

# Appendix C

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Vision and Goals

# Technical Memorandum

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FROM: Cambridge Systematics  
DATE: July 16, 2014  
RE: Alameda County and MTC Goods Movement Plans -Vision and Goals

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## *Introduction*

The vision and goals of the Alameda Countywide Goods Movement Plan and the MTC Regional Goods Movement Plan will guide the Alameda CTC, MTC and their partners in creating plans that address key issues in the county and the region. The vision and goals align the Goods Movement Plans with priorities identified in the Alameda Countywide Transportation Plan (CWTP), the Metropolitan Transportation Commission's (MTC) Regional Transportation Plan and Sustainable Communities Strategy (RTP/SCS), material developed for the California Freight Advisory Committee and California Freight Mobility Plan (FMP), and other relevant plans and policies. After reviewing these documents and based on an initial assessment of needs and issues in the County and throughout the region, we believe that the vision and goals of the Countywide Plan and the Regional Plan should be the same. This memorandum proposes draft vision statement and goals, followed by a brief discussion about how the goals relate to the CWTP, RTP/SCS and FMP.

## *Goods Movement Plan Vision and Goals*

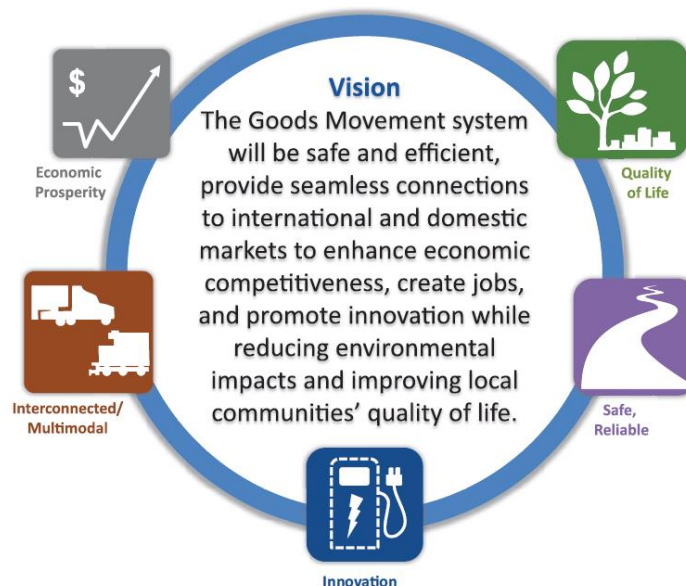
The **vision** lays out the strategic direction for each agency.

The Goods Movement system will be safe and efficient, provide seamless connections to international and domestic markets to enhance economic competitiveness, create jobs, and promote innovation while reducing environmental impacts and improving local communities' quality of life.

This vision will be supported by **goals** that rely on collaboration with public and private sector and community partners to maintain, operate and invest in goods movement transportation systems to:

- Reduce environmental and community impacts from goods movement operations to create healthy communities and a clean environment, and improve quality of life for those communities most impacted by goods movement.
- Provide safe, reliable, efficient and well-maintained goods movement facilities.
- Promote innovative technology strategies to improve the efficiency of the goods movement system.
- Preserve and strengthen an integrated and connected, multimodal goods movement system that supports freight mobility and access, and is coordinated with passenger transportation systems and local land use decisions.
- Increase economic growth and prosperity that supports communities and businesses.

## Goods Movement Vision and Goals



## Supporting Material

The recommended vision and goals relate directly to the Alameda CTC CWTP and MTC RTP/SCS and other planning efforts around the Bay Area. These guiding statements also support the key goods movement issues identified in the Goods Movement Plan outreach activities to date. This section summarizes these goals and issues.

Our analysis shows that the CWTP, RTP/SCS and FMP goals – and the region/county goods movement issues – map well to the draft Goods Movement Plan goals. Table 1 shows how the goals relate to the CWTP goals.

*Table 1 Comparison of draft Goods Movement Plan goals to other plans and issues*

Goods Movement Plan Goal	Relevant goals from related plans and issues			
	CWTP	RTP/SCS	CFAC/ FMP	Goods Movement Issues
Reduce environmental and community impacts from goods movement operations to create healthy communities and a clean environment, and improve quality of life for those communities most impacted by goods movement.	8,2	3,5	3	q, r, s, t
Provide safe, reliable, efficient and well-maintained goods movement facilities.	5,7	7	2, 4, 5	e, i, l, n, o, p,
Promote innovative technology strategies to improve the efficiency of the goods movement system.	4,5,6,8,9	1,3, 7	5, 6	j, l, r, s, t, u
Preserve and strengthen an integrated and connected, multimodal goods movement system that supports freight mobility and access, and is coordinated with passenger transportation systems and local land use decisions.	1,3,7	7	2	a, b, c, d,
Increase economic growth and prosperity that supports communities and businesses.	6	6	1	f, g, h, k, m

Note: The numbers and letters in table columns refer to goals and issues described in the following sections.

The remainder of the memorandum documents the goals collected from each of the relevant plans, and issues compiled as part of the Alameda CTC Goods Movement Plan.

## CWTP Vision and Goals

The CWTP includes a vision statement and nine goal categories or statements describing Alameda CTC's ideal transportation system. The CWTP vision and goals statement reads:

Alameda County will be served by a premier transportation system that supports a vibrant and livable Alameda County through a connected and integrated multimodal transportation system promoting sustainability, access, transit operations, public health and economic opportunities. Our vision recognizes the need to maintain and operate our existing transportation infrastructure and services while developing new investments that are targeted, effective, financially sound and supported by appropriate land uses. Mobility in Alameda County will be guided by transparent decision making and measureable performance indicators and will be supported by the goals:

1. Multimodal
2. Accessible, Affordable and Equitable for people of all ages, incomes, abilities and geographies
3. Integrated with land use patterns and local decision-making
4. Connected across the country, within and across the network of streets, highways and transit, bicycle and pedestrian routes
5. Reliable and Efficient
6. Cost Effective
7. Well Maintained
8. Safe
9. Supportive of a Healthy and Clean Environment

## Plan Bay Area Goals

Plan Bay Area, the region's RTP/SCS, has seven goals or outcomes guiding the evaluation of regional transportation and land use planning. Two of the goals (climate and housing) were mandated by state law. MTC considered the other five voluntary. Each goal or outcome was matched to performance measures: healthy and safe communities to three measures, transportation system effectiveness to two measures, and all others were defined by one performance measure.

1. Climate Protection
2. Adequate Housing
3. Healthy and Safe Communities
4. Open Space and Agricultural Land
5. Equitable Access
6. Economic Vitality
7. Transportation System Effectiveness

## CFAC Goals

The CFAC was commissioned to advise on the development of state freight performance measures and provide input to the state's FMP consistent with MAP 21. In November 2013, the Committee reviewed draft performance measures tied to six goals. While the goals have been solidified, the specific measures are still under review. The six goals that were developed as part of this process are described below:

1. Economic Contribution - Improve the contribution of the California freight transportation system to economic efficiency, productivity, and competitiveness. The performance measures that are being developed to support this goal track factors on the cost of moving goods, the State's market share and the value of international trade.
2. Congestion Relief - Manage congestion on the freight transportation system. Performance measures related to this goal track the extent of congestion and delay on the network. They measure cumulative delay and system reliability.
3. Safety and Security - Improve the safety, security, and resilience of the freight transportation system. These performance measures track the number of crashes, injuries, and fatalities associated with different freight types.

4. System Infrastructure and Preservation – Improve the state of good repair of the freight transportation system. Performance measures tied to this goal will track the condition of pavement, bridges, rail tracks, and channels.
5. Innovative Technology and Practices – Use technology and innovation to develop, operate, maintain, and optimize the efficiency of the freight transportation system and to reduce its environmental and community impacts. Performance measures within this category are tied to the rate of implementation of new technologies or practices that improve performance.
6. Environmental Stewardship – Reduce adverse environmental and community impacts of the freight transportation system. Performance measures in this category include reductions in criteria pollutants, noise impacts, and impacts to threatened species.

### **Alameda County Goods Movement Issues**

Cambridge Systematics (CS) developed an “issues matrix” to track and categorize goods movement issues most relevant to Alameda CTC and the Countywide Goods Movement Plan. The matrix consolidates Alameda County goods movement issues and opportunities; clarifies goods movement issues and opportunities by providing a link between the issues and modes, geography, and stakeholder groups; and helps the study team prepare for stakeholder interviews.

CS reviewed studies and plans to compile the matrix, including the MTC Goods Movement/Land Use Study, the Bay Conservation Development Commission Living with a Rising Bay Study, the Alameda County Truck Parking Study, The Pacific Institute’s Crossroads for Health Study, and the East Oakland Truck Study. CS also compiled the study team’s local knowledge, port plans, Bay Area Freight Mobility Study outreach, and other Bay Area Freight Mobility Study data sources.

The issues included:

- |   |   |
|---|---|
| a. Rail capacity                                | k. Port of Oakland - competition                                  |
| b. Roadway capacity                             | l. Information technology   |
| c. Truck Access                                 | m. Port of Oakland - increase capacity                            |
| d. Truck parking                                | n. Funding  |
| e. Supply Chain (JIT, ecommerce)                | o. Monitoring   |
| f. Economic - keep pace with trends and changes | p. Pavement condition and maintenance                             |
| g. Economic - attract investment and partners   | q. Safety / crashes   |
| h. Coordination (planning)                      | r. Air quality  |
| i. Industrial land capacity                     | s. Noise  |
| j. Last-Mile Connections                        | t. Pollution  |
|   | u. Climate change effect on available infrastructure and land use |