

CHAPTER TWO

# VISION + GOALS





# Vision + Goals

**San José's leaders understand the urgency in addressing our environmental and safety goals and have pushed to make planning efforts more actionable. Since 2011, the City has developed smart land-use policies, focused on addressing impending environmental crises in its planning, and invested in sustainable infrastructure. These priorities are key to the city's long-term health and are supported by residents. In that spirit, the WSJ MTIP utilized the following local transportation initiatives and a community outreach process to inform the long-term transportation vision and goals for the WSJ MTIP plan area.**

## ENVISION SAN JOSÉ 2040 GENERAL PLAN AND CLIMATE SMART SAN JOSÉ

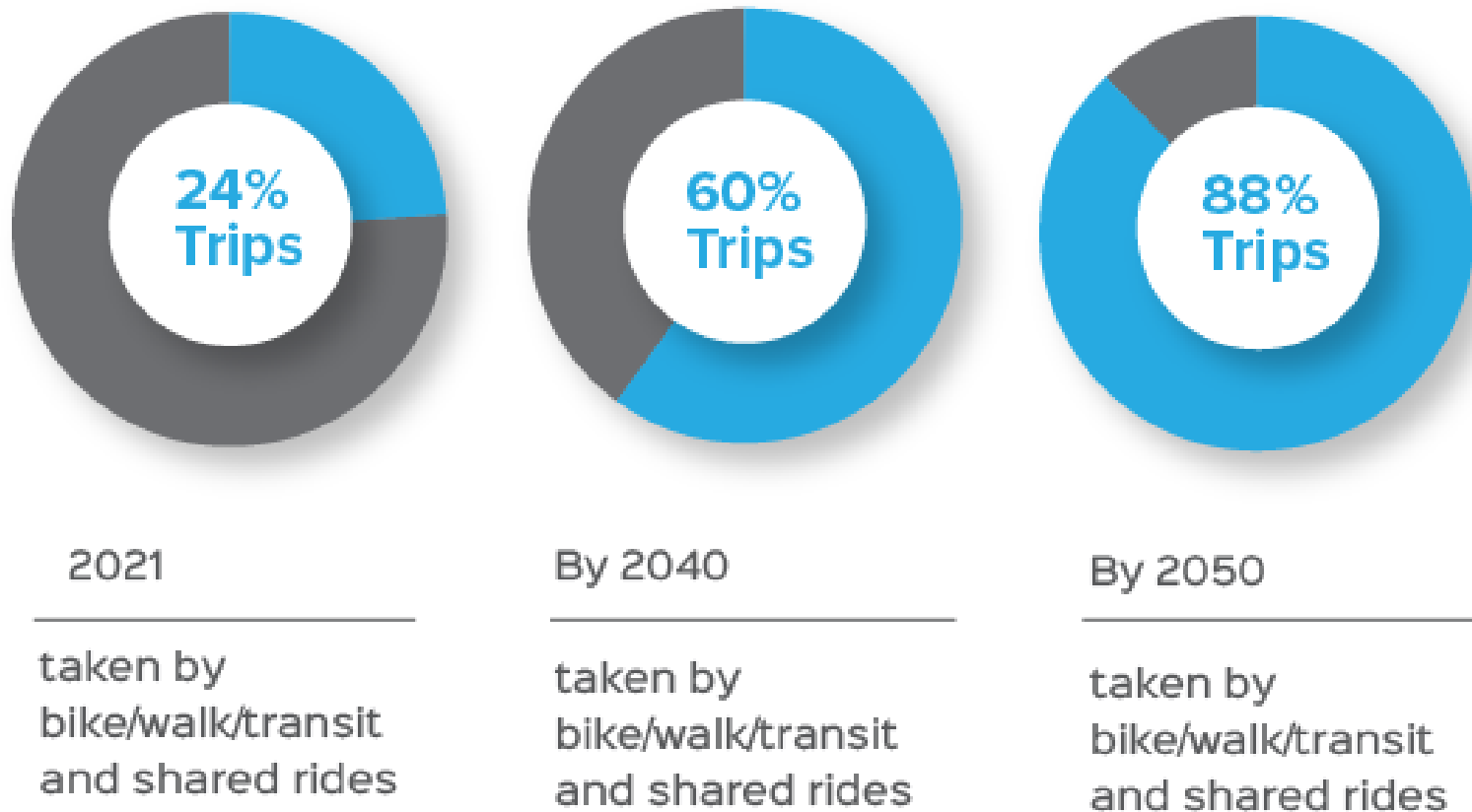
San José has ambitious transportation and climate goals. City leaders are committed to ensuring

that San José has a sustainable future. The City's Envision San José 2040 General Plan sets the ambitious goal that at least half of the trips in the city will be made by transit, biking, or walking by 2040. In addition, the City has further shown its commitment to sustainability by adopting Climate Smart San José which outlines strategies to meet climate goals set by the international Paris Agreement, and further to be a zero emissions city by 2030. These policies envision a sustainable and people-first transportation system that supports an equitable, healthy, vibrant, and transit-oriented city.

Through these two documents the City has clearly articulated how we measure success by 2040:

- » By increasing the share of biking, walking, transit, and shared rides to 60% of all trips
- » By reducing the share of drive alone trips to 40% of all trips

Figure 5 - City of San José Mode Shift Goals from Move San José Plan



## URBAN VILLAGES

Urban village plans are one of the 12 major strategies put into action by Envision San José 2040 General Plan. Sixty urban villages across the city were identified by an extensive public outreach process and were chosen for their ability to absorb infill development, promote sustainable growth of jobs and housing, as well as accommodate walkable, bicycle-friendly, transit-oriented communities. The WSJ MTIP utilized the goals and vision statements of the adopted West San José urban village plans to inform the guiding principles.

Transportation goals and vision from the West San José urban village plans:

- » Well-connected neighborhoods
- » Multimodal accessibility and sustainable transportation options
- » Major roadways as attractive, functional complete streets
- » Vibrant and dynamic neighborhoods with a network of parks and plazas
- » Memorable and enjoyable public spaces that encourage pride of place/community building





## MOVE SAN JOSÉ

In August 2022, San José City Council passed the City’s new citywide transportation plan, “Move San José.” Move San José lays out a new approach for decision-making with a focus on environment, economy and equity. Utilizing a citywide outreach process and technical analysis, Move San José prioritized nine transportation strategies and a set of key performance indicators to measure what transportation projects, programs and policies will have the greatest influence on achieving our 2040 transportation and sustainability goals. Move San José also included the creation of a tool called the Decision Support System (DSS) which provides city staff and decision-makers with an integrated set of tools to manage and store projects and data, assess and monitor KPIs, and visualize the outputs for these KPIs using graphs and mapping. The DSS will enable the City to define, evaluate, and prioritize projects and strategies based on their potential impact on KPIs.

While the DSS helps the City make data-driven decisions, Move San José also emphasizes the importance of community input in selecting and prioritizing projects. Therefore, Move San José recommends prioritizing projects that implement strategies supported by both the community and the DSS. Move San José identified the following primary goals that needed improvement for council districts 1 and 6, which capture the WSJ MTIP area. These areas of improvement were influenced by both the community and DSS KPI analysis.







### Connected Neighborhoods

Limited households have access to high quality transit.



### Transportation Safety

Some of the neighborhoods observed a higher number of bike and pedestrian crashes resulting in severe injuries or fatalities.



### 20-Minute Neighborhoods

Access to day-to-day services and amenities (public schools, grocery stores, health care facilities, pharmacies, and corner stores) within a 20 min bike/walk is limited.



### Less Driving

Large gaps to the established 2040 drive-alone commute mode-share targets in plan area.



### Enjoyable Transportation

Transit travel time is not competitive for people living within the plan area. For some of the area, it requires twice the travel time to reach destinations using transit as opposed to driving.



### Plan For the Future

Pursue innovative transportation technology and micro-mobility services.

## PUBLIC ENGAGEMENT

To ensure success, the WSJ MTIP was framed around an inclusive and equitable public outreach process that solicited input from a broad cross-section of West San José communities and stakeholder groups. DOT staff conducted three phases (**Figure 7**) of targeted community engagement which sought public input through town halls, surveys, public workshops, neighborhood pop-up events, neighborhood association meetings, and technical stakeholder meetings. The following themes came up time and time again during all phases of outreach:

- » The need for pedestrian infrastructure improvements.
- » The importance of bike infrastructure and connectivity.
- » The desire for better transit.
- » The need for better connections within West San José to community resources such as parks, schools, and essential services.
- » The desire for better connections to regional transportation hubs.
- » The need for more first- and last-mile mobility solutions.
- » The need for transportation systems that are accessible for all.
- » Concerns over plan feasibility and parking.



**Figure 6 - WSJ MTIP Outreach Starbird Park Movie Night (8.5.2021)**

These engagement efforts directly influenced the development of the WSJ MTIP goals, the creation of the WSJ MTIP transportation strategies, the development of the multimodal transportation networks, and the recommendation of transportation programs and policies. To learn more about our outreach process and outcomes see the **appendix**.

**Figure 7 - WSJ MTIP Outreach Overview**

URBAN VILLAGE TRANSPORTATION OUTREACH- PHASE ONE (2016-2018)	
	Urban Village workshops
	Urban Village focus groups
WEST SAN JOSÉ MTIP OUTREACH PHASE TWO (2019-2021)	
	MTIP Workshop #1
	Tabling events and neighborhood association meetings
	WSJ MTIP/Move San José Plan outreach
	Online survey
	Technical advisory meetings
WEST SAN JOSÉ MTIP OUTREACH PHASE THREE (2021-2022)	
	MTIP Workshop #2
	Online open house
	Neighborhood association meetings
	Technical advisory meetings





# WEST SAN JOSÉ MULTIMODAL TRANSPORTATION PLAN GOALS

Using the input from the community and building on the urban village plans, Envision San José 2040, Climate Smart San José, and Move San José, the following goals were developed.

## PRIORITIZE SAFETY AND HEALTH

The safety of our streets has a heavy influence on people's desire to walk, bike or take transit. Over the past five years (September 2017 to 2022) the WSJ MTIP area has had 1,861 reported collisions, resulting in 1,196 injuries (**Figure 8**). Twelve percent of the collisions have been severe or fatal. Among these severe and fatal crashes, 24% involved people walking and 15% involved people biking (**Figure 9**). People walking and biking currently account for 3.9% and 1% respectively of commute trips taken in the area. People walking and biking are greatly overrepresented in severe and fatal traffic collisions despite being an overall small percentage of the population that uses our streets.

Two corridors within the plan area, Saratoga Avenue and Fruitdale Avenue, are recognized as Vision Zero Priority Safety Corridors. Vision Zero Priority Safety Corridors are 17 corridors in San José that account for a high proportion of fatalities and severe injuries.

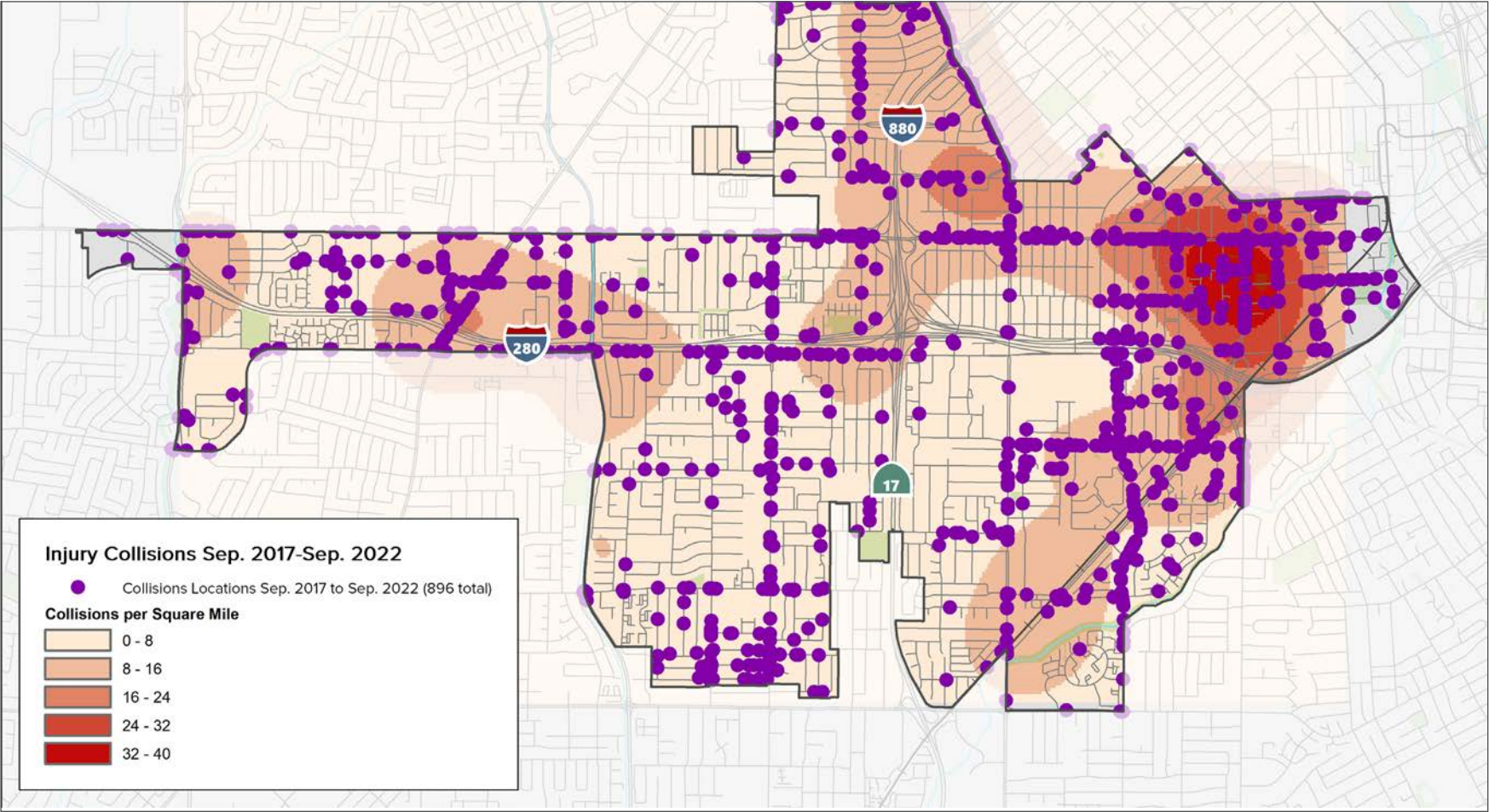
During WSJ MTIP outreach many people shared concerns regarding traffic safety and its impacts on people feeling safe while walking and biking in their neighborhoods. Residents expressed wanting to walk, bike, and take transit more, yet they did not feel comfortable riding

# GOAL 1

Improve safety and health by reducing the frequency and severity of traffic collisions and hazards for all modes. Promote walking, bicycling, and public transit as modes of travel for daily life activities. Design streets to create a network of vibrant public spaces and foster a stronger sense of personal security and safety.

on or crossing major corridors. In residential neighborhoods many people shared that they did not feel safe allowing their children to walk or bike to parks or school due to cut-through traffic, speeding, and bad driver behavior. There was also a consensus that traffic safety, although important, was only one safety factor. Poor lighting, a lack of other people walking and biking, and personal safety concerns were also recognized as top barriers to walking, biking, and taking transit.

**Figure 8 - Injury Collisions September 2017-September 2022**





**Figure 9 - Severe Injuries and Fatalities by Collision Type September 2017-September 2022**

VEHICLE COLLISION TYPE	# OF SEVERE INJURY COLLISIONS	# SEVERE INJURIES	% SEVERE INJURIES	# OF FATAL COLLISIONS	# OF FATALITIES	% OF FATALITIES
Other Vehicle	19	24	29.6	3	5	26.3
Parked Vehicle	3	3	3.7	0	0	0
Bike	13	13	16	2	2	10.5
Pedestrian	19	20	24.7	4	5	26.3
Object	8	8	9.9	6	6	31.6
Motorcycle	10	10	12.3	0	0	0
Other/Unknown	3	3	3.7	1	1	5.3
<b>Total</b>	<b>75</b>	<b>81</b>	<b>99.9</b>	<b>16</b>	<b>19</b>	<b>100</b>

# GOAL 2:

Be inclusive of all community members and their needs by ensuring a fair share of benefits of the transportation system for all. Provide viable multimodal transportation options for people who have not been served equitably in the past, including children, the elderly, people of color, people with disabilities, and low-income households.

## INVEST IN EQUITY

A transportation system should be evaluated on its ability to provide access, mobility, and opportunity to those who need it most. Transportation decisions in the United States have a long history of disproportionately impacting communities of color, low-income communities and people with disabilities. The freeway system that crisscrosses San José was constructed in response to “White Flight,” a post-World War II phenomenon where middle class and higher income white individuals left cities to move to the suburbs. This elicited the need for freeways to be built, often by razing and displacing lower income and historical communities of color, for more convenient access to their jobs in the cities. The arrangement of freeways across San José has created divided communities, where mobility without a car is drastically limited. This, coupled with the lack of multimodal opportunities and the continued emphasis on automobile trips, has perpetuated longstanding transportation inequities.

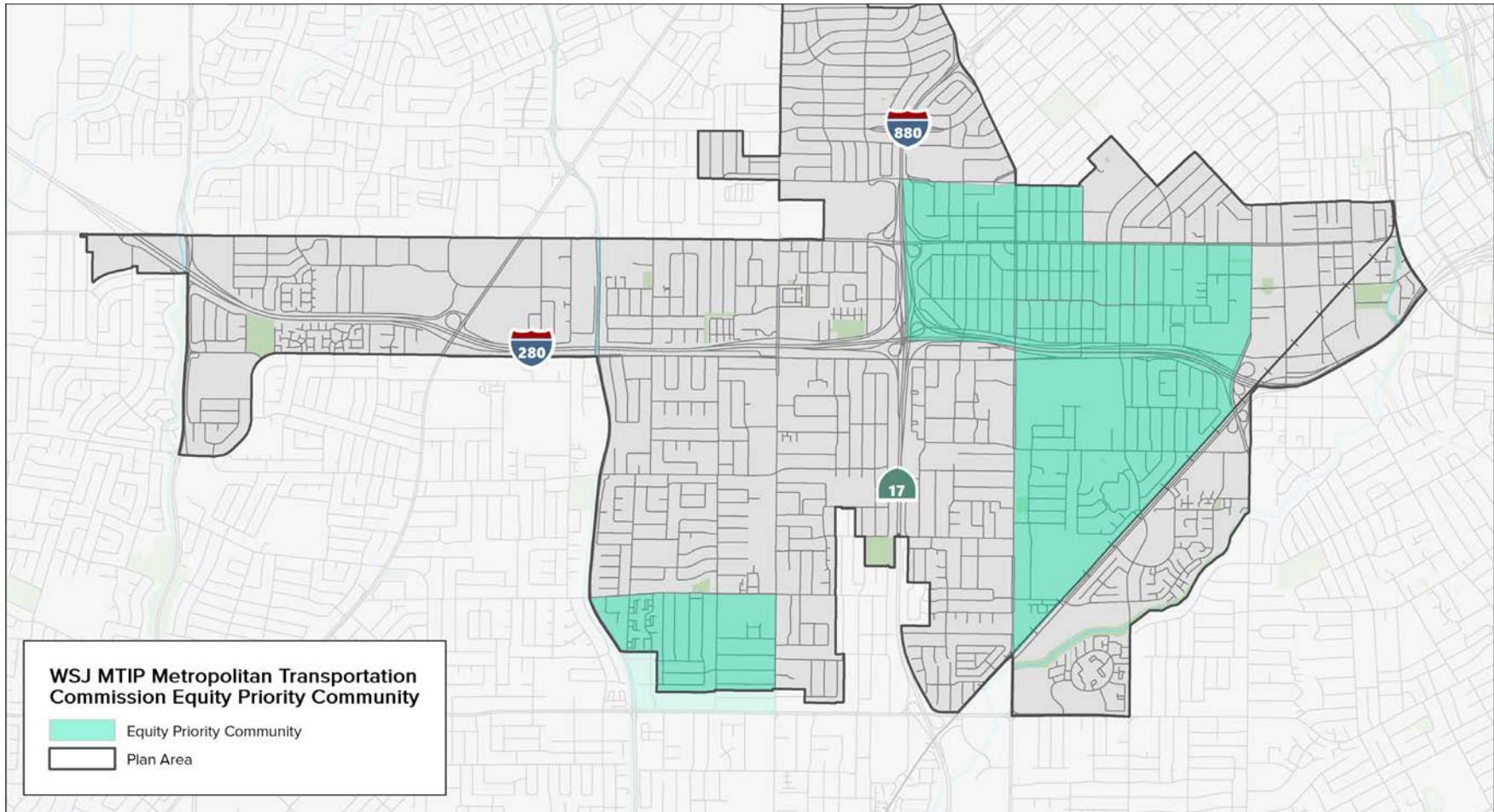
Transportation investments must be focused on uplifting, connecting, and empowering our most vulnerable communities. These populations are disproportionately reliant on biking, walking, and taking transit and are most impacted by historic disinvestment in transportation infrastructure. The WSJ MTIP uses the Metropolitan Transportation Commission’s (MTC) Equity Priority Communities to identify census tracts that have a significant concentration of underserved populations (**Figure 10**) based on the following eight demographic factors:

- » People of color
- » Low-income (less than 200% of the federal poverty level)
- » Limited English proficiency
- » Seniors 75 years and over
- » Zero-vehicle households
- » Single-parent families
- » People with disabilities
- » Severely rent-burdened households (paying more than 50% of income in rent)

The WSJ MTIP used the Equity Priority Communities map and transit equity frameworks such as the transit justice principles from the National Campaign for Transit Justice (**Figure 11**) when assessing existing conditions, conducting outreach, and making recommendations. All project, programs, and policies that are recommended as part of this plan will be prioritized and implemented utilizing equitable outreach, engagement, and planning principles.



Figure 10 - WSJ MTIP Metropolitan Transportation Commission Equity Priority Communities



**Figure 11 - National Campaign for Transit Justice Principles**

AMERICANS NEED TRANSIT THAT IS...	
<b>Equitable ...</b>	America’s car-based transportation system erects barriers to mobility that reinforce long-term social inequities. Transit investment must remove these barriers and prioritize the needs of Black and brown people, people with low incomes, and people with disabilities.
<b>Sustainable...</b>	To avert severe climate change, models consistently show that some car trips must shift to transit. Transit investment must expand access to good bus and train service, so transit ridership increases as a share of total travel.
<b>Economically productive...</b>	Better transit expands worker access to jobs, employer access to the workforce, customer access to businesses, and business access to a customer base. Transit investment must make service more abundant, frequent, fast, and reliable to increase economic opportunity and productivity. Investing in better transit should also generate better-paying jobs operating, maintaining and supplying transit systems.
<b>Safe and accessible...</b>	Many factors in addition to scarce service limit access to transit, including dangerous streets, discriminatory policing, and the lack of elevators at stations. Transit investment should eliminate the full range of limitations and achieve broad-based safety and universal access.
<b>Affordable...</b>	Access to transit should never be contingent on one’s ability to pay. Transit investment should establish programs that provide fare relief for everyone who needs it.



# GOAL 3:

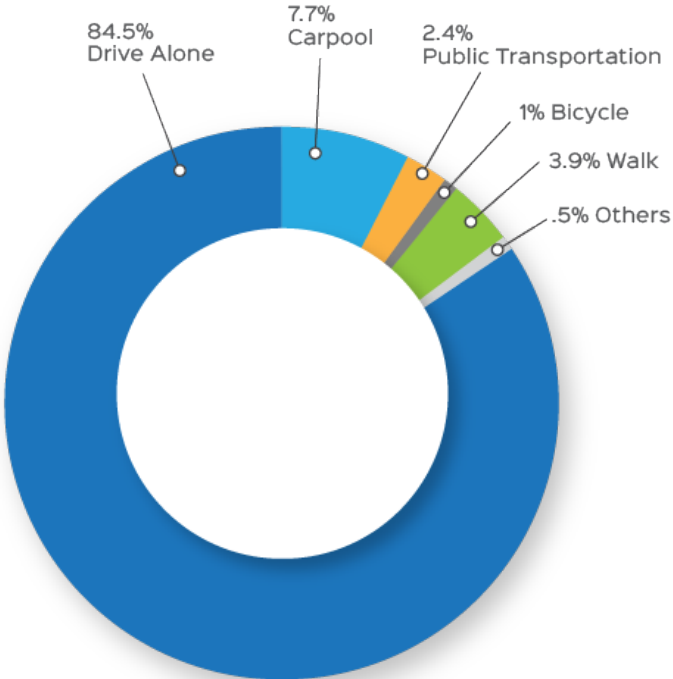
Improve mobility and accessibility for a connected and integrated transportation system by reducing vehicle miles traveled (VMT), congestion, delay, and while increasing transit ridership and reliability, and active transportation participation.

## ENHANCE MULTIMODAL MOBILITY

The increasing density and new land use patterns in the WSJ MTIP area have the potential to support dynamic multimodal systems that prioritize sustainable transportation options such as biking, walking, and taking transit. Unfortunately, the current design of the WSJ MTIP area favors the automobile to the detriment of travel by biking, walking, or transit. Travel patterns in West San José match those of the city as a whole, with residents relying heavily on the automobile as their primary source of transportation for commute trips (Figure 12). Active travel modes (walking and biking) make up approximately 4 percent of all commute trips, and approximately 3% of commute trips are made using transit.

Throughout WSJ MTIP outreach efforts DOT staff heard that key deficiencies of the transit operations in the WSJ MTIP area are long transit travel times and infrequent service (Figure 14). Currently, buses must share travel lanes with private automobiles and are therefore subject to the same congestion delays. Improvements to travel time and frequency will have a positive impact on regional transit connectivity. Although many bus routes serving West San José have connections to Santa Clara Valley Transportation Authority (VTA) light rail and some routes have connections to other regional rail systems such as Caltrain, Bay Area Rapid Transit (BART), and Altamont Corridor Express (ACE), transit riders must travel relatively long distances to reach the nearest rail line.

Figure 12 - West San José Commute Mode Share (2019)



Source: Streetlight Data

Figure 13 - WSJ MTIP VTA Transit Service

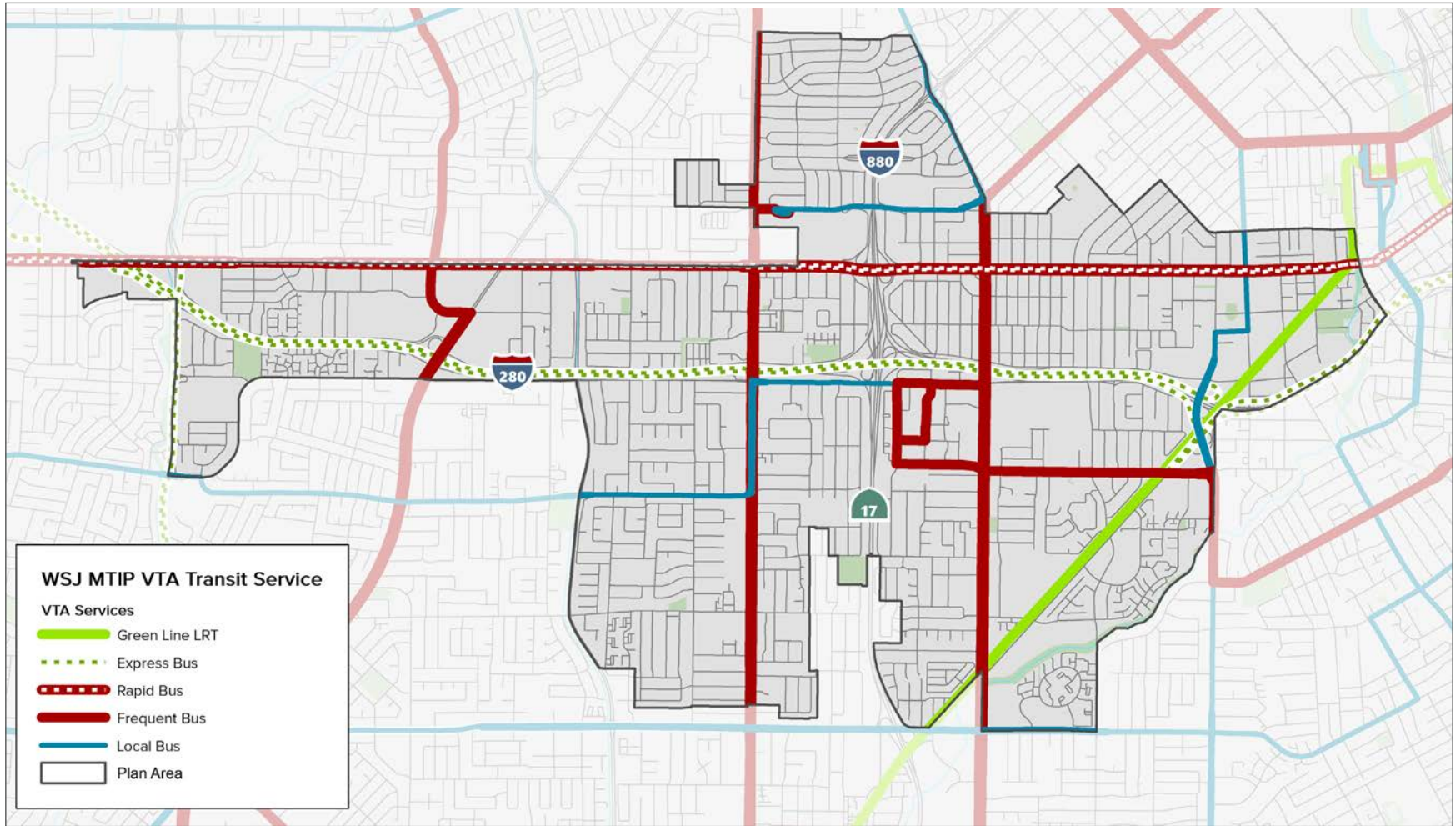
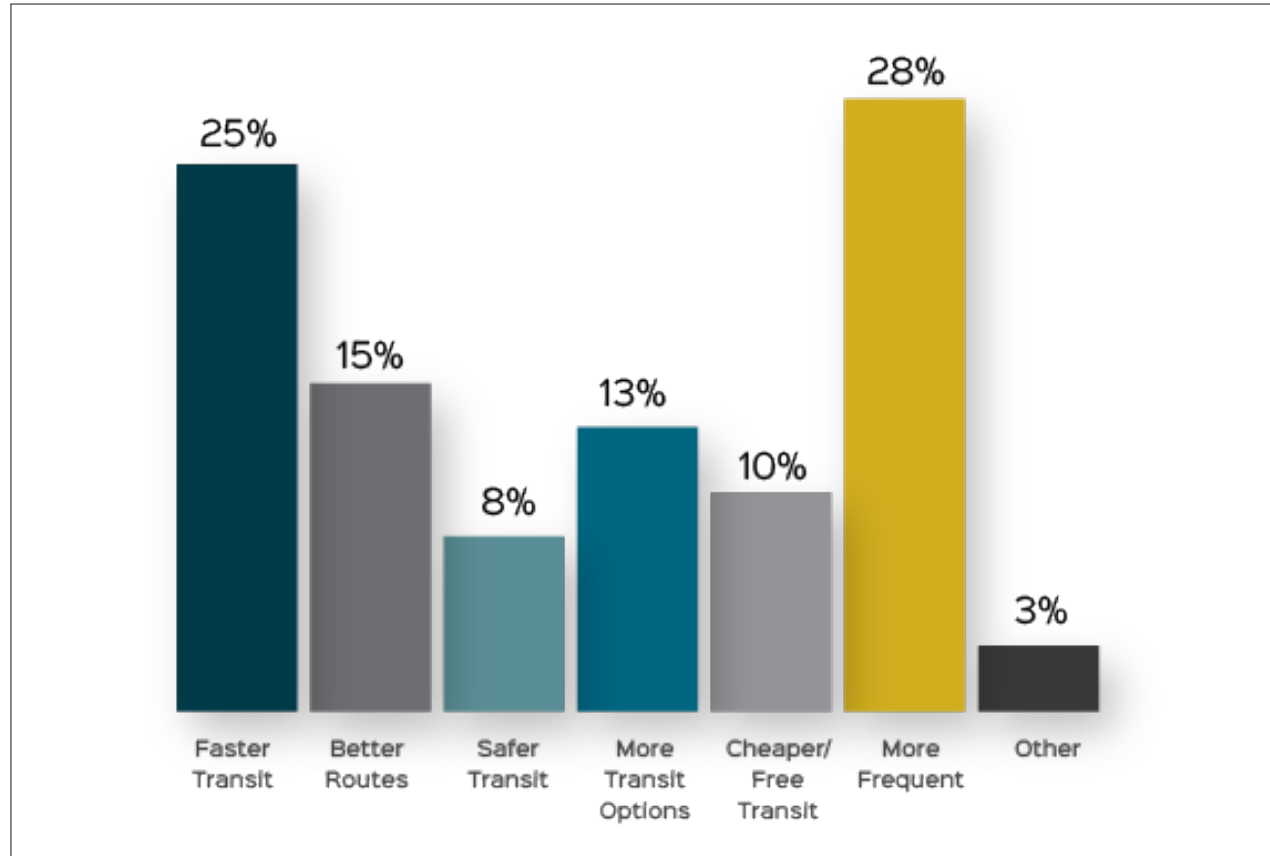


Figure 14 - WSJ MTIP Workshop #1 Public Outreach Activity

**WHAT WOULD  
MAKE TAKING  
TRANSIT IN  
WEST SAN  
JOSÉ MORE  
APPEALING?**



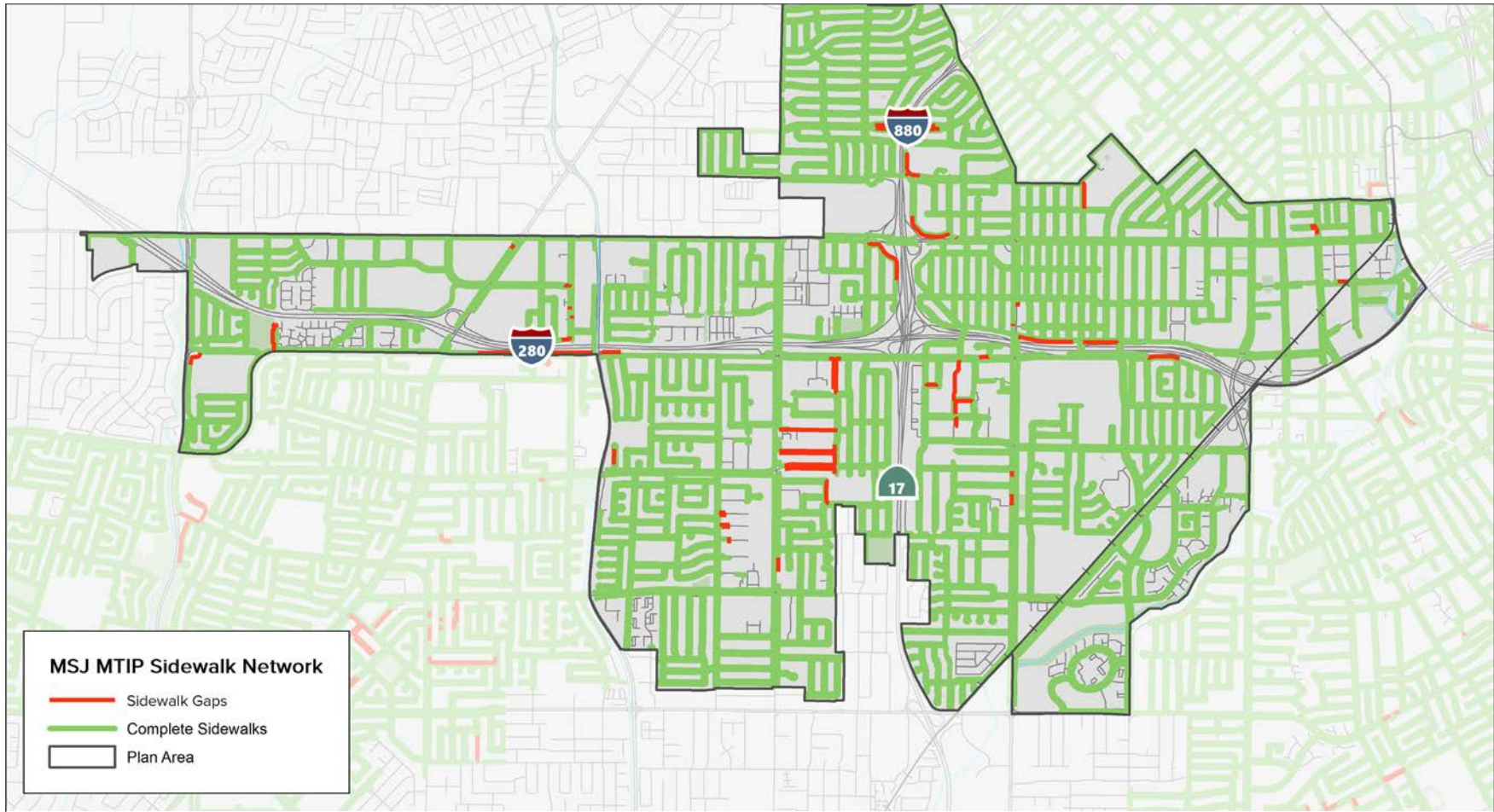


Existing development patterns and street design within the WSJ MTIP area generally discourage biking and walking. Many communities in the WSJ MTIP area have limited through streets and have many cul-de-sacs which cause individuals to have to walk and bike longer distances in order to get to key destinations such as shopping centers or transit. There are areas within the WSJ MTIP area that lack complete sidewalks, these sidewalk gaps limit community access to safe, complete and accessible walking routes (**Figure 15**). Major corridors in the WSJ MTIP area often have narrow sidewalks, limited crossing opportunities, lack of landscaping, and high-speed traffic. Intersections on these major corridors are wide and require people walking to cross many lanes of traffic to get across the street. People who bike shared during community outreach that the current bike infrastructure in the WSJ MTIP area lacked protected facilities and did not offer all ages and abilities bike corridors that connected to key local and regional destinations. Freeways located within the WSJ MTIP plan area create barriers, limiting crossing opportunities to just a few locations and causing people walking and biking to have to take longer more indirect routes.

To learn more about transportation existing conditions in the WSJ MTIP area see the **appendix**.



Figure 15 - WSJ MTIP Sidewalk Network



# GOALS

Provide an inviting setting for people to walk, bike, and take transit on streets with businesses to support local retail and provide connections to the needs of daily life.

## SUPPORT ROBUST ECONOMY

Throughout the urban village planning processes, community members shared their desires for more opportunities to support local businesses by creating more walkable, bikeable, transit-friendly communities. All adopted urban villages prioritized the development of streets that acted as community gathering spaces and supported the local economy. Streets that are enjoyable to walk down and provide users with a comfortable, safe, and inviting atmosphere have been found to be more economically productive and generate more tax revenue than car-oriented arterials. Walkable, safe, slow streets encourage business activity and community building and invite users to spend more time exploring and enjoying local attractions.

During WSJ MTIP community outreach, residents shared their desire to have more opportunities to walk, bike, and take transit to local businesses. When asked about where in West San José they enjoyed walking, most respondents cited Santana Row, a mixed-use retail corridor with ground-floor retail, limited vehicle access and high-density housing. The WSJ MTIP prioritizes projects, programs, and policies that promote walkable, bikeable, and transit-oriented street improvement that will support community development and spur economic growth.