



Memorandum

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DATE: June 2, 2014

SUBJECT: Countywide Goods Movement Plan Vision and Goals

RECOMMENDATION: Receive an update on Countywide Goods Movement Collaborative and Plan Vision and Goals

Summary

Goods movement is critical to a strong economy and a high quality of life in Alameda County. The central location of the county in the Bay Area, combined with significant freight transportation assets, such as major interstates, the Port of Oakland and two major rail lines, position it as a goods movement hub for Northern California. Alameda CTC is developing a Countywide Goods Movement Plan that will outline a long-range strategy for how to move goods efficiently, reliably, and sustainably within, to, from and through Alameda County by roads, rail, air and water. The vision and goals guide the plan development process, including the later identification and evaluation of projects, programs, and policies.

Attachment A presents the Draft Countywide Goods Movement Plan vision and goals and provides supporting documentation explaining how these were developed. The vision and goals are consistent with the priorities in related plans and policies, including the Alameda Countywide Transportation Plan, Plan Bay Area, and the vision and goals from the California Freight Mobility Plan. The vision and goals encapsulate a series of issues identified through broad-based stakeholder outreach to assess goods movement needs and opportunities. The vision and goals are identical to the draft vision and goals for the MTC Regional Goods Movement Plan which is being developed concurrently with the Alameda Countywide Goods Movement Plan, thereby ensuring that these two plans are aligned.

The vision and goals will be presented in June for initial feedback and will be brought for Commission approval in July 2014, along with performance measures. The vision, goals and performance measures are being brought to the Alameda County Technical Advisory Committee for review and discussion in June and a recommendation for approval to the Commission in July 2014.

Fiscal Impact:

There is no fiscal impact.

Attachments:

- A. Alameda County and MTC Goods Movement Plans – Vision and Goals Technical Memorandum

Staff Contact

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Technical Memorandum

TO: Tess Lengyel, Alameda CTC and Carolyn Clevenger, MTC
FROM: Cambridge Systematics
DATE: April 25, 2014
RE: Alameda County and MTC Goods Movement Plans –Vision and Goals

Introduction

The vision and goals of the Alameda Countywide Goods Movement Plan and the Metropolitan Transportation Commission (MTC) Regional Goods Movement Plan will guide the Alameda County Transportation Commission (CTC), MTC and their partners in creating plans that address key issues in the county and the region. The vision and goals will align these Goods Movement Plans with priorities identified in the Alameda Countywide Transportation Plan (CWTP), the 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 Transportation Plan and the Regional Transportation Plan should be the same. This memorandum proposes a draft vision statement and goals, followed by a brief discussion about how the goals relate to the CWTP, RTP/SCS and FMP.

Draft 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 integrated connections to international and domestic markets to enhance economic competitiveness, and promote innovation while reducing environmental impacts and improving residents' and employees' quality of life.

This vision is supported by **goals** that rely on collaboration with public and private sector and community partners to maintain, operate and invest in the goods movement system to:

1. 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.
2. Provide safe, reliable, efficient, resilient, and well-maintained goods movement facilities and corridors.
3. Increase jobs and economic opportunities that support residents and businesses.
4. Reduce and mitigate impacts from goods movement operations to create a healthy and clean environment, and support improved quality of life for people most burdened by goods movement.
5. Promote innovative technology and policy strategies to improve the efficiency of the goods movement system.

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 Plans goals. Table 1 shows how the recommended goals relate to the CWTP goals.

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

#	Draft Goods Movement Plan Goal	Relevant goals from related plans and issues			
		CWTP	RTP/SCS	CFAC/ FMP	Goods Movement Issues
1.	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, e, i, w
2.	Provide safe, reliable, efficient and well-maintained goods movement facilities.	5,7	7	2, 4, 5	f, j, k, m, o, p, q, x
3.	Increase economic growth and prosperity that supports communities and businesses.	6	6	1	f, g, h, k, m
4.	Reduce environmental and community impacts from goods movement operations to create a healthy and clean environment, and support improved quality of life for those communities most burdened by goods movement.	8,2	3,5	3	r, s, t, u, v
5.	Promote innovative technology strategies to improve the efficiency of the goods movement system.	4,5,6,8,9	1,3, 7	5, 6	i, l, n, o,p, q r, s, t, u

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 were defined by three measures, transportation system effectiveness were defined by 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

California Freight Advisory Committee 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

We developed an “issues matrix” to track and categorize goods movement issues most relevant to Alameda CTC and the Countywide Goods Movement Plan. The matrix consolidated Alameda County goods movement issues and opportunities; clarified goods movement issues and opportunities by providing a link between the issues and modes, geography, and stakeholder groups; and helped our team prepare for stakeholder interviews.

We 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. We also compiled our team’s local knowledge, port plans, Bay Area Freight Mobility Study outreach, and other Bay Area Freight Mobility Study data sources.

The issues identified included:

- a. Rail capacity
- b. Roadway capacity
- c. Truck Access
- d. Truck parking
- e. Peak/Off-peak delivery
- f. Supply Chain (JIT, ecommerce)
- g. Economic - keep pace with trends and changes
- h. Economic - attract investment and partners
- i. Coordination (planning)
- j. Industrial land capacity
- k. Industrial, commercial, residential, recreational land use conflicts
- l. Last-Mile Connections
- m. Competition at Port of Oakland and other International Gateways
- n. Information technology
- o. Port of Oakland - increase capacity
- p. Funding
- q. Monitoring
- r. Pavement condition and maintenance
- s. Safety / crashes
- t. Air quality
- u. Noise
- v. Pollution
- w. Climate change effect on available infrastructure and land use
- x. Water ways and waterborne capacity
- y. Rural roadway maintenance
- z. Data availability and quality

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