

SB 375 in Ventura County

A Joint Meeting of
Ventura Council of Governments
Ventura County Transportation Commission
and Southern California Association of Governments

March 25, 2010

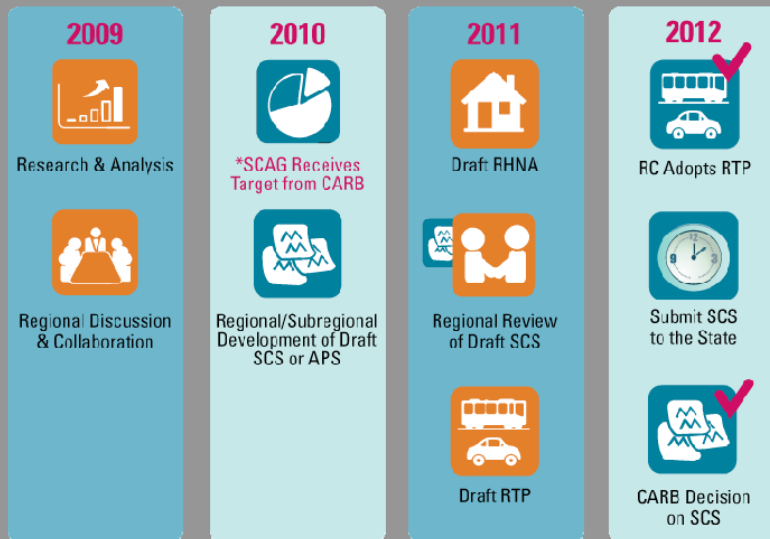


Climate Change Legislation – AB 32

- Signed into law in 2006, requiring CA to reduce GHG emissions to 1990 levels by 2020
- Our existing policies need to be adjusted in order to meet the target and reduce GHGs
- Small changes have big impacts



SB 375 Timeline



Target Setting Process

- California Air Resources Board (ARB) is seeking to identify an SB 375 target that complies with AB 32 and is both ambitious and achievable.
- ARB suggests that each region, SCAG included, submit a preliminary target recommendation.
- SCAG is collaborating with jurisdictions to develop reasonable growth forecasts and identify the local level of commitment to various GHG-reducing land use and transportation strategies.
- SCAG will compile and model this input to develop a potential target range through technical analysis of available strategies
- SCAG will submit a preliminary target recommendation to ARB (April 2010) based on balancing considerations, including your input.

Target Setting – Collaborative Process

1. Flexible roles and responsibilities
2. No local or subregional target
3. SCAG does not dictate local land use

Target Setting A Balancing Act

A target we can meet

- Avoid over-extending / over-committing our partners
- Protect integrity of the RTP and transportation funding

VS

Putting our “best foot forward”

- Reflect actual progress made in our region
- Demonstrate good faith
- Be competitive with other regions

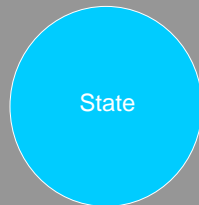


Target Setting Other Considerations

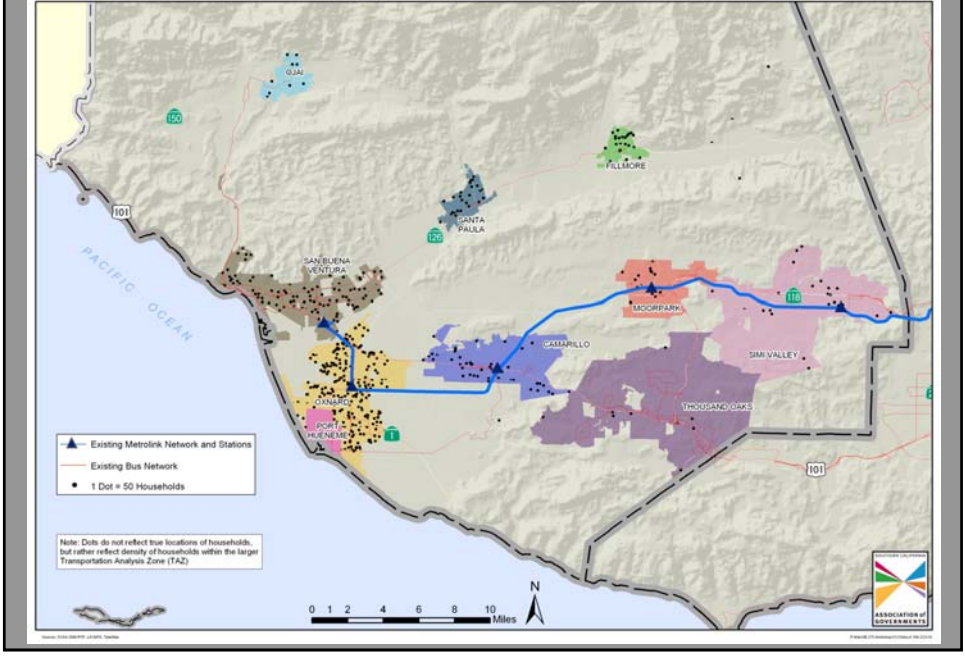
- Federal transportation planning requirements
 - Financial constraints
 - Air quality conformity
- County Transportation Commissions (CTCs)
 - Ensure transportation funding is not jeopardized
 - Collaborate to fund projects that enable successful compliance with SB375
- Political will of cities and counties to plan local land use and transportation strategies consistent with SB375

Different Words = Common Goals

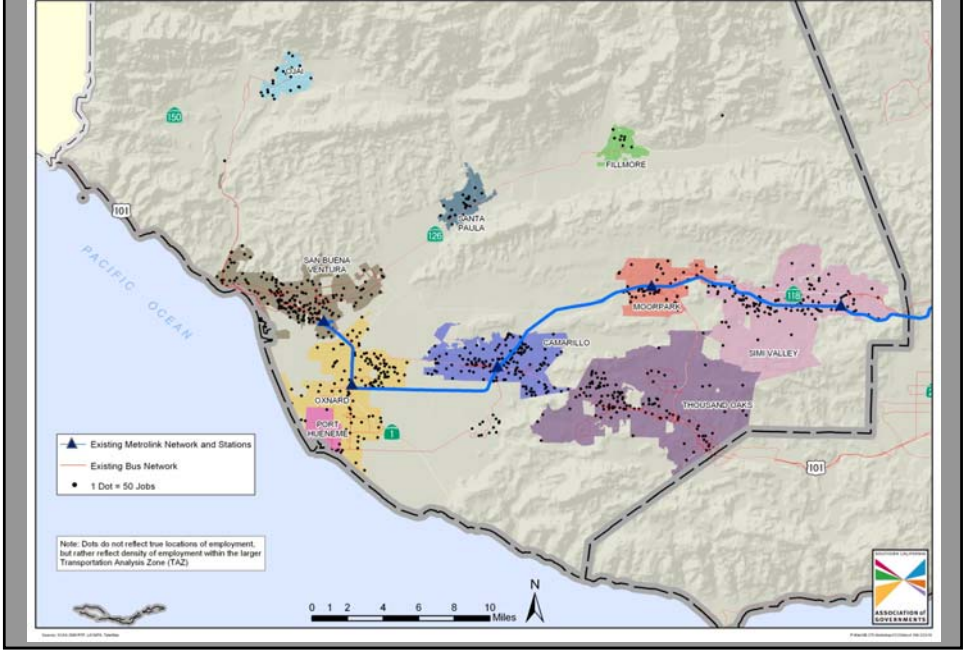
	Increased tax base	=	Saving money	
Reduced Vehicle Miles Traveled (VMT)	=	Improved mobility	=	Less time in traffic
Reduced Greenhouse Gas (GHG) Emissions	=	Livable and sustainable neighborhoods	=	Safe, healthy community
				Healthy vibrant places



Projected Household Growth - 2020 to 2035 Ventura County



Projected Employment Growth - 2008 to 2020 Ventura County



Prevalent Strategies

- Increasing infill and development in areas with existing infrastructure
- Increasing residential/commercial density near transit
- Locating major regional activity centers near existing development in strategic opportunity areas
- Compact building design with a mix of uses



Ballard Furniture Building – retail & residential mixed-use, Fillmore CA.
Source: www.buildsmartvc.org

Increasingly Common Strategies

- Increasing opportunities for redevelopment or reuse
- Making developments transit ready
- Improving bicycle and pedestrian infrastructure
- Using intelligent transportation system technologies, signal prioritization for buses



Infill Development on California St.
Source: Ventura County Start

Emerging Strategies

- Local housing for local workforce
- Alter parking requirements & supply
- Integrate affordable & market rate housing
- Expand the transit network and improve transit facilities
- Improve linkages between travel modes
- Locate schools in neighborhoods with student populations



Solar Panels over parking & Bicycle Parking Signage
Source: Ventura County Parking & Loading Design Guidelines (2009)

Cutting Edge Strategies

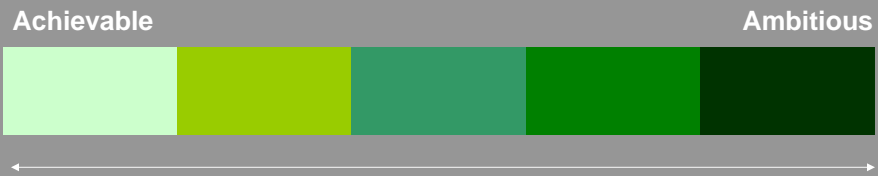
- CBD/Activity Center on-street parking
- Higher tax on free private parking
- Shared parking
- Cordon pricing (i.e., London)
- Non-motorized zones



Downtown Parking Management Plan for the City of Ventura
Source: Bill Fulton, Mayor of Ventura Blog

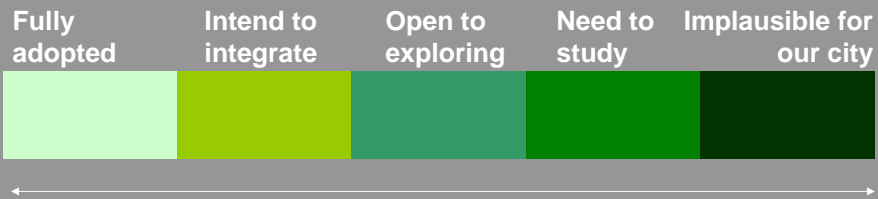
Range of Achievability

What can the SCAG region achieve?



Range of Achievability

What can your jurisdiction achieve?



Mixing Land Uses (1 of 2)

Planning mixed use buildings and neighborhoods,
i.e. housing, retail, jobs.

Suggested benefits:
Healthy and walkable
communities, increased tax
revenue



Mixed-Use – Corner of Main Street and Palm Avenue – City of Ventura
Source: Edwards-Pitman Architects

What is your jurisdiction's approach to this strategy?

1. Fully adopted in our plans and policies
2. Intend to integrate into our current and future plans
3. Open to exploring this strategy
4. Need to study/assess this further before pursuing
5. Implausible for our city

Mixing Land Uses (2 of 2)

Planning mixed use buildings and neighborhoods,
i.e. housing, retail, jobs.

Suggested benefits:
Healthy and walkable
communities, increased tax
revenue



Mixed-Use – Corner of Main Street and Palm Avenue – City of Ventura
Source: Edwards-Pitman Architects

To achieve a greater mix of land uses, is your jurisdiction
willing to increase building heights?

1. Recently adopted less restrictive height policies.
2. Intend to integrate less restrictive height policies into our current and future plans.
3. Open to exploring less restrictive height policies.
4. Need to study/assess this further before pursuing
5. Implausible for our city

Focusing New Growth Near Transit (1 of 2)

Focusing new housing and jobs growth within a ½ mile of existing and planned transit stations.

Suggested benefits:

More travel choices, shorter commutes, reliable travel times



Oxnard Transportation Center
Source: Metrolink

What is your jurisdiction's approach to this strategy?

1. Fully adopted in our plans and policies
2. Intend to integrate into our current and future plans
3. Open to exploring this strategy
4. Need to study/assess this further before pursuing
5. Implausible for our city

Focusing New Growth Near Transit (2 of 2)

Focusing new housing and jobs growth within a ½ mile of existing and planned transit stations.

Suggested benefits:

More travel choices, shorter commutes, reliable travel times



Oxnard Transportation Center - Source: Metrolink

To make transit use more attractive, is your jurisdiction willing to decrease the availability of free parking spaces?

1. Recently adopted policies that allowing fewer parking spaces and/or fee parking.
2. Intend to integrate policies allowing fewer parking spaces and/or fee parking into our current and future plans
3. Open to exploring policies allowing fewer parking spaces and/or fee parking
4. Need to study/assess this further before pursuing
5. Implausible for our city

Increasing Housing Densities within Employment Areas

Increasing housing densities near jobs and employment centers.

Suggested benefits:

Shorter commutes, reduced trips and VMT, reduced GHG



Downtown Ventura with housing in the background
Source: www.themain-ingredient.info

What is your jurisdiction's approach to this strategy?

1. Fully adopted in our plans and policies
2. Intend to integrate into our current and future plans
3. Open to exploring this strategy
4. Need to study/assess this further before pursuing
5. Implausible for our city

Prioritizing Infill Development

Increasing infill and development in areas with existing infrastructure.

Suggested benefits:

Saving infrastructure resources
Conserving open space
Reducing VMT



Oxnard Village – Mixed-Use, Infill Development
Source: MVE Architects

What is your jurisdiction's approach to this strategy?

1. Fully adopted in our plans and policies
2. Intend to integrate into our current and future plans
3. Open to exploring this strategy
4. Need to study/assess this further before pursuing
5. Implausible for our city

Transportation Investments

Which Transportation Investment is the most critical to achieve our goals?

1. Transit system expansion
2. Complete streets (bike/ped infrastructure improvements)
3. Traffic calming
4. Safe routes to schools

Transportation Investments

Given currently limited resources for funding transit, is your jurisdiction willing to use all of its available Transportation Development Act (TDA) funds on transit only, and use an alternate source of funding for local streets and roads?

1. Yes, my jurisdiction is currently using all of its available transit funding on transit only
2. Yes, my jurisdiction would consider finding alternative funding sources for local streets and roads
3. No, my jurisdiction has no other source of funding local streets and roads
4. No, unless an alternative funding source for local streets and roads was identified

Transportation Investments

Which of the following transportation investment strategies do you favor?

1. Transportation funding similar to what we have today
2. Expand public transportation to be on par with roads and highways
3. Spend a majority of funds on public transportation
4. Spend more money on road and highways

Transportation Investments

Would you support an integrated countywide transit agency (even if it meant less local control over transit dollars)?

1. Transit agencies should be municipally based
2. East and West County should each have their own integrated transit system
3. We should have an integrated transit system
4. We should have a multi-county transit system

Transportation Investments

Would you support an alternate transportation funding strategy?

1. Specific parcel or property tax
2. Additional vehicle registration fee
3. Local sales tax
4. Local fuel tax
5. I would not support an alternate funding strategy

Transportation Systems Management (TSM)

Which TSM strategy is the most critical to achieve our goals?

1. Parking management (e.g. maximum parking, shared parking)
2. Operational improvements to relieve bottlenecks
3. Ramp metering
4. Speed limit reductions
5. Traffic signal coordination (ITS)
6. Signal prioritization for transit
7. Transit service improvements (e.g. fewer stops, express service)

Transportation Demand Management (TDM)

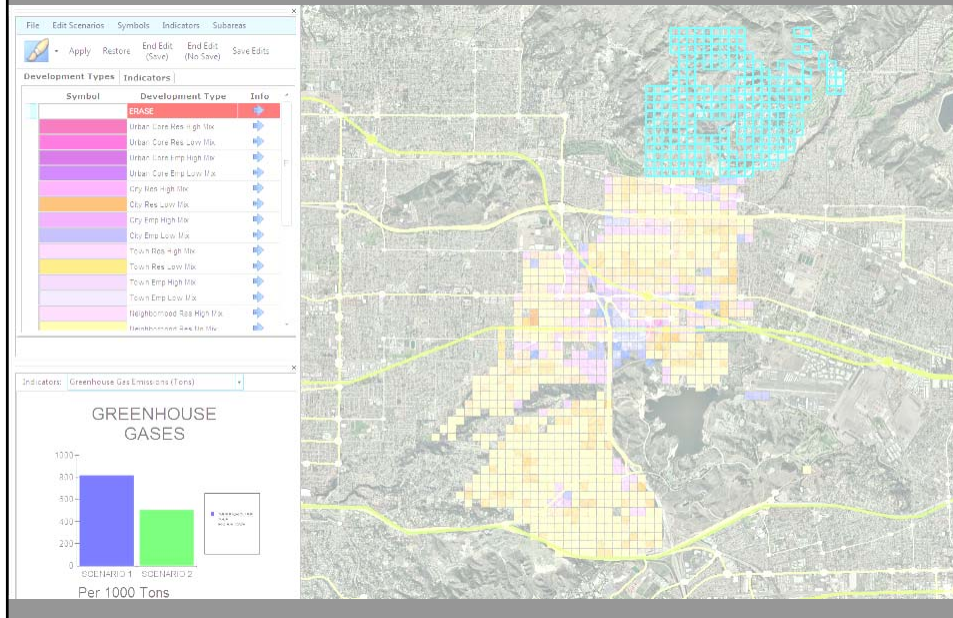
Which TDM strategy is the most critical to achieve our goals?

1. Parking pricing management
2. Telecommuting and alternative work schedules
3. Vanpooling
4. Vehicle Sharing (e.g. car sharing, bike sharing, park and ride lots)
5. Road pricing measures (HOT lanes, congestion pricing, VMT pricing)

How SCAG can help

- SCAG's tools to quantify and assess benefits of policies
 - Local sustainability model
 - ROI model
 - Other services

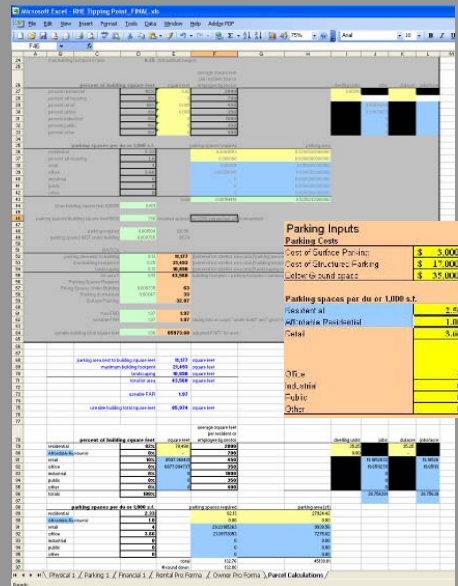
Local Sustainability Tool



Return-on Investment Analysis

Tests the effect of different zoning & regulatory policies on prototype buildings using a development pro forma

Projects the hypothetical profit for developers & the fiscal impact to cities.



Other SCAG Services

- Best practices guide with information on strategies and policies
- Data resources
- Mapping and GIS assistance and training
- Housing and land use policy expertise
- Transportation strategies expertise
- Compass Blueprint assistance

Next Steps

- **SCAG** receives input from **local stakeholder** listening sessions to inform recommended GHG emission reduction target (underway)
- **SCAG** submits target recommendation to **ARB** based on forecast from cities and input from Subregional Target Roundtables (April 2010)
- **SCAG** presents target recommendations based on scenarios developed through model test runs at **SCAG General Assembly** (May 2010)
- **ARB** releases draft target (June 2010)
- **ARB** releases final target (Sept 2010)
- **SCAG** conducts subregional Sustainable Communities Strategy (SCS) workshops (Summer 2010 – Spring 2011)
- **SCAG** releases draft RTP and SCS for public review and comment via extensive (mandatory) public participation process (Nov 2011)
- **SCAG** Regional Council adopts Final 2012 RTP and SCS

Roundtable Discussion

1. Review of results of strategies survey
2. Discussion of other critical strategies and policies
3. Target setting process discussion
4. How SCAG can help: tools, services, best practices, services
5. Partnering with County Transportation Commissions

**Thank you for your
participation**