

Appendix 1.1.1

Vision and Goals Memo



MEMORANDUM

Date: November 26, 2014
To: Alameda County Jurisdictions
From: Francisco Martin and Matthew Ridgway, Fehr & Peers
Subject: **Alameda Countywide Multimodal Arterial Plan – Final Vision and Goals**

OK14-0023

INTRODUCTION

The vision and goals of the Alameda Countywide Multimodal Arterial Plan will serve as a guide for prioritizing investments and designing projects and programs that address important transportation issues in the county and the region. Along with the Countywide Transit Plan, Goods Movement Plan, the Community Based Transportation Plans, and the Bicycle, and Pedestrian Plans, the Arterial Plan will be a key input to the Alameda County Transportation Commission for the update of the Countywide Transportation Plan beginning in 2015. The vision and goals are consistent with the 2012 Countywide Transportation Plan and MTC's Regional Transportation Plan and Sustainable Communities Strategy (RTP/SCS).

The vision lays out the strategic direction for the Arterial Plan. Goals describe the desired outcome of the Arterial Plan.

The Draft Vision and Goals were summarized in a memorandum dated October 27, 2014. The consultant team presented the Draft Vision and Goals at the first set of Planning Area meetings held between October 29 and November 13, 2014. Each jurisdiction within Alameda County was given the opportunity to review the Draft Vision and Goals and provide comments by November 21, 2014. The Vision and Goals incorporate recommended revisions by the jurisdictions are presented below.



FINAL MULTIMODAL ARTERIAL PLAN VISION AND GOALS

Transportation and mobility are not goals: the movement of people and goods support economic activity and development.

Vision: Alameda County will have a network of efficient, safe and equitably accessible arterials that facilitate the multimodal movement of people and goods, and help create a strong economy, healthy environment and vibrant communities, while maintaining local contexts.

This vision is supported by five goals and two supportive principles:

- 1. Multimodal:** Based on local context and modal priorities, the arterial network will provide high-quality, well maintained and reliable facilities.
- 2. Accessible and Equitable:** The arterial network will provide access for people of all ages, abilities, incomes and geographies.
- 3. Connected across the County and Region:** Using typologies that are supportive of local land use, the arterial network will provide connections for all modes within the county and across the County and Region's network of streets, highways and transit, bicycle and pedestrian routes.
- 4. Efficient Use of Resources:** Investment in the arterial network will make efficient and effective use of resources.
- 5. Safe, Healthy and Vibrant:** The arterial network will be designed, built, and managed to reduce the incidence and severity of collisions, promote public health and help create vibrant local communities.

There are two supportive principles in addition to the above five goals. Supportive principles are expected outcomes of the vision and goals. They are less quantifiable but the Multimodal Arterial Plan will include strategies and programs to address them:

- **Support Strong Economy:** Development of the arterial network will support existing land uses and encourage planned land uses.
- **Adaptable and Resilient:** The arterial network will be designed to adapt to changes in travel patterns, travel modes and technology improvements. Investments in the arterial network will enhance its ability to withstand and recover from potentially disruptive events.

Please contact Francisco Martin at 510-587-9422 if you have any questions or comments.