



Plan and Policy Review

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What did we do?

- Documented existing policies and guidance related to pedestrian, bicycle, and Complete Streets networks
- Reviewed national best practices
- Identified opportunities for the Ventura ATP to update existing or introduce new policies and guidance



Planning and Policy Documents

City of Ventura

- 2020 Energy Action Plan (Targets)
- 2017-18 Systemic Safety Analysis Report (Monitoring)
- 2011 Bike Master Plan (Goals, objectives, and actions)
- 2008 Engineering Design Standards + amendments (Standards)
- 2007 Downtown Specific Plan
- 2005 General Plan - update currently in progress (Policies)

State, Region and County

- (In Progress) Caltrans Active Transportation District 7 Plan
- 2020-2045 Regional Transportation Plan/Sustainable Communities Strategy of SCAG
- 2020 US 101 Communities Connected (Goals and monitoring)
- 2017 Toward an Active California State Bicycle and Pedestrian Plan (Policies)

**Goals are general statements of desired outcomes of the community.
... Policies are “operational” actions that a community will undertake to meet the goals and objectives.**

Transportation Goals

Plans at the State, Regional, County, and Local level set goals for the transportation system that fall into these categories. Additionally, some plans set specific targets related to transportation.



Active Transportation Targets

STATEWIDE

Double walking, triple bicycling, and double transit use

Reduce bicycle and pedestrian fatalities by 10% per year

Increase the number of Complete Streets projects by 20%

- Caltrans Strategic Management Plan 2015-2020/2017 Statewide Bicycle and Pedestrian Plan

REGIONAL

Increase active transportation mode share from 9.2% to 12.5% by 2045

Double future investment in active transportation

Reduce vehicle miles traveled per capita by 5% and vehicle hours traveled by 9%

- 2020-2045 Regional Transportation Plan/Sustainable Communities Strategy of SCAG

Transportation in the 2005 General Plan

GOALS

- **Our Accessible Community:** Our goal is to provide residents with more transportation choices by strengthening and balancing bicycle, pedestrian and transit connections in the City and surrounding region.

VISION

- In the future, Ventura is a community that has safe, accessible, and balanced transportation that promotes multiple modes of travel to local and regional destinations.
- As expressed in the Ventura Vision, a top community priority is to minimize automobile use through a fully integrated multimodal transportation system.

Best Practice Policy Areas

Each policy best practice area includes a description of the topic, and a list of opportunities based on our review of what Ventura and other cities are doing



Connectivity and Convenience



Safety and Comfort



Equity and Accessibility



Complete Streets



Emerging Mobility



Climate Action



Social Acceptance



Implementation

Best Practice Sources

National

- Association for Pedestrian and Bicycle Professionals
- ChangeLab Solutions
- League of American Bicyclists
- NACTO Policies on Shared Active Transportation (2018)
- NACTO Federal Policy Platform
- NACTO Designing Streets for Kids
- National Complete Streets Coalition (Smart Growth America (SGA))
- Walkable Communities

State

- California Office of Planning and Research General Plan Guidelines related to Complete Streets and Active Transportation and Climate and Equity

Connectivity and Convenience

Policies to ensure a network that conveniently connects people to where they want to go.

- Integrates land use and mobility
- Seamlessly connects walking and rolling, biking, and transit networks
- Connects the active transportation network to high demand areas (schools, destinations, employment areas)

Sources: Smart Growth America, NACTO, ChangeLab Solutions, League of American Bicyclists

What are the opportunities?

- Define a network of streets where facilities for people walking are prioritized
- Establish a marked pedestrian crossing policy that allows for mid-block crossings in appropriate circumstances
- Include a decision-making rubric, design guidance, and crossing spacing maximums for major streets



Safety and Comfort

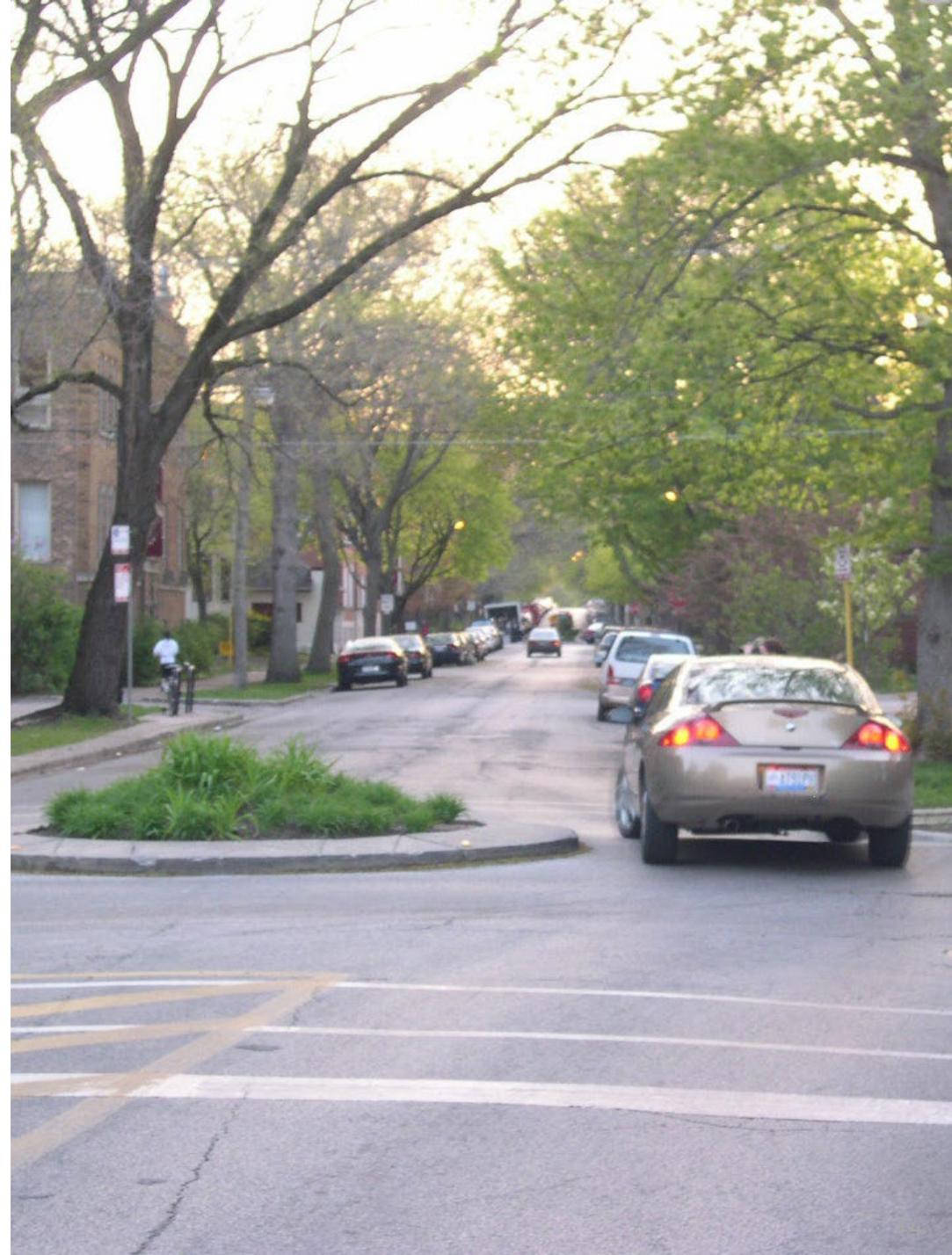
Policies to ensure a network that is safe and comfortable for people of all skill levels, ages, and abilities.

- Creates dedicated space separate from traffic for walking, rolling, and biking.
- Commits to eliminating traffic fatalities as top priority.
- Supports a network for all ages and abilities.

Sources: Smart Growth America, NACTO, ChangeLab Solutions, League of American Bicyclists

What are the opportunities?

- Revive the Neighborhood Traffic Management Program
- Establish local Vision Zero policy or language establishing reducing traffic fatalities and serious injury crashes as a major priority



Equity and Accessibility

Policies that identify and work to eradicate racial and cultural disparities in transportation affordability, access, and safety, and ensure accessibility for those with limited mobility.

- Define and prioritize equity zones
- Collaborative engagement with under-represented communities
- Prioritizes vulnerable users
- Culturally sensitive programming

Sources: Smart Growth America, NACTO, League of American Bicyclists

What are the opportunities?

- Identify objectives and policies to improve air quality and reduce health risks in disadvantaged communities by investing in public facilities and promoting physical activity
- Commit to equitable engagement that includes people of all races, incomes, ages, and abilities; consider an equity task force

Climate Action

Policies that reduce greenhouse gas emissions and support sustainable and clean transportation.

- Sustainable transportation in climate action plan
- Connects land use, transportation, housing, racial equity, and economic development
- Targets for reducing VMT
- Performance measures that support climate action
- Prioritize safety of all users
- Prioritize repair and rehabilitation of existing assets

Sources: General Plan Guidelines, NACTO, Pedestrian and Bicycle Information Center

What are the opportunities?

- Adopt transportation-specific goals and policies to reduce greenhouse gas emissions, such as reduction in vehicle miles traveled, reduction in drive-alone trips, or mode shift to bicycling, walking, and transit.
- Integrate with Climate Action Plan and General Plan update



Emerging Mobility

Policies that ensure that shared active transportation services, such as bikes and e-scooters, are managed in a way that protects the public right-of-way and provides a level playing field for this new and evolving industry.

- Defines oversight and authority
- Sets data standards
- Ensures equitable access
- Designates parking for shared active transportation vehicles

Sources: NACTO

What are the opportunities?

- Establish policies to increase transportation options through emerging mobility offerings
- Establish equity policies that guide the system to serve residents equitably, including making the system accessible to traditionally underserved communities
- Establish regulatory frameworks and policies to minimize negative impacts and optimize the benefits of emerging mobility options



Social Acceptance

Policies that normalize walking and biking.

- Incorporate biking and pedestrian safety into driver education, training courses, and licensing requirements
- Require biking and pedestrian safety training for professional drivers
- Require biking and walking education in elementary schools, high schools, adult schools, and community colleges
- Become Bicycle Friendly Community certified
- Support Safe Routes to School
- Sponsor Bike-to-Work day/week/month

Sources: Smart Growth America, NACTO, ChangeLab Solutions, League of American Bicyclists

What are the opportunities?

- Adapt current bike programming to also include pedestrian education
- Develop a Safe Routes to School Program (scoped as part of this Active Transportation Plan)



Implementation

Policies that clearly establish and support the process for implementing plan recommendations.

- Uses binding and specific language
- Collaborative implementation strategy and defines roles
- Defines when and how to implement AT projects
- Establishes clear timelines

Sources: Smart Growth America, ChangeLab Solutions

What are the opportunities?

- Create and consult a pedestrian advisory committee, coordinated with bicycle advisory committee and ADA Transition Plan



Complete Streets

- Complete Streets prioritize the safety, comfort, and access to destinations for the most vulnerable of road users.
- A complete streets network makes it easy for people to cross the street, walk or bike to where they need to go, and move easily with assistive devices, no matter their age or ability.
- Features may include frequent crossings, multi-use trails, accessible pedestrian signals, accessible transit stops, and narrower travel lanes.
- Equity should be at center of Complete Streets policy to ensure equitable outcomes.



Source: Smart Growth America
Picture copyright Getty Images

Complete Streets can be achieved through a variety of policies: ordinances and resolutions; design manuals; inclusion in comprehensive plans; internal policies developed by transportation agencies; executive orders from elected officials; and policies developed by stakeholders from the community and agency staff that are formally adopted by an elected board of officials.

Complete Streets

A Complete Streets Policy should include the following:

- Equitable vision for how and why the community wants to complete its streets
- Commitment to benefiting all communities
- Commitment to Complete Streets in all projects and phases, including new construction, reconstruction, and maintenance
- Clear, accountable expectations that make exceptions to the policy specific and sets a clear procedure for granting them
- Requirement for interagency coordination
- The latest and best design criteria and guidelines
- Consideration of current and expected land use and transportation context
- Performance standards that are specific, equitable, and available to the public
- Specific project selection criteria to encourage funding for implementation
- Specific next steps for policy implementation

Source: National Complete Streets Coalition/ Smart Growth America

What are the opportunities?

- Adopt an equitable complete streets vision



Next Steps

The Ventura Active Transportation Plan project team has reviewed these findings with the Active Transportation Focus group and will be meeting with City staff and community stakeholders to discuss policy opportunities to advance through the ATP process