommodation policies of regional, State and federal agencies.
 - c. Encourage local agencies to develop and follow pedestrian design guidelines and amend local ordinances as appropriate to reflect them.
 - d. Support local agency compliance with provisions of the Americans with Disabilities Act related to public access.
 - e. Support maintenance of the existing pedestrian infrastructure with countywide funds when no other maintenance funds are available.
 - f. Support efforts to plan, design and fund transportation facilities that minimize conflicts between pedestrians and other travel modes (i.e., bicycles, transit, autos).
 - g. Support a mix of land uses and activities in development and redevelopment projects that will maximize pedestrian travel.



4. Connectivity

Ensure that essential pedestrian destinations throughout Alameda County—particularly public transit—have direct, safe and convenient pedestrian access.

- a. Encourage the prioritization of pedestrian projects that provide access to essential destinations such as commercial districts, schools, healthcare facilities, senior centers, grocery stores, and parks and trail systems, particularly in high density, transit-dependent areas.

- b. Support investment in the creation of convenient, safe pedestrian routes to transit, including to bus stops, ferry terminals and rail stations.
- c. Increase countywide pedestrian access share to BART by 6.5 percent, from 22 percent in 1998 to 23.5 percent in 2010.⁴
- d. Encourage development that is designed to optimize access by public transit and on foot.
- e. Complete the San Francisco Bay Trail and paved inter-jurisdictional EBRPD trail systems that serve populated areas in Alameda County.
- f. Support the acquisition and conversion of abandoned railroad corridors for multi-use trails where there is potential for frequent pedestrian use.

5. Planning and Research

Support planning and research to improve understanding of the benefits of walking, how best to encourage walking, and the need for improved facilities.

- a. Ensure that all Alameda County jurisdictions have a current pedestrian plan by 2012 by providing adequate countywide funds.
- b. Support the collection of data on pedestrian trips, facilities and collisions by local, countywide and transit agencies.
- c. Support research and implementation of multi-modal—including pedestrian—level of service (LOS) standards and other methods to minimize conflicts between modes.
- d. Encourage coordination of pedestrian research and planning efforts among transportation planning agencies in Alameda County, and the region.

6. Staffing and Training

Ensure that public agency staff and elected and appointed officials are well-informed and well-trained in the pedestrian realm.

- a. Inform elected and appointed officials about issues of importance to pedestrian planning and funding.

⁴ BART Station Access Guidelines (April 2003).

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- b. Work with public agency staff to develop and provide training in pedestrian planning, design and engineering.
- c. Provide Alameda County public agencies with successful models of innovative land use and transportation policies aimed at improving pedestrian conditions.
- d. Work with law enforcement agencies on pedestrian safety, enforcement of traffic laws, and the collection of collision data.

7. Funding

Maximize the amount of funding for pedestrian projects, programs and plans in Alameda County, with an emphasis on implementation.

- a. Work creatively and diligently to obtain maximum levels of countywide, regional, state and federal pedestrian funds and to attract non-traditional funding sources.
- b. Support and encourage sufficient funds to implement this Plan.
- c. Encourage local agencies to pursue competitive funding, beyond what is administered by ACTIA and the ACCMA.
- d. Work with local agencies to identify additional funding sources for pedestrian facility maintenance and upgrades to meet current codes.