

West Sacramento Mobility Action Plan

Goals, Objectives and Evaluation Metrics

April 2020

This document presents a framework and metrics for the evaluation of mobility projects for the City of West Sacramento, based on established vision, mission, and goals.

Introduction

The City of West Sacramento seeks to create a Mobility Action Plan (MAP) that aligns the various projects and programs touched by mobility, promotes the values of the community and region, and progresses the community toward its overarching goals. The MAP also seeks to track and report on outcomes of various projects and initiatives, allowing the City to document lessons learned, build on best practices, and evaluate its processes as appropriate.

Vision, Goals and Guiding Values

This section presents a unified vision, goals, and guiding values for the Mobility Action Plan and each of the associated projects, programs, and policies that emerge from it. The vision, goals, and guiding values were created through conversations with the City, and research into existing goals published in various plans, including the Strategic Plan, the General Plan, the Climate Action Plan, and specific plans for various communities.

Vision

The City of West Sacramento's Strategic Plan proclaims the City's vision as "A Vibrant City Where You Can Live, Work, Learn, and Play." To manifest this overarching vision, the Mobility Action Plan will develop and implement a mobility network that promotes safe, efficient, reliable, sustainable, equitable, and healthy movement of people and goods. The MAP will increase equity, improve access, and improve sustainability to address climate change.

Goals

In order to achieve the vision of the MAP, the following goals are highlighted:

- Promote complete streets that accommodate various modes in a safe, attractive, and comfortable manner
- Promote equitable outcomes through an inclusive process for community engagement and project implementation, to inform project needs, selection, and evaluation. Promote policies and projects that can help alleviate current inequities and not perpetuate them, and identify potential equity issues that could arise from investment.
- Increase access to opportunities for all populations
- Promote biking, walking, and shared mobility options through infrastructure, policy, and education
- Promote efficient land use and environmental outcomes through mobility investments that mitigate and improve the effects of climate change

These goals center around larger themes of equity, environment, economic vitality, safety, and quality of life.

Guiding Values

The City of West Sacramento serves as a significant residential and economic engine in the region. The MAP will promote inclusionary engagement, consideration of diverse needs and constraints, and understanding of necessary trade-offs. The final MAP will focus on policies, projects, and programs that create the greatest benefit and alignment with the City's mobility vision. Understanding the fast pace of change in both public and private mobility, and the need to analyze progress and potentially shift or adjust programs, the MAP will create standardized performance metrics across diverse projects. Metrics will enable the City to determine if the outputs of projects will produce the desired outcomes, and create changes as needed.

Evaluation Criteria

Purpose of Criteria

The purpose of evaluation criteria is to help determine the overall success of the MAP in accomplishing its goals. With measurable objectives, the City of West Sacramento can be confident in its decisions to proceed with new projects and programs. Metrics are drawn from best practices in mobility programs across the country, as well as industry standards such as those published by NACTO and TRB.

The table below, provides an overview of the City of West Sacramento's goals and related performance metrics.

Goal	Goal areas	Qualitative Objectives	Quantitative Metrics Sample
Promote complete streets that accommodate various modes in a safe, attractive, and comfortable manner	Equity Environment Quality of life	Increase access to transit, bike, and pedestrian "complete trips"	• % of commuters within 1/2 mile of station who commute by each mode: transit, active mode (walk, bike, scooter), and car (shared or otherwise)
	Equity Environment Quality of life Economic vitality	Increase access to jobs by transit, bike, pedestrian	• % of jobs accessible by frequent transit, complete bike/pedestrian paths • Average headway for high frequency corridors between residential and employment centers
	Equity Environment Quality of life	Expand frequent mobility options	• % of households with access to frequent transit
	Equity Environment Quality of life Economic vitality	Provide reliable mobility options	• % on-time/average wait time • Travel time or travel speed by any mode • Travel time reliability • Total person throughput by corridor
	Equity Safety	Improve safety	• Number of fatalities on any mode by neighborhood • Number of serious injuries on any mode by neighborhood • Number of bike/ped fatalities within ¼ mile of transit stations • Number of bike/ped serious injuries within ¼ mile of transit stations • % of riders served by stops with shelters and amenities
	Equity Environment Quality of life Economic vitality	Increase on-demand mobility options	• % of households accessible by on-demand service by neighborhood 24 hours per day, 12 hours per day, or peak only • % of jobs by category accessible by on-demand service 24 hours per day, 12 hours per day, or peak only

Goal	Goal areas	Qualitative Objectives	Quantitative Metrics Sample
Increase access to opportunities for all populations	Equity Safety Quality of life Economic vitality	Wheelchair accessibility	• % of WAV fleet per mode • % of WAV stops/drop-offs for all modes • Number of WAV trips by any mode • Wait times for people with disabilities by any mode vs overall wait times
Promote equitable outcomes through an inclusive process for community engagement and project implementation, to inform project needs, selection, and evaluation.	Equity Quality of Life	Develop and deploy effective education about mobility options	• Number of educational events held on new pilots and/or mobility options • Survey responses: self-reported increased multi-modal usage due to increase in options • Number of participants in travel training programs
	Equity	Develop and deploy effective mechanisms for community input and external communication	• Number of community engagement events and attendees per proposal Suvey response: self-reported level of awareness and involvement
	Equity	Develop training and education programs for multiple language, age, and income groups	• Number of education programs and trainings offered • Number of users for each program Number of languages education materials are available in, as a ratio to number of languages spoken
	Environment Quality of life Economic vitality	Leverage accurate real-time information/third-party data for all modes to improve mobility	• Percentage of services with real-time tracking (via GTFS) • Number of real-time signs/screens available within the City by neighborhood • Number of customers who rate real time information well by neighborhood • Number of mobile/web platforms with real-time information available within City

Goal	Goal areas	Qualitative Objectives	Quantitative Metrics Sample
			• Number of users for mobile/web platforms with real-time information % of shared mobility partnerships with data agreements or requirements
	Environment Quality of life Economic vitality	Leverage accurate real-time information/third-party data for all modes to improve mobility	• Percentage of services with real-time tracking (via GTFS-rt) • Number of real-time signs/screens available within the City by neighborhood • Number of customers who rate real time information well by neighborhood • Number of mobile/web platforms with real-time information available within City • Number of users for mobile/web platforms with real-time information • % of shared mobility partnerships with data agreements or requirements
	Equity Economic vitality	Promote policies and projects that can help alleviate current inequities and not perpetuate them, and identify potential equity issues that could arise from investment.	• Number of policies, programs, and projects with direct mention of equity effects • Number of mitigation measures created by city for addressing equity in projects • Survey: qualitative feelings about improved access in various communities
	Equity Quality of life Economic vitality	Decrease household transportation cost burden	• % of monthly income spent on transportation by mode • Housing and transportation costs by neighborhood

Goal	Goal areas	Qualitative Objectives	Quantitative Metrics Sample
Promote biking, walking, and shared mobility options through infrastructure, policy, and education	Equity Safety Quality of life Economic vitality	Improve first and last mile connections	• % of transit stations designed as Mobility Hubs by neighborhood • Number of transit stations with shared and active mobility modes available within one block, ¼ mile, and ½ mile • Average number of shared and active mobility modes within ¼ mile of transit stations • Number of rides to and from transit stations by mode
	Environment	Provide more sustainable options for complete trips	• Vehicle occupancy rates (person miles traveled/vehicle miles traveled) • Average VMT by corridor
	Environment	Increase usage of shared and active modes where available	• Transit ridership at stations with multiple providers within ¼ mile • Trips by mode in City (or smaller breakdown) • % of trips shifted from transit to emerging mobility services • Ratio of bike ped facilities to usage by corridor
Promote efficient land use and environmental outcomes through mobility investments that mitigate and improve the effects of climate change	Environment Quality of life	Connect goals and projects across projects and programs	• Number of shared goals between planning documents • Number of projects included in multiple agency plans
	Environment Quality of life Economic vitality	Coordinate land use, environment, and mobility goals and outcomes	• Internal: number of mobility projects that coordinate and contain land use, housing, and/or environmental objectives • Ratio of parking spaces to people in high frequency transit corridors • Number of EV charging stations



MOBILITY ACTION PLAN

Background

June 2016: Public Transportation Strategy

Spring 2017: Mobility Action Plan Concept Introduced

- Yolobus "Downtown Shuttle"
- On-Demand Rideshare Pilot (Via)

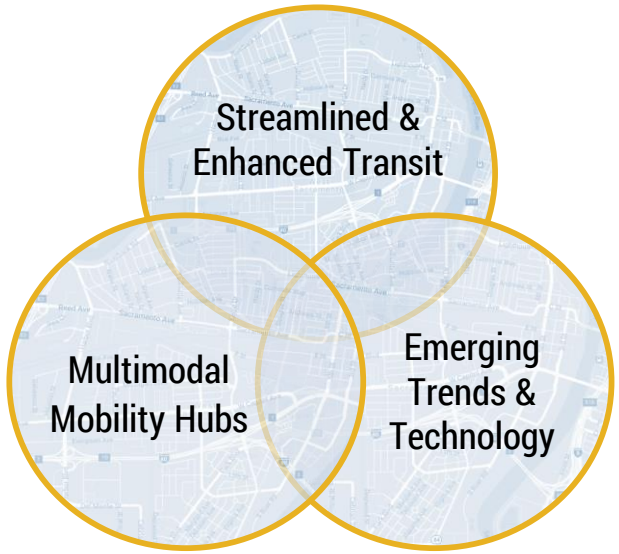
2018/19: Caltrans Sustainable Transportation Planning Grant

- 2017/18 Unsuccessful application
- May 2018 Awarded Funding

Spring 2019: Contracting & Procurement

- June 2019 Project Kick-off

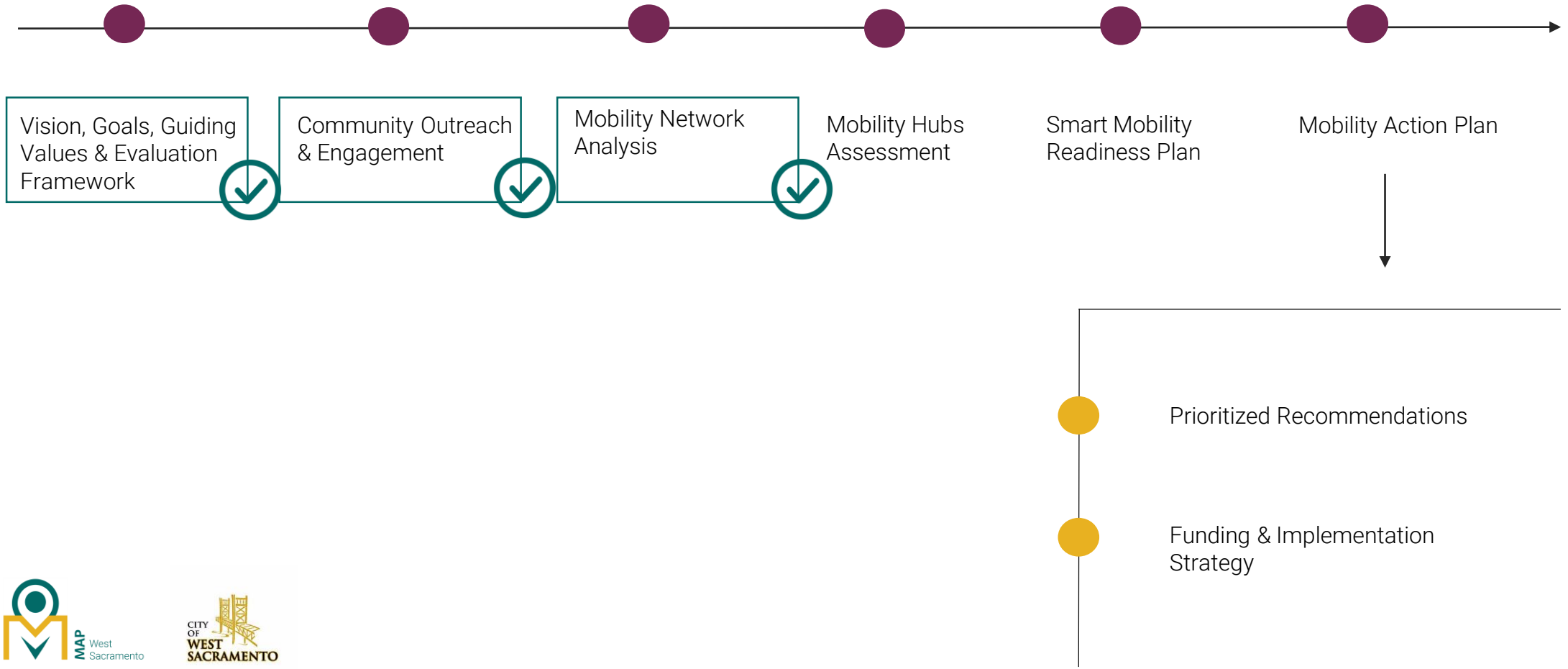
2016 – 2019 Strategic Plan Priority



MAP West Sacramento

CITY OF WEST SACRAMENTO

Scope of Work



MAP Guiding Values

- Improved access to daily city destinations on safe, convenient, and seamless multi-modal routes
- Improved coordination between land use and mobility planning to mitigate and improve the effects of climate change
- Improved auto-dependency through a multi-modal mobility system, supported by reallocation of resources
- Improved access to daily city destinations on safe, convenient, and seamless multi-modal routes
- Integrate equity considerations to appropriately implement smart mobility technology
- Design flexible performance measures for new trends and technology









MAP Vision

The MAP envisions a smart mobility network that promotes safe, efficient, reliable, sustainable, equitable and healthy movement of people and goods. The MAP will increase equity, enhance multi-modal accessibility, reinforce sustainable land use and transportation infrastructure, and mitigate and adapt to the impacts of climate change.









Performance Metrics

Purpose

Performance metrics help prioritize MAP recommendations and, ultimately, measure progress toward achieving the MAP goals. With measurable objectives, the City can be confident in its decisions to proceed with potential investments or initiatives.

Goals

- Equity
- Environment
- Economic Vitality
- Safety
- Quality of Life

Equity

Metrics


Social


Economic


Environmental

Analysis

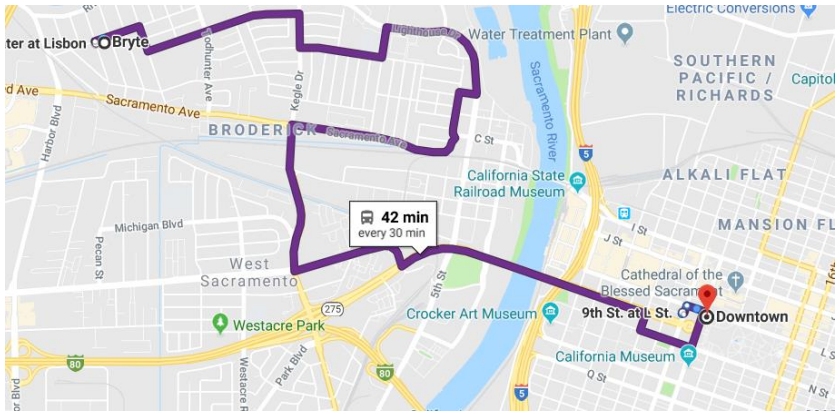
- How does having multiple jobs determine when and what type of transportation is needed?
- How does a smart city impact residents that don't have access to or comfort with technology?
- Can people access job-hubs, health services, and fresh food reasonably?
- How does the vitality of the area affect the decision to use active modes?
- How are mobility options communicated to those with language and cultural differences?
- How does the cost of living relative to income determine which modes are affordable?
- What unique challenges do disabled persons face in navigating the city?

Equity



Need: Express bus route to Sacramento

A 30 year-old professional works in Sacramento, and lives in the Bryte neighborhood of West Sacramento. While paying down college debt, he takes the bus to save money on gas. But it takes him 40+ minutes to reach his destination.



Quantitative Data

- YCTD
  - Historical ridership
  - Origins & destinations
  - Operating costs
  - Passengers per mile
- Age
- Income
- Vehicle access

Qualitative Data

- First mile/last mile access to public transit
- Safety of access and riding experience
- Reliability of public transit
- Fare affordability

Public Engagement



Need: Active Commutes North/South

A mom attends our community workshop. She would like to bike with her son from Broderick to Westacre Park for weekly soccer games. The current bike lane feels unsafe – so she drives the 1 mile instead.



Include qualitative feedback in **existing conditions** analysis

↓

Teach **planning literacy** to understand impact and tradeoffs

↓

Get qualitative feedback on **recommendations**

Requested Action

Staff respectfully requests that City Council submit any clarifying questions, and provide responses to the following:

- Is there anything missing from the project scope or approach? Is there any need for course correction or refinement to better align with desired outcomes?
- Do the presented vision, goals, and guiding values appropriately align with the City's existing mission? Is there anything else that should be included?
- Are there key performance evaluation metrics the Council would like prioritized to support alignment with overarching City goals and policies?
- Are there key mobility projects, existing or otherwise, that should be evaluated and/or prioritized through the MAP process as a catalyst toward becoming a Smart City?