

# MOVE SAN JOSÉ & TRANSIT FIRST POLICY

Items 5.1 & 5.2  
City Council August 9, 2022

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# SAN JOSÉ – BUSINESS AS USUAL



# SAN JOSÉ 2040 – IF WE DON'T ACT



**Increased** traffic congestion



More **injuries and fatalities** in traffic



More **wildfires** and other felt impacts of **climate change**



The **health** of our families & communities would degrade

# Envision San José 2040

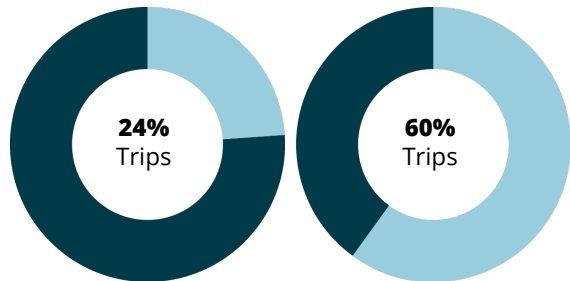
## General Plan and Community Values:

Create a San José that is vibrant, inclusive, safe and equitable.

## Climate Smart San José

Community-wide initiative to address climate change, reduce air pollution, save water and improve quality of life.

### City of San José Mode Shift Goals

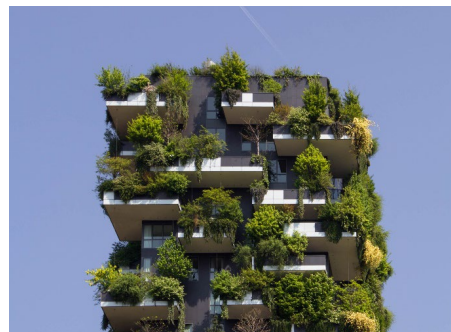


**2021**

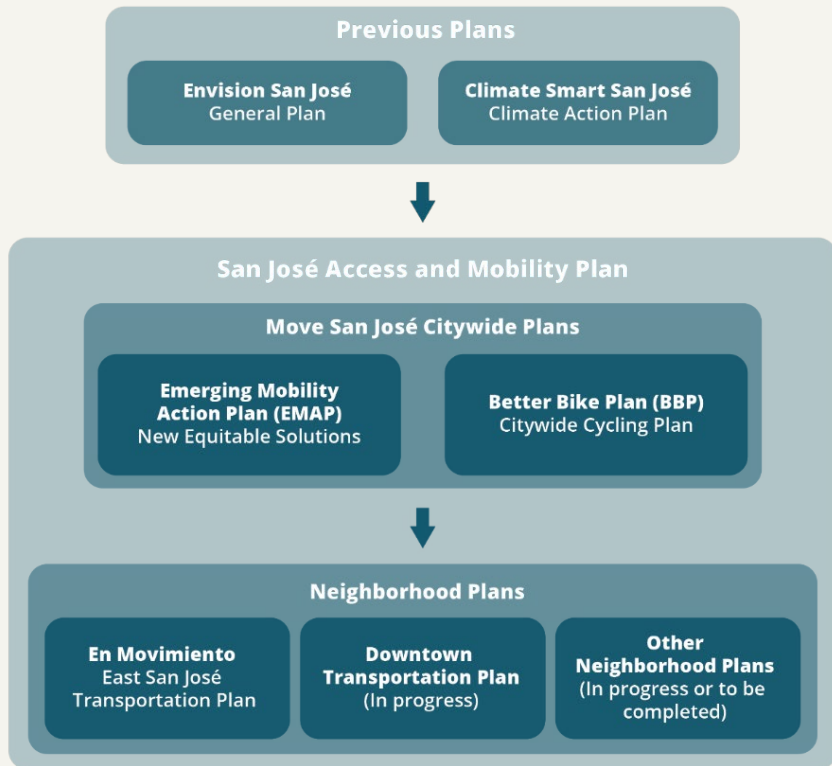
taken by  
bike/walk/transit and  
shared rides

**By 2040**

taken by  
bike/walk/transit and  
shared rides



## City of San José Plans



## WHAT IS MOVE SAN JOSÉ?

Moving our city from a place dominated by cars, to a place designed for people

### Refocusing DOT's Goals

- Implementing data-driven decision making
- Listening to and integrating community feedback



### JULIE, 32

Julie appreciates the freedom owning a vehicle has provided her and her family. She enjoys being able to personally drop her sons off at school to start their day.

# MOVE SAN JOSÉ GOALS



## Transportation Safety

Maintain and make improvements to the bike, walk, roll, and transit system to support Vision Zero, prioritizing the personal security of the most vulnerable populations first



## Enjoyable Transportation

Make getting around pleasant, easy, reliable and appealing



## Plan for the Future

Use the newest ideas to keep the transportation system modern, fair, and effective; and maintain it.



## Clean the Air

Reduce pollution from cars and trucks



## Less Driving

Have more travel choices so trips can be made without driving



## Access for All

Increase transportation education, affordability, options and use of driving alternatives, especially in historically underserved communities and for people with limited mobility.



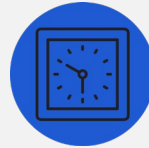
## Connected Neighborhoods

Make it easy to get between neighborhoods and to major destinations by foot, bike, bus, rail, and other shared options



## Move the Economy

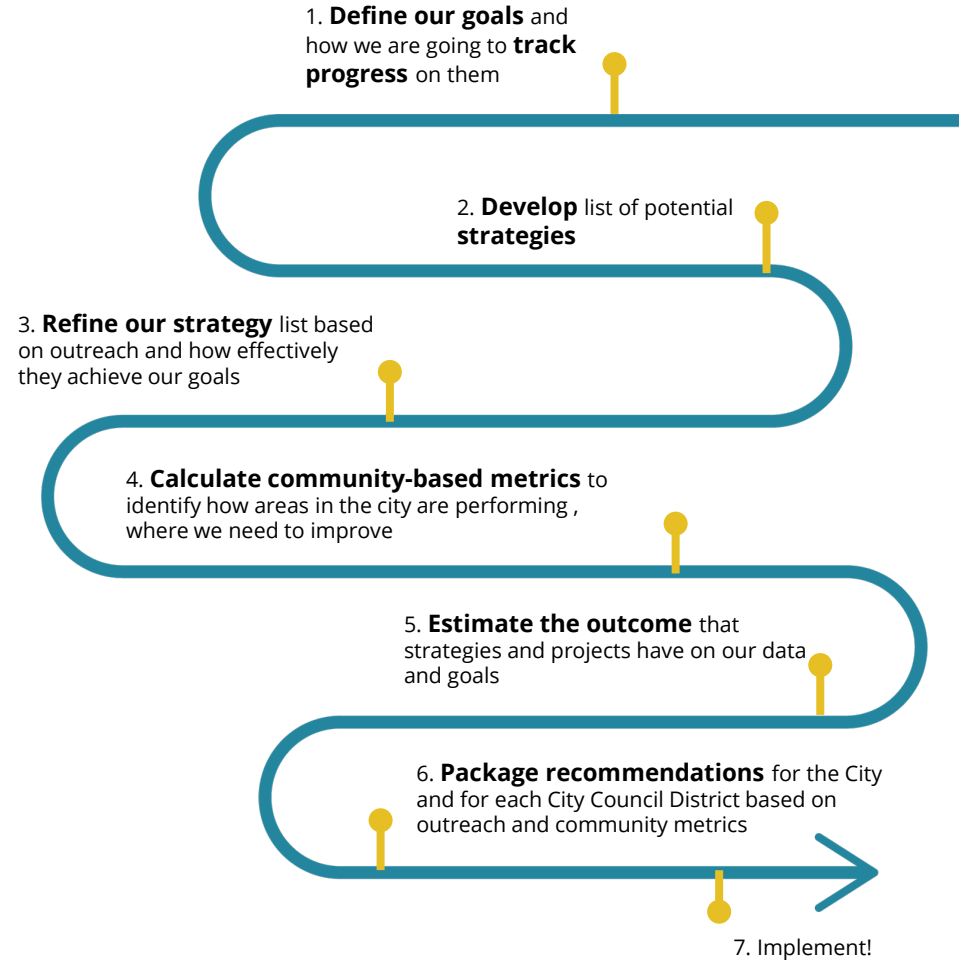
Provide access to diverse jobs by sustainable modes, support goods to market, and support job growth in San José.



## 20-Minute Neighborhoods

Create great places so it is easy to run errands and get to schools and parks without a car

# MOVE SAN JOSÉ PLAN APPROACH



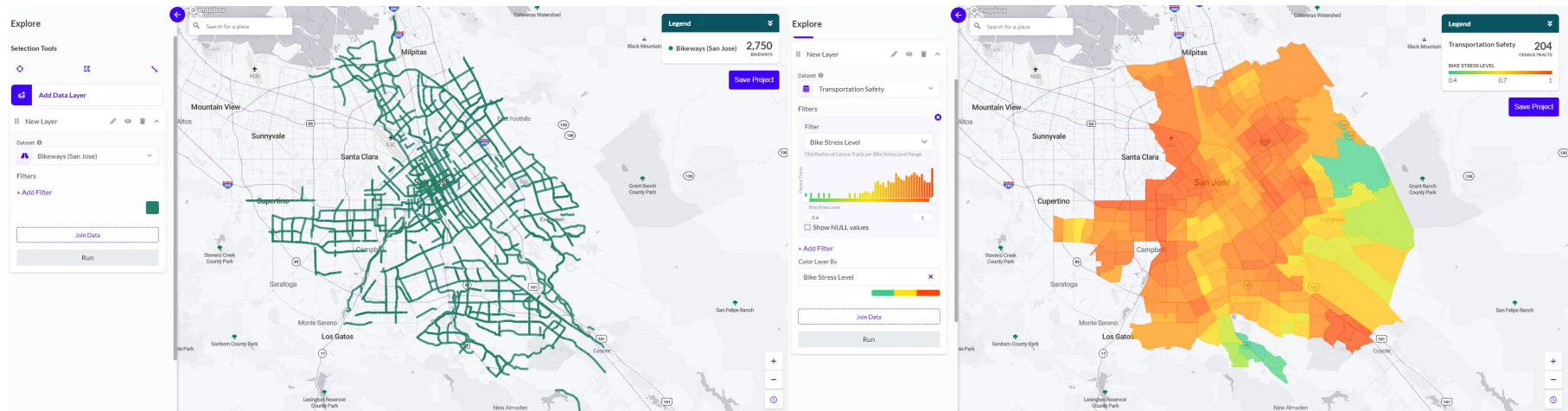
# GOALS AND KEY PERFORMANCE INDICATORS

|                                                                                   |                                 |                                                                                                                                                                                                                                                                |                                                                                                                                                                                        |
|-----------------------------------------------------------------------------------|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <b>20 Minute Neighborhoods</b>  | <ul style="list-style-type: none"> <li>• Percentage of Short Trips (Less than Two Miles)</li> <li>• All Amenities Within 20-Minutes (Biking)</li> <li>• All Amenities Within 20-Minutes (Walking)</li> </ul>                                                   |                                                                                                                                                                                        |
|  | <b>Access for All</b>           | <ul style="list-style-type: none"> <li>• Housing and Transportation Cost as % of Household income</li> <li>• Transportation Cost as % of Household income</li> <li>• Use of non-driving mode</li> </ul>                                                        | <ul style="list-style-type: none"> <li>• Bicycle connectivity</li> <li>• Pedestrian connectivity</li> <li>• Transit access time</li> </ul>                                             |
|  | <b>Clean the Air</b>            | <ul style="list-style-type: none"> <li>• Car ownership</li> <li>• GHG emission from passenger vehicle</li> <li>• Air Quality Index</li> </ul>                                                                                                                  | <ul style="list-style-type: none"> <li>• Bicycle connectivity</li> <li>• Pedestrian connectivity</li> <li>• Transit access time</li> </ul>                                             |
|  | <b>Connected Neighborhoods</b>  | <ul style="list-style-type: none"> <li>• Percent of households that live within ½ mile of high-quality transit</li> <li>• Average transit travel time to neighborhood destinations</li> <li>• Average bike travel time to neighborhood destinations</li> </ul> |                                                                                                                                                                                        |
|  | <b>Enjoyable Transportation</b> | <ul style="list-style-type: none"> <li>• Average transit speed</li> <li>• Transit reliability</li> <li>• Transit competitiveness (% longer travelled by transit)</li> <li>• Time spent traveling</li> </ul>                                                    | <ul style="list-style-type: none"> <li>• Completion of San José bike network</li> <li>• Physical condition of street</li> <li>• Percentage of street with complete sidewalk</li> </ul> |
|  | <b>Less Driving</b>             | <ul style="list-style-type: none"> <li>• Mode Share (commute trips &amp; non-commute trips)</li> <li>• Vehicle Mile Travelled per capita</li> </ul>                                                                                                            |                                                                                                                                                                                        |
|  | <b>Move the Economy</b>         | <ul style="list-style-type: none"> <li>• Jobs accessible within 30-minute walking</li> <li>• Jobs accessible within 30-minute bike-ride</li> <li>• Jobs accessible within 30-minute transit-ride</li> </ul>                                                    | <ul style="list-style-type: none"> <li>• Transit access discrepancy to employment area compared to driving</li> </ul>                                                                  |
|  | <b>Plan for the Future</b>      | <ul style="list-style-type: none"> <li>• Total trips made by emerging mode per capita (pre- and post-COVID)</li> <li>• Monthly e-scooter trips per capita</li> <li>• Monthly bike-share trips per capita</li> </ul>                                            | <ul style="list-style-type: none"> <li>• Number of scooters deployed</li> <li>• Bike share stations</li> </ul>                                                                         |
|  | <b>Transportation Safety</b>    | <ul style="list-style-type: none"> <li>• Bike stress level</li> <li>• Pedestrian stress level</li> <li>• Transit stress level</li> </ul>                                                                                                                       | <ul style="list-style-type: none"> <li>• Number of Fatalities and Severe Injuries Bikes and Pedestrian</li> </ul>                                                                      |

# IMPROVED DECISION MAKING

## Decision Support System

- Key Performance Indicators reporting and mapping
- Highlights areas of need
- Allows comparison of projects' value
- Phase 2 grant funded
  - Public interface
  - Before and after project impact



## ENGAGED WITH

1,500

San Joséans

through

7

Public  
Workshops

12

Focus  
Groups

944

Survey  
Responses

23

Community  
Presentations

English

Español

Tiếng Việt

Content Translated into English, Spanish, and  
Vietnamese

## WHAT WE HEARD



People want more options that are **timely, reliable, safe, and affordable**



Provide more transportation options with **incentives and increasing access to different modes**



Identify where **ADA requirements and accessibility best practices** should be incorporated



Work with City Partners to address the **housing and unhoused crisis** to increase ridership and comfort when riding the bus, walking, and biking



Consider the **different needs and perspectives** of households with children and/or live in an equity-focused area, such as exposure to gangs

*The Plan was co-created with our Community Based Organization partners – our neighbors who are heavily involved in community engagement and organizing in San José.*

### Latinos United for a New America (LUNA)

LUNA works to help immigrants and other disenfranchised Latinx communities in Santa Clara County organize, define and prioritize their needs, obtain the civic skills necessary to take effective part in decision making at the city, county and state levels and accomplish objectives that result in improved lives for members of the community.

### People Acting in Community Together (PACT)

PACT is a multi-faith, grassroots organization that provides leadership training and experience to community members of many different ethnic, religious, and socio-economic backgrounds.

### Silicon Valley Independent Living Center (SVILC)

is an organization which provides support and resources to allow people with disabilities to live interdependently in Santa Clara County, and works to ensure equal access and opportunity for all.

### Vietnamese Voluntary Foundation (ViVO)

ViVO is a non-profit community-based organization providing comprehensive acculturation, employment, health and human support, as well as senior and family services to Vietnamese residents in San José.



# STRATEGIES - CATEGORIES

## STREETS

Build and maintain infrastructure, especially bicycle and pedestrian infrastructure, to retain users and attract more people to use amenities



Safer Streets



Low-Stress Bike Facilities and Slow Streets



Green Infrastructure



Make More Public Space for People

## TRANSIT

Improve and expand transit facilities to create a network of accessible, reliable, and appealing transit service.



Transit Expansion



Better Transit Stops



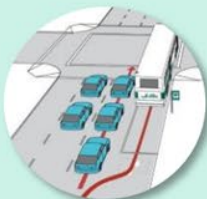
Improving Existing Transit Service



Means-Based Transit Fares

## POLICIES & PROGRAMS

Create policies that help reduce vehicle miles travel and greenhouse emissions



Transit First Policy



Transportation Impact Fees



Encourage Electric Vehicles



Encourage/Allow Car Share



# DISTRICT NEEDS ASSESSMENTS

## Where We Are

**District Overview:** Each district in San José has unique characteristics

**Equity Framework:** Overlay Equity Priority Communities, those groups historically denied access and faced institutional or structural discrimination

**Scoring and Comparison:** Use data to identify mobility and access needs per goal area and prioritize key strategies

**Key Performance Indicator (KPI) maps:** Map goal areas that score the lowest in each district to understand where improvements needed

## What's Coming?

**Planned Projects and Gaps:** Compare existing planned projects with the district-level greatest mobility needs

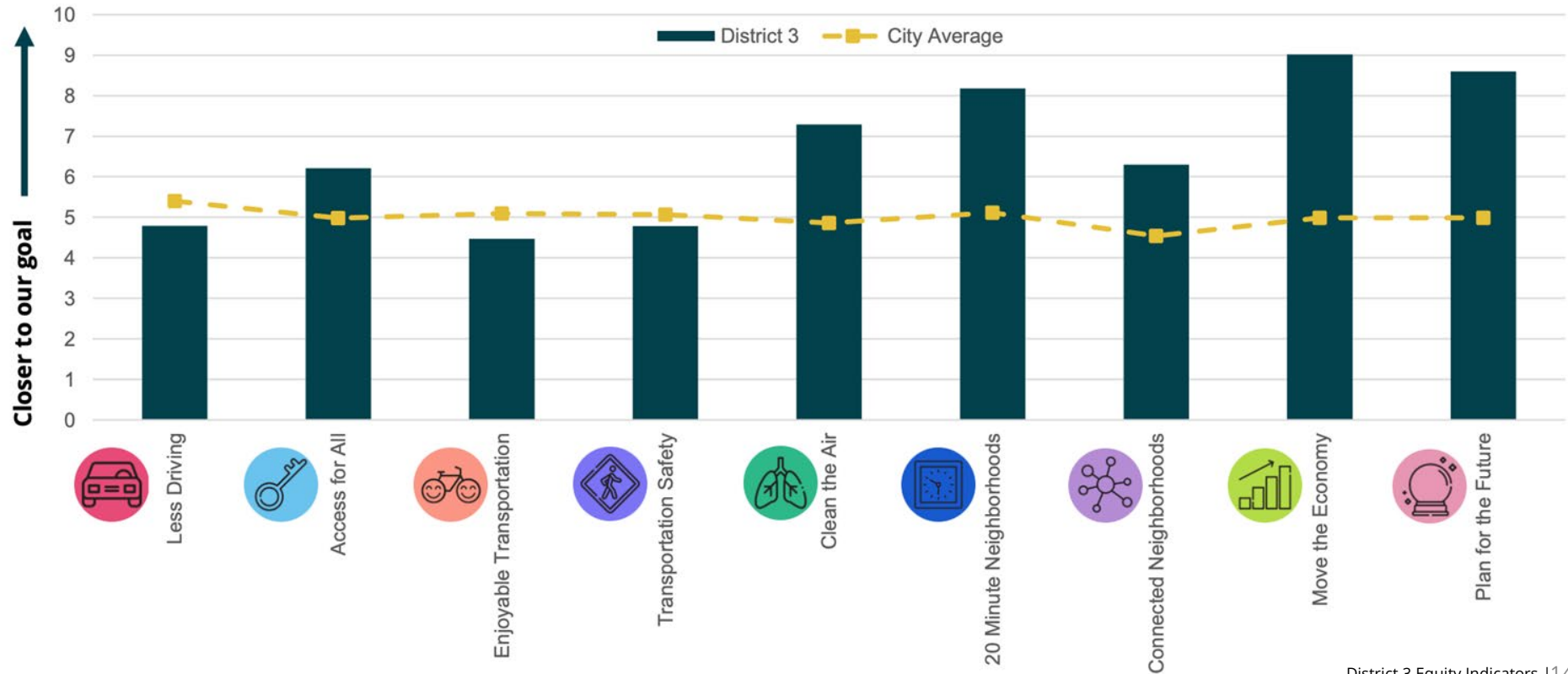
## What Else Can We Do?

**Strategies and Actions:** Select the strategies most relevant to the district and prioritize actions



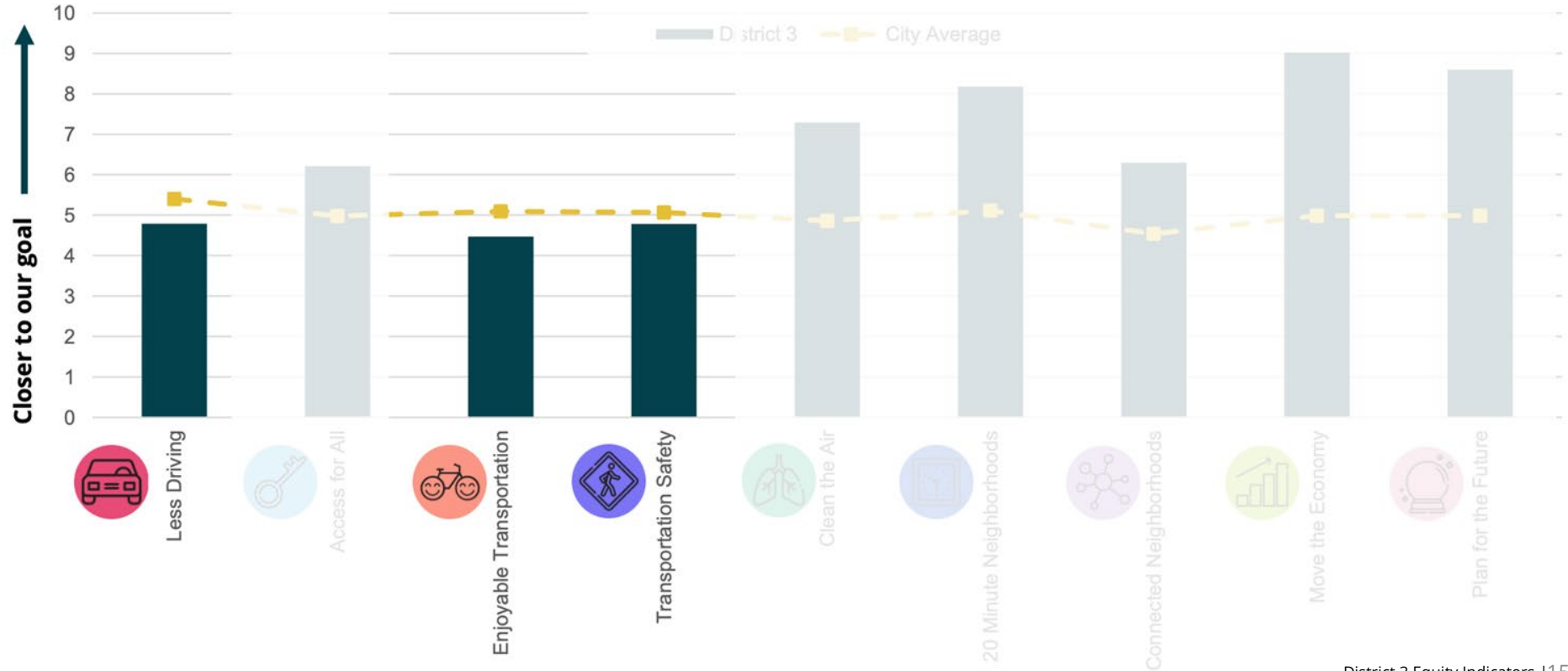
# District 3 Goal Scores

How do our goal areas perform in D3?



# District 3 Goal Scores

How do our goal areas perform in D3?



# Where Do We Start?

## Recommended Strategies



**Bike Amenities like  
Bike Parking**



**Improve Existing  
Transit Services**



**Lighting  
Improvements**



**Mobility  
Hubs**



**Smart Parking  
Policies**



**Safer  
Streets**



**Transit  
Expansion**



**Transportation  
Demand Management**



"These bike lanes (bike lanes with bollards) are my favorite! It slows down traffic and makes me feel safe."



"Think about all forms of transportation and how they link up and can work together. We need more services and need to think about how to get people around more quickly during early morning hours and late at night and get to surrounding cities."

## IMPLEMENTATION – CITYWIDE STRATEGIES

| Type              | Strategy                                    | Next Steps                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------------|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Streets           | Safer Streets                               | <ul style="list-style-type: none"> <li>- Add staff resources to design and construct safety improvements, starting with Vision Zero corridors</li> <li>- Pursue 20 mph speed zones in residential areas and identify other corridors for reduced speed limits and traffic calming</li> <li>- Secure funding to incorporate complete streets policy in all City pavement projects</li> </ul>                          |
|                   | Maintain Bike and Pedestrian Infrastructure | <ul style="list-style-type: none"> <li>- Integrate current data sources into DSS to identify hotspots for trash and other obstructions in bike lanes and sidewalks</li> <li>- Regularly audit active transportation infrastructure to identify improvement needs</li> <li>- Develop pedestrian focused work plans and secure funding to make all quick build bicycle and pedestrian projects permanent</li> </ul>    |
| Transit           | Means-Based Transit Fares                   | <ul style="list-style-type: none"> <li>- Partner with VTA and MTC to identify program options for San José residents that qualify for Clipper START</li> </ul>                                                                                                                                                                                                                                                       |
|                   | Improve Existing Transit Service            | <ul style="list-style-type: none"> <li>- Advocate for improved transit frequency on key routes, prioritizing access for equity priority communities</li> <li>- Identify dedicated DOT staff resource liaisons with VTA to design and implement transit supportive street interventions</li> <li>- Bring Transit First Policy to Council</li> </ul>                                                                   |
| Policy & Programs | Encourage Electric Vehicles                 | <ul style="list-style-type: none"> <li>- Partner with regional and state agencies to construct electric vehicle charging infrastructure and provide incentives for the purchase of electric vehicles</li> <li>- Hire dedicated staff resources for electrifying mobility aligned with Climate Smart San Jose</li> <li>- Develop and implement an updated version of San José 's Electric Mobility Roadmap</li> </ul> |
|                   | Encourage and Allow Carshare                | <ul style="list-style-type: none"> <li>- Develop an electric carshare program in equity priority communities</li> </ul>                                                                                                                                                                                                                                                                                              |
|                   | Transportation Demand Management            | <ul style="list-style-type: none"> <li>- Adopt TDM Ordinance</li> <li>- Implement Transportation Management Agency (TMA) model, at Diridon Station and Berryessa BART Station areas</li> <li>- Grow TDM program for City employees</li> </ul>                                                                                                                                                                        |
|                   | Smart Parking Policy                        | <ul style="list-style-type: none"> <li>- Adopt updated Parking Ordinance</li> </ul>                                                                                                                                                                                                                                                                                                                                  |
|                   | Transportation Impact Fee (TIF)             | <ul style="list-style-type: none"> <li>- Explore TIF, including at city- and countywide scales; review for equity, financial feasibility, and potentially supported nexus</li> </ul>                                                                                                                                                                                                                                 |

# IMPLEMENTATION – NEXT STEPS

## Year 0

Immediate

- ❑ City Council Plan approval
- ❑ City Council approval of supportive policies (Transit First Policy, Parking and TDM policy, Transportation Analysis [5-1] Policy)
- ❑ Launch public campaign
- ❑ Establish internal DOT Mission Task Force
- ❑ Cross-agency Steering Committee\* develop implementation workplan
- ❑ DOT Director roll out internally new Goals, KPIs, FAQs

## Year 1

Short-Term

- ❑ Align City Council progress reports with new Goals, KPIs
- ❑ DOT develop projects based on District-specific priority strategies
- ❑ DOT unifying its project creation and implementation processes including outreach
- ❑ DOT pilot Decision Support System to inform strategies, project evaluation and prioritization
- ❑ Unify DOT's outreach approach, focusing on equity priority communities

## Year 1+

On going

- ❑ Operationalize the Decision Support System through to project development and delivery
- ❑ Monitor performance of Strategies in meeting Goals, continuous improvement
- ❑ Pursue new funding to accelerate project delivery

\*includes actions for Planning Dept, Public Works, Parks & Rec, VTA, MTC

# Transit First



## Buses are running slower: that costs time, money, and riders

- Transit ridership is down
- Frequent VTA busses spend 32% of their time in traffic signal delays
- Average VTA bus speed has decreased 20% in the last 30 years
- Increasing the average speed of the frequent bus network by 1 MPH will save VTA over \$15 million per year

# TRANSIT NEEDS OUR SUPPORT

## Agency Coordination



Design & maintain streets



Plan and operate Transit

## Travel Speed & Conflicts



Make accessing the curb and getting back into the road easier for busses



Help Transit beat traffic

## Rider Comfort & Access



Increase safety and ease of stop access



Improve rider waiting area; inc. seating, shelters, and lighting.

# POLICY GOALS

## Equity

Providing for the just distribution of investment in infrastructure and transit improvements across San José based on need and highest impact with an emphasis on rider affordability, ease, dignity, and wellbeing when on, waiting for, and accessing transit vehicles and facilities.

## Competitiveness

Providing for auto-comparable travel times and experience along transit corridors, Planned Growth Areas, and major City destinations via investment in transit mobility, technology, and transit curb access.

## Reliability

Providing for high on-time performance, convenient rider information and wayfinding, easy and intuitive transfers between transit lines and different transit systems, and low service interruptions due to City actions or City permitted activity.

# ONE POLICY, TWO PARTS

## Policy – The Direction

What City staff should do to prioritize Transit

Nine Guidelines

Where and when to make changes to the street

## Toolkit – The Tools

What types of technology and infrastructure are appropriate

19 tools to mix and match

Scales from low to high impact and cost

# TOOLKIT - EXAMPLES



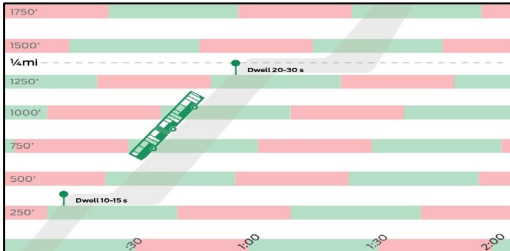
Transit Signal Priority



Transit Boarding Island



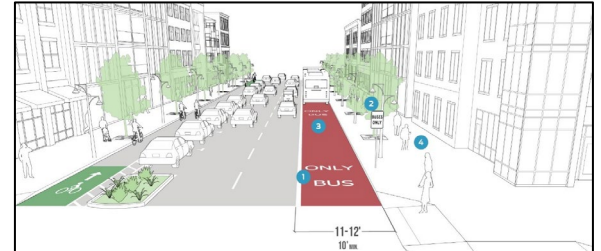
Rider Waiting Area Improvement



Signal Coordination (NACTO)



Wayfinding



Public Service Lanes (NACTO)

# MOVE SAN JOSÉ & TRANSIT FIRST POLICY

Link to the Move San José plan:  
<https://gis.sanjoseca.gov/maps/movesj>

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