

BUILDING TRANSIT SUPPORTIVE COMMUNITIES PLAN

GOLD COAST TRANSIT DISTRICT SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

2019-2020





ABOUT GOLD COAST TRANSIT DISTRICT



GCTD is a special purpose transit district comprised of five member jurisdictions:

Ojai Oxnard Port Hueneme Ventura County of Ventura

ABOUT GOLD COAST TRANSIT DISTRICT





Fixed-Route

61 buses 20 Routes 4 am-10 pm (7-Days) \$1.50 Full / \$0.75 Reduced 3.5 million annual riders





Demand Response For Seniors 65+ & ADA 24 paratransit vans \$3.00 One-Way Fare 102K annual trips

PLAN CONTENTS



PART 1: ABOUT THIS PROJECT

PROJECT PURPOSE & GOALS

- Share GCTD's mission and services with partner organizations
- Engage with jurisdictions, stakeholders, and developers around land use decisions
- Develop planning tools to enhance transit supportive land use and design
- Show VMT/GHG reduction possibilities of transit supportive land use/development



PROJECT PROCESS

- GCTD invited local planners, municipal staff, architects, developers, non-profit leaders, and community advocates to two Community Workshops to identify focus areas and prioritize strategies.
- GCTD will use workshop materials to educate additional communities throughout the transit district about key components and strategies for transitsupportive communities.



GCTD'S CHALLENGES TO BUILDING TRANSIT-SUPPORTIVE COMMUNITIES

- While transit agencies may provide services for most of a person's trip, individuals must complete the first and last leg of their trip to and from a transit station on their own.
- Even when the physical distance is short, issues of **comfort and safety** make a difference.
- Transit agencies (usually) do not control right-of-way or land use.









THE TRANSIT-LAND USE CONNECTION

- At least six key "transit-supportive factors" in the built environment will influence a person's decision to use public transit.
- These factors should be kept in mind when making changes to the physical landscape:
- 1. **Diversity** in land uses and buildings
- 2. **Density** in population
- **3. Design** of the parks, streets, and buildings
- 4. Distance covered by a walk or bike ride
- 5. Destination Accessibility from transit
- 6. **Demand Management** to incentivize walking, bicycling, and riding transit



THE TRANSIT-LAND USE CONNECTION

Why creating policy on this issue matters:

- Establishes priorities by user and mode of transportation for GCTD to support
- Reminds development teams to factor the safety and access for all modes of transportation into designs
- Supports a vision for neighborhoods connected to the regional transit network where all essential needs are within a 15to 20-minute walk



THE TRANSIT-LAND USE CONNECTION

Why coordinating with multiple agencies on this issue matters:

- Efficient use of land and natural resources
- Increased transit ridership
- Improved air quality lower GHG's
- Positive economic development
- Attraction of private investment
- Safer streets for all users
- Improved public health
- Stronger sense of community







11

HOW DOES THIS PLAN CONTRIBUTE TO THE PRACTICE?

There are two major benefits of a transitsupportive toolkit plan:

- 1. Supporting transit agencies to advocate for better decisions which are not always in their direct control
- 2. Educating the public and community organizations on how transit-supportive factors can benefit their goals



HOW IS THIS PLAN SPECIFIC TO GOLD COAST?

The Gold Coast Transit District approach of this plan includes the following special attributes:

- Analysis specific to the GCTD service area, which can directly translate into context-specific tools and strategies when used in practice
- $_{\odot}$ Guidance was taken from the community to help:
 - determine focus areas for future development
 - ensure strategies meet local needs while accomplishing VMT reduction goals



"The responsibility for developing transit-supportive land uses falls on all partners: local governments, developers, and transit agencies."

Linking Transit Agencies and Land Use Decision Making Guidebook (Transportation Research Board, 2016)



HOW DOES THIS PLAN COME INTO ACTION?

"The key attributes of a transit-supportive community are:

- The transit agency provides quality transit service, and local government is a willing partner and advocate for transit;
- Local government is sold on the benefits of transit;
- Experience, derived benefits, and community perceptions have created an environment where local government, developers, and civic leaders see and act on a collective value in connecting transit and land use; and
- Local governments will work with the private sector to overcome timing and cost-related issues"

Linking Transit Agencies and Land Use Decision Making Guidebook (*Transportation Research Board, 2016*)



PART 2A: EXISTING CONDITIONS (STOPS)

HIGH QUALITY TRANSIT AREAS (HQTA)

- Defined in SCAG 2016 RTP as places within ½ mile of 15-minute (or better) transit service or high capacity transit station
- Expected to accommodate much of future household growth
- HQTAs in 2016 RTP: Metrolink and Amtrak stations
- HQTAs in 2045 RTP: Corridor from Ventura Avenue to Port Hueneme



EXISTING CONDITIONS AT HIGH-RIDERSHIP STOPS

- The team identified all GCTD stops above the 90th percentile of daily combined boardings and alightings
- Analyzed characteristics related to transportation facilities, demographics, and land uses
- As you review these existing conditions, consider:
 - $_{\odot}$ How do each stop area's characteristics vary?
 - $_{\odot}$ What factors potentially contribute to high ridership?
 - What areas in your community have similar characteristics and opportunities?



HIGH RIDERSHIP STOPS

- All High Ridership stops:
 - averaged at least 64 combined boardings and alightings in Fiscal Year 2018-2019
 account for 57% of total stop activity
- Transit Centers account for 23% of total stop activity



CITIES WITHIN GCTD SERVICE AREA

- High-ridership stops are located throughout the service area, impacting all four municipalities
- GCTD must partner with multiple jurisdictions to ensure land use choices benefit current and future transit riders



TRANSIT SERVICE FREQUENCY AT HIGH RIDERSHIP STOPS

At noon on weekdays:

- High ridership stops along Ventura Ave, Telegraph, Victoria, and C Street corridors experience at least 4 buses an hour, providing riders with 15-minute frequencies
- Two stops in Oxnard with 1 bus per hour



TRANSIT PROPENSITY

- Transit propensity is a measure of demographics that indicate the propensity for people in a given area to use transit
- The transit propensity index contains 7 variables related to transit use:
 - $_{\odot}$ Total Population
 - $_{\odot}$ People 65 and older
 - $_{\odot}$ Zero-car households
 - $_{\rm O}$ Limited English proficiency
 - $_{\rm O}$ Low income households
 - Non-white/minority individuals
 - \circ People with disabilities



TRANSIT PROPENSITY

 High-ridership stops are in mostly higher propensity areas, but some have a notably lower propensity score (e.g., Ojai Park-and-Ride)



JOB DENSITY

- Highest concentrations in central & east Oxnard, downtown & south Ventura, unincorporated VC south of 101
- LEHD data does not include Federal jobs (hence, the low figures in the Naval CBC area)
- High-ridership stops have a mix of job densities



COMMUTER BEHAVIOR

- Locations with sizable proportions of non-drive alone commuters include:
 - $_{\odot}$ Greater Ojai
 - $_{\odot}$ East of Downtown Ventura
 - $_{\odot}$ Naval CBC Port Hueneme
 - $_{\odot}$ East Oxnard



BIKE FACILITIES

- Strong continuity of facilities between Ventura's high ridership stop areas
- Fewer Class I facilities (greater separation from autos) south of Santa Clara River



BIKE FACILITIES

- High-ridership stops in Ventura have connections *to/from stops*
- High-ridership stops in Oxnard have more connections <u>along bus routes</u>



PUBLIC PARKING REGULATIONS

- Parking pricing exists in Downtown Ventura, the Collection at Riverpark, and the Ventura College Campus
- Other locations (e.g., Downtown Oxnard) have free parking but still regulate the supply by enforcing time limits (e.g., 2 hours)



RESIDENTIAL LAND USE

- When residential is the majority use around a stop, it is more frequently low density and in Oxnard
- The C Street Transit Center is the only transit center area that is over 50% residential



NON-RESIDENTIAL LAND USE

- 70% of stops are in areas where a majority of land is for non-residential uses
- Agricultural and industrial uses dominate more so than office uses



DOMINANT NON-RESIDENTIAL LAND USE

• Stops tend to be in areas where activity-based uses (e.g., retail or recreation) are the dominant non-residential land use.



VACANT LAND

- 5% vacancy provides a range between 20 to 30 acres of development opportunity
- All three stop areas with greater than 10% vacancy are within Ventura



WALKSHED

- Walksheds depict what is actually possible to reach within a ½ mile of a high ridership bus stop
- Downtown Ojai, Ventura Avenue, downtown Ventura, downtown Oxnard have well-connected grids



WHAT FACTORS INTO HIGH RIDERSHIP?

- We conducted a regression analysis on which demographic, land use, and other factors have the most significant correlation to high-ridership GCTD stops.
- Analysis identified the following independent variables with significant correlations with ridership:
 - \circ Amount of Intersections
 - Population (Including Zero-Car, 65+, Disabled, and Minority)
 - Job Density
 - Presence of Medium-Density Residential Zones
 - Parking Regulations
- Please see Appendix A for complete regression analysis.



WHAT ARE THE IMPACTS OF TRANSIT-SUPPORTIVE STRATEGIES ON VMT?

- VMT reduction is calculated based on the number of riders estimated to be gained through the implementation of transit-supportive strategies in applicable high-ridership stops
- Across five tested actions, the most impactful reductions of VMT would be achieved through increasing residential density and the regulation of on-street parking (metered or time-limited)
- Please see Appendix B for complete VMT analysis.



PART 2B: EXISTING CONDITIONS (AREAS)
IDENTIFYING FOCUS AREAS

- Participants of the first Community Workshop were asked to identify the most promising areas for future transit-supportive land uses
- They were asked to keep in mind:
 - $_{\odot}$ 2045 HQTA locations
 - $_{\odot}$ CalEnviroScreen Disadvantaged Communities
 - $_{\odot}$ GCTD Routes
 - The respective strengths, weaknesses, challenges, and opportunities
- Other future transit-supportive areas not identified in the workshops may be considered and analyzed in partnership with GCTD (e.g., the El Rio area).















TRANSIT STOPS VARY BY FOCUS AREA

There are different types of transit stops, affected by the following characteristics of the surrounding area:

- sectors of jobs served
- density of people living nearby
- matching of development activity/existing land use with existing zoning/policy/regulations



LAND USE ANALYSIS METHODOLOGY

EXISTING LAND USE + HIGH-RIDERSHIP BUS STOPS

ALIGNMENT OF ZONING REGULATIONS, GENERAL/SPECIFIC PLANS, ETC.

POLICIES OF LOCAL COMMUNITIES

RECOMMENDATIONS

LAND USE ANALYSIS GENERAL RECOMMENDATIONS



Evaluate Barriers to High Density Residential Development



Assess Relationship Between Employment and High Transit Ridership



Assess Relationship Between Lower Density Residential and High Transit Ridership



Ensure Non-Residential Land Uses Allow For Broad Mix of Uses

FOCUS AREA: WESTVIEW VILLAGE





Land Use **Medium Density Residential** Industrial



Plan Highlights Multiple Family, Two Family, and Industrial Zoning (General Plan)



Current Zoning Multiple Family Residential Two Family Residential General Industrial



Recommendation Maintain land planned for high density residential





FOCUS AREA: MAIN STREET



Land Use Retail Open Space



Plan Highlights Form-Based Code Parks and Open Space (Specific Plan)



Current Zoning Parks Urban General Neighborhood Center Urban Core Recommendation Existing uses consistent with underlying policy and regulations

High-Ridership Stops: Main & Ventura, Main & Oak, Main & Chestnut



FOCUS AREA: VENTURA MALL/TRANSIT CENTER



Land Use Retail Education



Plan Highlights Commercial Public and Institutional (General Plan)



Current Zoning Intermediate Commercial Single Family Residential



Rezone R-1 portions to align with non-residential character and General Plan land use designations





FOCUS AREA: WELLS ROAD



Land Use Low-Density Residential Agricultural



Plan Highlights "Living near transit"

"Encourag(ing) various modes of transit"

(Saticoy & Wells Community Plan) <u>Current Zoning</u> Agricultural Exclusive Neighborhood General Parks and Open Space

Recommendation Revisit current zoning

Evaluate intent of Saticoy & Wells Community Plan and Development Code





FOCUS AREA: VENTURA DMV AREA



Land Use Retail Industrial Mixed-Use Plan Highlights Industrial

Industrial Commercial (General Plan) A

Current Zoning Manufacturing Planned Development Commercial Planned Development **Recommendation** Limit industrial uses to be compatible with surrounding commercial and mixed-use activity.

High-Ridership Stops: Telephone & Telephone Plaza



FOCUS AREA: JOHNSON DRIVE



Land Use Agriculture Protected Land Utility



Plan Highlights Open Space Agriculture Commerce (General Plan)



<u>Current Zoning</u> Open Space Agricultural Exclusive Commercial Planned Development





Recommendation Expand non-residential activity.



FOCUS AREA: GONZALES ROAD



Land Use Residential

Retail Education



Plan Highlights Low Density Residential **General Commercial** Medium-Low Residential (General Plan)



Current Zoning Business & Research Park Community Reserve Single-Family Residential **Recommendation Revisit regulations to** flexibly accommodate

education, health, and retail uses

TRANSIT High-Ridership Stops: C & Gonzales, Rose & Lockwood, St. **John's Hospital**



FOCUS AREA: OXNARD BLVD



Land Use Industrial Retail Low Density Residential



Plan Highlights Central Business District Limited Industrial Commercial General (General Plan)



Central Business District Heavy Manufacturing Light Manufacturing



Recommendation Consider rezoning Limited Industrial areas to include Business and Research Park uses

High-Ridership Stops: C & 3rd, C & 4th, C & 5th, 4th & B



FOCUS AREA: BARD ROAD & SAVIERS ROAD



Land Use

Low Density Residential Education Medium Density Residential



Plan Highlights Education Low Density Residential

Mobile Home Park

(General Plan)

A

<u>Current Zoning</u>

Multiple Family Residential Single Family Residential Mobile Home Planned Development

Recommendation

None; existing uses align with land use policy and regulations in place





FOCUS AREA: PLEASANT VALLEY ROAD





Agriculture Utility



Plan Highlights Agriculture / Urban Reserve Low and Medium Density Residential (General Plan)



Current Zoning Agricultural Exclusive Single Family Residential Garden Apartment Planned Development Recommendation Opportunity to transition some land to residential, health, or government uses

High-Ridership Stops: Saviers & Pleasant Valley



FOCUS AREA: ROSE AVE



Land Use Education Low Density Residential Open Space



Plan Highlights Education Low Density Residential Parks and Open Space (General Plan)



Community Reserve Community Reserve Single Family Residential Multiple Family Planned Development

Recommendation

Appropriately allow additional residential density and expand nonresidential uses in northern portion of area (close to commercial)





FOCUS AREA: CHANNEL ISLAND BLVD & VICTORIA AVE



Land Use Transportation Other (Water) Retail



Plan Highlights Coastal Zone/Harbor Channel Islands Easement Commercial (General Plan)



Current Zoning Harbor Channel Islands General Commercial Single Family Water Oriented



Recommendation

Leave coastal areas alone. Consider expanding allowed uses in general commercial area zone



FRANSIT High-Ridership Stops:

None

FOCUS AREA: VENTURA ROAD & 23RD AVE/SUNKIST ST



Land Use Low Density Residential



Plan Highlights Low Density Residential Public Facilities

(General Plan)



Current Zoning Single Family Residential

\checkmark

Recommendation

Consider modifying policy/regulation in areas adjacent to Sea Bee Museum to generate additional transit-supportive activity





FOCUS AREA: VENTURA ROAD





 Plan Highlights

 tial
 Parks and Open Space

 re
 Resource Protection

 Medium Density Residential

 (General Plan)



Current Zoning

Park Reserve Limited Multi Family Residential

<u>Recommendation</u>

Follow general plan recommendations regarding medium density residential and high transit ridership



FRANSIT High-Ridership Stops:

None

PART 3: STRATEGIES

WHAT ARE STRATEGIES?

- Policies for GCTD to advocate for
- Priorities for municipal plans and development decisions
- Ideas for what is most true of a Transit-Supportive Community in the Gold Coast Transit District



ABOUT THIS SECTION

Strategies were narrowed to four categories based on key findings in the regression, VMT, and land use analyses:

Connected Streets Managed Curbsides Residential Density

Job Density



ABOUT THIS SECTION

Each category will be introduced with:

- A list of strategies
- An example of a related strategy currently in practice within the GCTD service area

Each strategy will then be detailed with the following:

- A visual sample of implemented examples of the strategy
- Implementation leads (e.g., organizations and partnerships crucial to supporting the strategy)
- Key definitions about the strategy
- Important measurements, standards, and metrics to assure a successful application of the strategy



CONNECTED STREETS STRATEGIES



The following strategies are listed in descending order of priority (as voted by stakeholders):

- Protected facilities for people biking
- Active ground floors along corridors
- Sidewalk/crosswalk infrastructure improvements
- Public spaces for intersections



A CONNECTED STREETS STRATEGY IN ACTION:

- Ventura County's General Plan update has created new policies:
 - "The County shall strive to eliminate 'gaps' in roadways, bikeways, and pedestrian networks by planning for and seeking funding to construct necessary improvements to remove barriers and improve transportation system connectivity as well as connections that support first and last mile accessibility to and from public transportation.
 - The County shall consider the safety and accessibility of pedestrians when preparing transportation plans, studies, and reports."



PROTECTED FACILITIES FOR PEOPLE BICYCLING









 Implementation Leads:

 Local Public Works
 Community Advocates

 Implementation Leads:

 Local Public Works
 Community Advocates

 Implementation Leads:

 Implementation Leads:

 Local Public Works

 Implementation Leads:

 Implementation Leads:

Long Beach, CA

Vancouver, Canada

Isla Vista, CA

About

- Protected bicycle facilities can support comfort and safety for not only bicyclists, but also for pedestrians and drivers.
- In locations where there is not a protected bicycle lane, people may choose to bicycle on the sidewalk instead.

Useful Measurements

- Recommended width of a bike lane is 5 feet from the face of a curb or guardrail to the bike lane stripe.
- Bike lane buffer areas shall have interior diagonal cross hatching or chevron markings if 3 feet in width or wider.

ACTIVE GROUND FLOORS ALONG CORRIDORS









Implementation Leads: Developers Local Planning

Oakland, CA

Burlingame, CA

Santa Barbara, CA

About

- People walking will experience buildings more intimately and at slower speeds than people driving. The experience of walking to transit depends on how comfortable one is when walking past buildings and public spaces.
- With landscaped frontage facing the street and visible windows and artistic or open spaces alongside the building line, the sidewalk can become a comfortable and interesting experience.
- Active ground-floors can be flexible, with short terms and low cost barriers to encourage micro-retailing. They can also include access to area information.

Useful Measurements

• While the level of transparency may vary based on the specific use and architectural style, ground-floor facades should include between 40% and 60% of window area.

SIDEWALK/CROSSWALK INFRASTRUCTURE INVESTMENTS









St. Petersburg, FL

Seattle, WA

Fortaleza , Brazil

About

- In locations where people walking to/from the bus must cross the street, there is an imperative to maximize rider visibility and minimize their vulnerability to traffic.
- The strategic application of high-visibility paint is a low-cost measure to demarcate space for people walking.
- Connections for people walking can be addressed by identifying and closing gaps in the sidewalk network.

Useful Measurements

- Crosswalk designs should be chosen based on their visibility to drivers, with "ladder" or "zebra" patterns more noticeable than just parallel lines.
- In off-street facilities and small streets, raised crosswalks and different texture pavers can also heighten driver awareness of people walking.
- Sidewalk gaps should be identified.

PUBLIC SPACES AT INTERSECTIONS









Brooklyn, NY

Oakland, CA



Useful Measurements

• Interim public plazas shall be constructed with ADAcompliant tactile warning strips at the crosswalks. Extra attention should be paid to how sight-impaired individuals will navigate these spaces.

Implementation Leads:

Local Public Works

Business Improvement Districts

BID

• Plaza sites should be encouraged to be at least 2,000 square feet in size.

About

- Intentional strategies such as street furniture and landscaping can achieve walkable environments.
- Walkable environments inspire people to walk and linger more in both the public realm, as well as neighborhood local retail and businesses.
- Bicycle fixtures such as short-term racks, water refill stations, and "fix-it" stations can also help enhance underutilized space in older intersection designs.

MANAGED CURBSIDES STRATEGIES



The following strategies are listed in descending order of priority (as voted by stakeholders):

- Flexible multi-use curb zones
- Micromobility programs
- Curbside extensions for bus stops
- Curbside extensions for parklets
- Target parking utilization rates
- Street closure events and programs



A MANAGED CURBSIDE STRATEGY IN ACTION:

- Ventura's code states that an 85% rate of parking utilization is "necessary and desirable to facilitate utilization of parking resources by as many different people as possible."
- By maintaining available parking through meters/regulation, proceeds can go to funding alternative transportation programs.



FLEXIBLE MULTI-USE CURB ZONES



About

- The curbside lane is a valuable segment of infrastructure; it is used for bus stops, curbside parking, loading, and travel.
- A flexible curb zones could accommodate different right-ofway functions along segments of the streets.
- By serving different purposes such as bus-only travel lanes and essential service pickup/delivery a flexible multi-use curb zone responds to different demands over time.

Useful Measurements

• Time-of-day restrictions: off-peak loading or parking
MICROMOBILITY PROGRAMS (BIKE SHARE AND SCOOTER SHARE)









Implementation Leads: Local Public Works Local Planning Local Planning Local Planning Business Improvement Districts BID

Santa Monica, CA

Santa Monica, CA

Austin, TX

About

- Micromobility programs supplement local transportation infrastructure and fills in mobility gaps; The benefits of a system include more quick access to destinations, active lifestyles and air quality improvements.
- Equally important are clear guidance regarding rider safety, sidewalk space obstruction, and affordability.
- As volumes rise, a need for protected infrastructure for bikes, scooters, small motorized carts, will be imperative for continued bicycle and pedestrian safety en route to transit.

- The mode share of people arriving to a place or transit stop by non-motorized transit is a useful indicator.
- Bicycle repair stations paired with daily valet parking near transit can also make locations accessible during the day.

CURBSIDE EXTENSIONS FOR BUS STOPS











Oakland, CA

San Francisco, CA

Los Angeles, CA

About

- Curbside extensions can extend the bus stop from the typical sidewalk into the roadway.
- The extension frees up additional space for an ADAaccessible bus stop, and their alignment alongside the bus travel lane saves travel time (by reducing time operators spend merging in and out of traffic).
- Extensions can be customized using low-cost materials and can be designed to safely accommodate bicycle facilities.

- Sidewalk extensions or bus bulbs can be a way to reduce the curb clearance for GCTD bus stops .
- Curb extensions can be as short as 15 feet, but to serve all doors of a bus, they should be 30 feet for standard buses, and 50 feet for articulated buses.

CURBSIDE EXTENSIONS FOR PARKLETS









San Francisco, CA

São Paulo, Brasil

San Mateo, CA

About

• Parklets are public seating areas that were converted from parking spaces. They often incorporate landscaping and bike racks to accommodate unmet demand for public space in thriving retail and commercial areas.

- To ensure visibility to moving traffic and parking cars, parklets must be buffered using a wheel stop at a desired distance of 4 feet from the parklet.
- Parklets should have a minimum width of 6 to 8 feet (or the width of the parking lane).

TARGET PARKING UTILIZATION RATES







Implementation Leads: Local Planning Local Public Works Business Improvement Districts BID

Arlington, VA

Redwood City, CA

Santa Monica, CA

About

- From the perspective of people trying to get as close as possible to the front door of their destination, parking can be perceived as a limited resource.
- A target parking utilization rate aims to keep on-street parking spaces in the highest-demand locations available.
- If pricing is used, the goal should be tied to parking utilization (not revenue), so the price should be tailored to smooth out parking availability across all times.

- 85% is a typical target for on-street parking utilization. Approximately one to two parking spaces on every block should always be available.
- 90% is a typical target for off-street parking utilization (lots and garages).

STREET CLOSURE EVENTS AND PROGRAMS



Implementation Leads:

Local Public Works



Community Advocates





Business Improvement Districts



Milwaukee, WI

Memphis, TN

San Francisco, CA

About

• Being relegated to sidewalks, many people who walk in cities and towns find roadways to be a psychological and physical barrier. When this restriction is sometimes lifted and space is given back to those who walk, it can normalize the act of walking in neighborhoods over time.

- Staff and volunteers working during street closure events can measure success by:
 - Counting the number of people walking and biking across a specific location
 - Tracking the number of vehicles yielding to people crossing
 - Asking people walking, biking, and driving their satisfaction with the pilot traffic pattern

RESIDENTIAL DENSITY STRATEGIES



The following strategies are listed in descending order of priority (as voted by stakeholders):

- Eliminate/reduce minimum parking requirements
- Affordable housing on transit corridors
- Increase height limits on transit corridors



A RESIDENTIAL DENSITY STRATEGY IN ACTION:

- Wagon Wheel & Parklands development projects increase residential density, household and overall population.
- Higher residential densities in the Transit District correlate with increased riders.



ELIMINATE/REDUCE MINIMUM PARKING REQUIREMENTS







San Diego, CA

About

Lancaster. CA

• California municipalities of varying size have analyzed parking use in transit-proximate areas and eliminated or reduced minimum parking requirements.

Sacramento, CA

- Maximum parking requirements also provide useful guidance for development teams.
- Parking requirements could accommodate other arrangements, such as incentives to share spaces between adjacent parcels or fund transportation demand management (TDM) programs.

- The City of San Diego found the following measures of parking impacts:
 - peak residential parking demand near transit stops averaged 1.05 spaces per unit
 - each parking space can add \$35,000-\$90,000 to the construction cost of housing



AFFORDABLE HOUSING ON TRANSIT CORRIDORS







San Jose, CA

Boulder, CO

About

- Affordable housing development should be encouraged on corridors currently served by transit routes and HQTAs.
- Development teams should be informed of any available incentives or concessions for affordable housing development, such as modifications of zoning/code requirements.

Useful Measurements

• The California State Density Bonus Law, incentivizes up to a 35% increase in residential density for providing certain conditions of affordable housing and an 80% increase in density for projects which are entirely affordable.

INCREASE HEIGHT LIMITS ON TRANSIT CORRIDORS







Implementation Leads: Local Planning Developers

Pedestrian and Transit Oriented Development District, Palo Alto, CA

Del Mar Station, Pasadena, CA

Wilshire & Western, Los Angeles, CA

About

- Appropriately increased height limits along transit corridors and HQTAs can attract mixed-use developments and riders with a diverse set of origins and destinations .
- Higher numbers of people walking on the sidewalk (due to an increase of density) can increase perceptions of security and safety nearby transit.

- In South Gate, CA, the Transit Village Zone stipulates:
 - Buildings should be mixed- or single-use, forming a streetwall of 2 to 4 stories, with upper volumes of up to 8 stories, and bonus allowances for up to 10 stories
 - 65% of the building shall include a 0-foot setback and build to the property line
- Height limits alone do not need to be a measure of density. Approximately 12 dwelling units per acre can support regular transit service.

JOB DENSITY STRATEGIES



The following strategies are listed in descending order of priority (as voted by stakeholders):

- Commuter benefits for employees
- Advocate for Business Improvement Districts / Transportation Management Associations
- Flexibility in allowed commercial uses
- Financing/retention for grocery stores, community banks, and/or small businesses



A JOB DENSITY STRATEGY IN ACTION:

- The City of Oxnard's Ordinance #2334 requires the following of commercial and industrial developments with at least 50 employees:
 - Provide public-facing transportation information
 - "Provide adequate transportation demand management and trip reductions as required by the city's traffic and transportation manager"



COMMUTER BENEFITS FOR EMPLOYEES











TDM Commuter Campaign Example

Los Angeles, CA

About

- Developments that incentivize biking and walking and highlight the proximity and accessibility of nearby transit services are well positioned to attract tenants while also reducing VMT and parking demand.
- For employers, it may help increase employer satisfaction to directly subsidize the cost of commuter transit passes.
- Governments should actively promote the availability of commuter benefit programs as part of the building entitlements and/or occupancy process.

Useful Measurements

• Online platforms allow employees to track their transit credit and, after surpassing their subsidy, easily divert pre-tax wages towards additional transit credit.

ADVOCATE FOR BUSINESS IMPROVEMENT DISTRICTS / TRANSPORTATION MANAGEMENT ASSOCIATIONS

McClellan Park

Transportation Management Association



Implementation Leads:



Los Angeles, CA

DOWNTOWNLA.COM

Sacramento County, CA

About

- Business Improvement Districts (BIDs) are partners in supporting the beautification and upkeep of sidewalks, public spaces, and other areas adjacent to transit stops.
- With strong organizational backing, Transportation Management Associations (TMA) have successfully promoted walking and bicycling, as well as support transit in previously underserved employment areas.

Useful Measurements

🕺 📇 🐔 🛄

- Organizations may wish to use the following metrics to track success:
 - Share of people riding transit to work vs. share of people driving alone to work
 - Awareness and utilization of TMA/BID services/programs among area employees

FLEXIBILITY IN ALLOWED COMMERCIAL USES







Rancho Cordova, CA

Elk Grove, CA

About

- With significant correlations between job density and high ridership regardless of whether the jobs are retail, office, or industrial there may be value in ensuring flexibility in terms of which types of non-commercial uses can occupy certain districts.
- Form-based codes are one measure to allow flexibility in land uses while also ensuring predictability in public realm design.

Implementation Leads: Local Planning Developers

- Some commercial mixed-use zones more devoted to form, like in Rancho Cordova, allow uses from hotels to retail to small-scale manufacturing by right.
- Other plans, like Elk Grove's Southeast Policy Area, identify the concept of "employment-oriented development," encouraging opportunities without limiting to a single use.

FINANCING/RETENTION FOR GROCERY STORES, COMMUNITY BANKS, AND/OR SMALL BUSINESSES





San Diego, CA

Atlanta, GA

About

- Transit-oriented communities need an anchor of a store which can provide access to essential goods and services while generating sizable activity.
- For example, all members of a community not just transit riders can benefit from direct access to healthy food and produce. However, the activity around a transit station be a reliable generator of business for a grocery store.

Useful Measurements

Implementation Leads:

Business Improvement

Districts

BID

• This can be encouraged by transit agencies through partnerships with small businesses and concession agreements to operate on public property.

Major Employers

Community Advocates

Developers

PART 4: NEXT STEPS

IMPLEMENTING STRATEGIES

- Be a volunteer. Become or support a champion of a strategy who can regularly coordinate all the other Implementation Leads listed in this plan.
- Be resourceful. Reach out to local, regional, and state governments for additional useful data and best practices.
- Be approachable. Workshops shall be scheduled during inclusive hours for the transit-riding public and all attendees shall treat one another respectfully.
- Be pragmatic. For example, disrupting existing regulations without providing alternatives or incentives may not be the easiest way to persuade decision-makers and investors.



STAYING RESILIENT

• Recognize the people who are driving our buses, keeping our facilities clean, and protecting all of us.

• Monitor conditions on sidewalks and near transit stops with an eye for current and future wellbeing.

 Identify and reach out to vulnerable communities experiencing disparities in resources and access.

 Advocate for a future with better air quality and more ways to get around; Elevate and support your community leaders already at work on these issues.



STAYING INVOLVED

Email questions and feedback to planning@gctd.org

 $_{\odot}$ Visit www.gctd.org to

- Review the Transit Supportive Communities Plan
- Attend Board or TAC meetings
- Continue to involve your transit agency in development and planning projects early on!
 - Monitor public postings on-site in person -- and online at your municipal/local government site
 - Search resources throughout this guide



ADDITIONAL RESOURCES AND INFORMATION

ACKNOWLEDGEMENTS

Gold Coast Transit District

Steve Brown, Cynthia Duque, Beatris Megerdichian, Matt Miller, Austin Novstrup, Vanessa Rauschenberger

Community Stakeholders

County of Ventura (Treena Gonzalez)

Ventura County Transportation Commission (Martin Erickson, Amanda Fagan, Claire Grasty)

City of Oxnard (Earnel Bihis, Scott Kolwitz, Jeff Lambert, Kathleen Mallory)

City of San Buenaventura (Sergio Albaran, Chandra Chandrashaker, Cary Glenn, Jeff Hereford, Jared Rosengren, Derek Towers)

City of Port Hueneme (Will Berg)

Ventura Housing Authority (Krystalin Bullicer)

Bike Ventura (Joey Juhasz-Lukomski)

Central Coast Alliance United for a Sustainable Economy (Nadia Bello)

Many Mansions (Luis Hernandez)

Oxnard Community Planning Group (Roy Prince)

Westside Community Council Board (Liz Campos)

Westside Community Development Corporation (Jackie Pearce)

Southern California Association of Governments

Joseph Cryer

Consulting

Nelson\Nygaard

Ayaka Habu, Ulises Hernandez-Jimenez, Ezra Pincus-Roth, Hazel Scher, Emily Yasukochi

Lisa Wise

Adam Pisarkiewicz, Henry Pontarelli, Kathryn Slama

ACRONYMS AND GLOSSARY

ADA: Americans with Disabilities Act of 1990 requires accessible facilities in the public realm, including sidewalks and transit stops

BID: Business Improvement Districts

CalEnviroScreen: California Communities Environmental Health Screening Tool

Disadvantaged Communities are identified under CalEnviroScreen as those representing the 25% highest scoring census tracts on a demographic and public health analysis

First mile and last mile refers to the journey that one takes before and after their transit trip. There may be variation in how safe and comfortable this first and last mile may depend on one's location and mode of choice.

HQTA: High-quality transit areas are locations identified be a membership organization composed of leaders in a SCAG to be within a half-mile of a rail station and/or a fixed place's property management, employment, and other bus corridor with a maximum frequency of 15 minutes during peak commute hours. HQTAs are identified for the present day and for the year 2045.

GCTD: Gold Coast Transit District

GHG: Greenhouse gases are mentioned in this report as a reference to gas emissions which are tied to automobile trips (e.g., carbon dioxide)

RTP: Regional Transportation Plan

SCAG: Southern California Association of Governments

Stop activity means the combined number of boardings and alightings at a single transit stop

TAC: The GCTD Technical Advisory Committee provides advisory services and recommendations to the GCTD Board and staff regarding technical and policy issues. It is composed of representatives from each of the member iurisdictions.

TDM: Transportation Demand Management is a strategic set

TMA: Transportation Management Association is a term for a membership organization composed of leaders in a sectors. TMAs are typically committed to solving transportation and air quality issues. Some TMAs are notfor-profit.

TNC: Transportation network company refers to a company which matched passengers to drivers for hire (Uber and Lyft are the most prominent examples) via an online app or website

TOD: Transit-oriented development may include joint developments (usually private development on public lands) and developments making a direct attempt to improve access to nearby transit through design and/or programming

VMT: Vehicle miles traveled is a standard measurement of evaluating transportation impacts per California Senate Bill 743. Other specified metrics included vehicle miles travels per capita, automobile trip generation rates, or automobile trips generated.

PRESENTATION AND MATERIALS

Please see Appendix D.

WHAT ARE STRATEGIES?

- Policies for GCTD to advocate for
- Priorities for municipal plans and development decisions
- Ideas for attributes most true to a Transit-Supportive Community in the Gold Coast Transit District



Stralegy Votes Eliminate minimum parking restrictions Image: Comparing the second hypercent ender REP. Comparing the comparing restrictions Image: Comparing the second hypercent ender Mandatory commuter benefits for tenants Image: Comparing the second hypercent ender Now dealer treating the second hypercent ender Image: Comparing the second hypercent ender Increase height limits Image: Comparing the second hypercent ender Increase height limits Image: Comparing the second hypercent ender Increase height limits Image: Comparing the second hypercent ender Increase height limits Image: Comparing the second hypercent ender Image: Comparing the second hypercent ender Image: Comparing the second hypercent ender

Reminder...Workshop Tomorrow!

Building Transit Supportive Communities | Stakeholder Workshop

Tuesday, November 19, 2019 9:30 a.m. – 12:00 p.m.

Location

Gold Coast Transit District Operations & Maintenance Facility (Board Room) 1901 Auto Center Drive Oxnard, CA 93036

You're invited to participate in an important effort being led by Gold Coast Transit District (GCTD) in partnership with the Southern California Association of Governments (SCAG), to help our community thrive.

RESOURCES

Quantifying Greenhouse Gas Mitigation Measures, California Air Control Officers Association (CAPCOA), 2010 State of California Governor's Office of Planning and Research Technical Advisory on Senate Bill 743, 2018 Accessed via http://www.capcoa.org/wp-content/uploads/2010/11/CAPCOA-Quantification-Report-9-14-Final.pdf Accessed via http://opr.ca.gov/docs/20190122-743 Technical Advisory.pdf

Transit Supportive Guidelines, Pace Suburban Bus, 2013

Accessed via http://www.pacebus.com/guidelines/Pace Design Guidelines.pdf

Urban Street Design Guide, National Association of City Transportation Officials (NACTO), 2013 Accessed via https://nacto.org/publication/urban-street-design-guide/

Transit Supportive Planning Toolkit, Los Angeles County Metropolitan Transportation Authority (Metro), 2016 Flex Zone/Curb Use Priorities, City of Seattle, 2020 Accessed via https://www.metro.net/projects/tod-toolkit/overview/

Linking Transit Agencies and Land Use Decision Making Guidebook, Transit Cooperative Research Program Report 182, 2016

Accessed via http://www.trb.org/Publications/Blurbs/173473.aspx

Transit-Oriented Development Parking Study, North Central Texas Council of Governments, 2019 Accessed via https://www.nctcog.org/trans/plan/land-use/tod/planning-studies/fta-pilot

Bus Stop Guidelines, Gold Coast Transit District, 2019 Accessed via http://www.goldcoasttransit.org/images/Planning Page/GCTDBusStopGuidelines2019.pdf

Accessed via https://www.seattle.gov/transportation/projects-and-programs/programs/parking-program/parking-regulations/flex-zone/curb-use-priorities-in-seattle

EXISTING PLANS

Ventura County 2040 General Plan, 2020 (Draft)

Accessed via <u>https://vc2040.org/review/documents</u>

City of San Buenaventura Downtown Specific Plan, 2007

Accessed via https://www.cityofventura.ca.gov/DocumentCenter/View/9833/Downtown-Specific-Plan-PDF

City of Oxnard 2030 General Plan, 2011

Accessed via <u>https://www.oxnard.org/city-department/community-development/planning/2030-general-plan/</u>

City of Ojai General Plan, 1997

Accessed via <u>https://ojaicity.org/ojais-general-plan/</u>

City of Port Hueneme General Plan, 2015

Accessed via https://www.ci.port-hueneme.ca.us/DocumentCenter/Index/133

City of San Buenaventura General Plan, 2005 (Currently Being Updated) Accessed via https://www.cityofventura.ca.gov/485/General-Plan City of San Buenaventura Saticoy & Wells Community Plan, 2009

Accessed via <u>https://www.cityofventura.ca.gov/DocumentCenter/View/1823/Saticoy-and-Wells-Community-</u> <u>Plan-PDF</u>

City of Oxnard Riverpark Specific Plan, 2012

Accessed via <u>https://www.oxnard.org/wp-</u> content/uploads/2016/08/Riverpark_Specific_Plan_Rev._Aug_2012.pdf

PHOTO CREDITS

All photographic images in this report are credited to SCAG and GCTD with the following exceptions:

p. 66

- Long Beach (Flickr user Cherie Walkowiak via https://www.flickr.com/photos/28495512@N00/16021346776/)
- Vancouver (Flickr user pwkrueger via <u>https://www.flickr.com/photos/pwkrueger/5134405164</u>)
- Isla Vista (Nelson\Nygaard)

p. 67

- Oakland and Burlingame (Nelson\Nygaard)
- Santa Barbara (Flickr user la-citta-vita via https://www.flickr.com/photos/la-citta-vita/5659573482/in/album-72157626586861028/)
- p. 68
- St Petersburg (Beth Reynolds via https://www.artribune.com/progettazione/architettura/2019/12/asphalt-art-parte-dagli-usa-il-grande-progetto-di-rigenerazione-urbana-arrivato-anche-a-milano/attachment/st-petersburg-artist-cecilia-lueza-photo-credit-beth-reynolds-case-study-pg-14/
- Seattle (City of Seattle via https://www.seattle.gov/lmages/Departments/SDOT/NSF/2018/41105792495_67bf143d94_0.jpg
- Fortaleza (Fortaleza City Hall via <u>https://www.itdp.org/2019/01/07/fortalezas-transport-progress/</u>)
- p. 69
- Oakland (Nelson\Nygaard)
- Brooklyn and Philadelphia (NACTO via https://nacto.org/publication/urban-street-design-guide/interim-design-strategies/interim-public-plazas/)
- p. 70
- California Strawberry Festival (Flickr user clotee_allochuku via <u>https://www.flickr.com/photos/clotee_allochuku/7252520624</u>)
- p. 71
- Ventura (Flickr user skinnylawyer via https://www.flickr.com/photos/skinnylawyer/5611869989/)

p. 72

- Curbside (NACTO via https://nacto.org/wp-content/uploads/2017/11/NACTO-Curb-Appeal-Curbside-Management.pdf
- p. 73
- Santa Monica (City of Santa Monica via https://www.smgov.net/Departments/PCD/Programs/Santa-Monica-Bike-Share/)
- Austin (Nelson\Nygaard)
- p. 74
- Oakland (Twitter user fineplanner via https://twitter.com/SanJoseDOT/status/1050508622076116993/photo/2)
- San Francisco (NACTO via https://nacto.org/publication/urban-street-design-guide/street-design-elements/curb-extensions/bus-bulbs/)
- Los Angeles (Nelson\Nygaard)

p. 75

- San Francisco (Flickr user tomhilton via https://www.flickr.com/photos/tomhilton/3933603821)
- São Paulo (EMBARQ Brasil via https://www.flickr.com/photos/embargbrasil/with/15379468356/)
- San Mateo (Nelson\Nygaard)

p. 76

- Arlington (Nelson\Nygaard)
- Redwood City (iStock)
- Santa Monica (Fliickr user coastermatt via https://www.flickr.com/photos/coastermatt/33231017083/

- p. 77
- Milwaukee (Nelson\Nygaard)
- Memphis (Flickr user dherholz via <u>https://www.flickr.com/photos/dherholz/8243780930</u>)
- San Francisco (Flickr user dpworks via <u>https://www.flickr.com/photos/dpworks/6277807952/</u>)

p. 78

- City of San Buenaventura (via https://www.cityofventura.ca.gov/DocumentCenter/View/2421/Final-Westside-Parking-Study-PDF?bidld=)
- p. 79
- Wagon Wheel (VC Star via https://www.vcstar.com/story/money/business/2018/11/29/oxnard-apartments-wagon-wheel-new-development/2081924002/)
- p. 80
- Lancaster (Wikimedia user Pedro Xing via https://en.wikipedia.org/wiki/File:Lancaster Metrolink station 2145 06.JPG#/media/File:Lancaster Metrolink station 2145 06.JPG
- Sacramento (Flickr user Robert Couse-Baker via https://www.flickr.com/photos/29233640@N07/5593696853)
- San Diego (Wikimedia user Visitor7 via <u>https://commons.wikimedia.org/wiki/File:North_Park_Theatre, San_Diego.jpg</u>)
- p. 81
 - Porltand (Flickr user chasqui via https://www.flickr.com/photos/chasqui/2996950463/in/album-72157608606205171/)
- San Jose (Flickr user wbuckner via <u>https://www.flickr.com/photos/willbuckner/45376170792/</u>)
- Boulder (Nelson\Nygaard)
- p. 82
- Palo Alto (Wikimedia user Sanfranman59 via https://commons.wikimedia.org/wiki/File:Ramona Street Architectural District, Palo Alto, CA 5-27-2012 2-48-37 PM.JPG)
- Pasadena (Flickr user smart_growth via <u>https://www.flickr.com/photos/smart_growth/2241566711/in/photostream/</u>)
- Los Angeles (Flickr user kkanouse via http://www.flickr.com/photos/kkanouse/4412574987/sizes/z/in/photostream/)
- Collection at Riverpark (Wikimedia user Drewrx via <u>https://commons.wikimedia.org/w/index.php?curid=33709616</u>)
- p. 85
- TDM Campaign Example (Nelson\Nygaard)
- p. 87
- Rancho Cordova (APA CA Chapter via https://www.apacalifornia.org/wp-content/uploads/2012/09/CalPlanner-Vol-16-lssue-2-Planning-Codes-lssue.pdf)
- Elk Grove (City of Elk Grove via https://www.elkgrovecity.org/city_hall/departments_divisions/planning/southeast_policy_area)
- p. 88
- Atlanta (Perkins&Will)
- San Diego (Flickr user prayitnophotography via https://www.flickr.com/photos/prayitnophotography/14878684806)

- Palo Alto (Wikimedia user Sanfranr
 Pasadena (Flickr user smart_growt
 Los Angeles (Flickr user kkanouse v
 - p. 84



APPENDIX CONTENTS

Appendix A: Regression Analysis Appendix B: VMT Analysis Appendix C: Land Use Analysis Appendix D: Presentation-in-a-Box

