

4. A Shared Vision – Version 1: 09/25/17

Introduction

This Element directly reflects the legislative, planning, financial and institutional history that has shaped the region's transportation system. This Element is intended to frame and drive actions that will affect the direction and nature of transportation, and its impact on Madera County. This can be accomplished by either reinforcing positive opportunities and trends already in place, or stimulating change in a new direction to achieve desired outcomes. This is the second RTP document to also contain a Sustainable Communities Strategy (SCS) in accordance with Senate Bill (SB) 375. The word “sustainable is defined as follows:

We work with our partners, local governments, and stakeholders to achieve a quality of life, inclusive of economic well-being, that provides resources for today's generation while preserving an improved quality of life for future generations.

The 2018 RTP and SCS

The overall vision for the 2018 Regional Transportation Plan (RTP) is: “A sound multimodal transportation system facilitating a vibrant economy, enhancing the physical and cultural environment, and ensuring a high quality of life for citizens in Madera County”. This vision can be achieved by promoting the development of an integrated multimodal transportation system that is designed considering land resource management strategies and air quality and greenhouse gas emission reduction goals or targets to address SCS requirements of SB 375. This vision has not changed between the 2001 version of the Plan and the 2018 Update. The vision of where we want to be through Fiscal Year 2042 will help public and private decision-makers make informed choices on transportation, land use, and environmental matters.

It is understood that Madera County, the cities of Chowchilla and Madera, and the Madera County Transportation Commission (MCTC), must work together to find a common set of principles, goals and objectives that will address the requirements set forth in various transportation, land use, environmental, and housing laws and regulations related to preparation of the RTP, the Sustainable Communities Strategy (SCS), the Program Environmental Impact Report (PEIR), and other related plans and programs, some of which present hard choices and changes to the ways in which transportation projects are planned and programmed from this point forward. As the Regional Transportation Planning Agency (RTPA) and Metropolitan Planning Organization (MPO), MCTC is mandated by State and federal law to prepare the RTP and SCS, the Air Quality Conformity document, the Regional Housing Needs Assessment (RHNA), an Environmental Justice (EJ) Analysis, and the accompanying PEIR.



This Element provides a comprehensive listing of principles, goals, and objectives that address the short- and long-term mobility and accessibility needs and planning requirements within the County. The principles and goals must be reflective of the public's desire for a viable future transportation system, while at the same time supportive of basic/possible system-level performance measures reflected in the federal and state transportation and other legislation – Section 65080 et seq., of Chapter 2.5 of the California Government Code, federal guidelines pursuant to new requirements established in the federal surface transportation reauthorization, “Moving Ahead for Progress in the 21st Century” (MAP-21) and the Fixing America’s Surface Transportation (FAST) Acts, Transportation Conformity for the Air Quality Attainment Plan per 40 CFR Part 51 and 40 CFR Part 93, and requirements set forth in *Assembly Bill 32*, *The California Global Warming Solutions Act of 2006*, and *Senate Bill 375 The Sustainable Communities and Climate Protection Act of 2008*. Finally, the California Transportation Commission (CTC) has prepared guidelines (most recently adopted by the CTC on January 18, 2017) to assist in the preparation of the RTP/SCS. Map 21 identifies seven (7) strategies that must be considered as the RTP is prepared and implemented over time:

- ✓ **Economic Vitality** (Enabling competitiveness, productivity, and efficiency of the transportation system to enhance the economy and reduce user costs)
- ✓ **Safety** (All modes of transportation are physically safe and secure)
- ✓ **Security** (The public is satisfied with the function and performance of the transportation system)
- ✓ **Accessibility and Mobility** (Travel along the transportation system is enhanced and the public has reasonable access to all modes of transportation)
- ✓ **Enhance the Environment** (The transportation system improves the environment through energy conservation, improving the quality of life, and promoting consistency between transportation improvements, planned growth, economic development, and environmental justice issues)
- ✓ **Integration and Connectivity** (The transportation system is integrated and connected across and between modes throughout the region for the movement of people and freight)
- ✓ **Management and Operation** (The transportation system can be operated and maintained over the life of the Plan)

Strategies highlighted in the FAST Act include:

- ✓ **Improve mobility on America’s highways**
- ✓ **Create jobs and support economic growth**
- ✓ **Accelerate project delivery and promote innovation**



The overall transportation strategy focuses on maintaining and improving the existing system and establishing a balanced set of transportation improvements. The challenge is to develop a transportation system that provides efficient choices, improves access to opportunities and continually improves the existing infrastructure. It should also support regional and local land resource management strategies and contribute to the region's attainment of national air quality standards and SCS greenhouse gas emission targets. The plan must balance the needs of the urban and rural areas, enhance the region's competitiveness, and minimize negative social and environmental impacts.

To address these outcomes, MCTC has implemented a comprehensive public outreach program and formed the RTP Roundtable. This committee considered the seven (7) MAP-21 strategies reflected above, as well as Title VI of the Civil Rights Act of 1964, which addresses environmental justice requirements. Federal legislation presents an opportunity to express and carry out a transportation vision for the Madera region in this and succeeding RTPs. This vision should build on the current system, working to make it comprehensive and fully integrated, and emphasizing the need for a balanced range of transportation options comprised of many modes, including auto, transit, non-motorized, rail, truck, and air.

This Plan advocates four (4) principles to success and seven (7) goals with accompanying objectives based on the information provided in federal and State legislation, as well as plans, guidelines, and recommendations developed by State and regional agencies. Additional detail focusing on implementation strategies is provided in Chapter 5 – *“Delivering the Plan”* for each mode of transportation. The 2018 RTP principles, goals and objectives described below, are also structured to address requirements in the RTP Guidelines related to the inclusion of “performance based measures or criteria” in the development and implementation of the RTP.

Principles to Success

The following four principles will guide the Madera County Transportation Commission (MCTC) as it endeavors to achieve its Vision and improve the overall quality of life in Madera County through an integrated multimodal transportation system and supportive land use footprint.

- ✓ **Improved Quality of Life** - MCTC's plans, programs, and policies will work to improve the quality of life in the Madera County region by integrating transportation systems that promote access to affordable housing, education resources, jobs, and recreational facilities.
- ✓ **Prosperity** - MCTC's plans, programs, and policies will facilitate enhanced economic viability of the region by increasing access to education and new job opportunities. A more educated population combined with a low cost of living can attract new investment in the Madera region.



- ✓ **Cultural Diversity** - MCTC's plans, programs, and policies will respect the region's wide variety of cultures and subcultures (each having unique needs and perspectives) by facilitating a range of transportation modes and housing choices designed to benefit the County's diverse population.
- ✓ **Health and Environment** - MCTC's plans, programs, and policies will give preference to new development and economic prosperity in ways that ensure the health of its citizens, maintain and enhance the surrounding environment (cultural and socioeconomic resources), and those ways that enhance the regions financial stability over time.

Goals

Development of the RTP goals and objectives was a key step during preparation of the plan. The RTP Roundtable developed the set of goals and objectives based on an extensive review and consideration of their vision of the regional transportation system over the next twenty-four years, along with input from the public. Results obtained during the public outreach effort provided the Roundtable with additional information needed to refine the goals and objectives.

It is important to remember that goals and objectives will, at times, compete with one another. The framework presented by the goals and objectives below should be viewed by the public as a set of guidelines against which the RTP can be assessed, while individual projects contribute to the ability of the RTP to meet these goals and objectives, and the project level information is useful in reviewing the projects, they should not be used to rank the projects against one another. The projects, policies, and systems together create the RTP.

The following goals are intended to guide MCTC in its pursuit of quality growth and highly integrated transportation systems, reflective of the "Principles to Success" noted above. The goals are broad policy statements that describe the purpose of the plan.

1. To promote Intermodal Transportation Systems that are Fully Accessible, Encourage Quality Growth and Development, Support the Region's Environmental Resource Management Strategies, and are Responsive to the Needs of Current and Future Travelers.
2. To Promote and Develop Transportation Systems that Stimulate, Support, and Enhance the Movement of People and Goods to Foster Economic Competitiveness of the Madera Region.
3. To Enhance Transportation System Coordination, Efficiency, and Intermodal Connectivity to Keep People and Goods Moving and Meet Regional Transportation Goals.



4. To Maintain the Efficiency, Safety, and Security of the Region's Transportation System.
5. To Improve the Quality of the Natural and Human Built Environment through Regional Cooperation of Transportation Systems Planning Activities.
6. To Maximize Funding to Maintain and Improve the Transportation Network.
7. To Identify Reliable Transportation Choices that Support a Diverse Population.
8. To protect the environment and health of our residents by improving air quality and encouraging active transportation (non-motorized transportation, such as bicycling and walking).

Objectives

The objectives below establish specific actions that support the goals. Together, the goals and objectives provide the policy framework for transportation decision-making. It is vital to translate the MCTC region's objectives into realistic land use and transportation strategies and investments, measured against a carefully defined set of evaluation criteria that respond to regional needs.

1. Provide the Madera region with transportation mobility options necessary to carry out essential daily activities and support equitable access to the region's assets.
2. Shift investment strategies towards a variety of modes.
3. Improve and maintain an integrated transportation network that reduces congestion and minimizes safety issues.
4. Strive to create a fully "seamless" intermodal transportation system by addressing critical linkages between modes based upon public needs.
5. Maintain, repair and rehabilitate the existing and future regional transportation system.
6. Undertake transportation investments that enhance the future economic viability and performance of the transportation system.
7. Reduce the cost of doing business by providing for the efficient movement of goods, people and information.



8. Combine elements of priority projects to maximize funding and provide for a well-connected and seamless transportation system.
9. Promote community design that supports transit use and increases non-motorized transportation while still meeting the mobility needs of residents and employees.
10. Support goals contained in city and county general plans that strive to enhance urban and community centers, promote the environmentally sensitive use of lands in Madera County, revitalize distressed areas, and collaborate with agencies to ensure that new growth areas are planned in a well-balanced manner focusing on walkability and livability.
11. Improve the integration of land use, urban design, transportation, rural and environmental feature preservation, and economic development policies and decisions through incentives and/or policies.
12. Increase efforts to improve the form and function of transportation corridors in order to contribute to the “sense of place.” Such investments can: improve attractiveness to visitors or prospective businesses or residents; complement existing natural and cultural resources; and improve the function of the road for a variety of modes.
13. Make transportation decisions that are compatible with air quality conformity objectives and the preservation of key regional ecosystems.
14. Fulfill national and State mandates for environmentally sensitive planning, including the development of attractive alternatives to single-occupant driving and support for walking and bicycling.
15. Support cooperative interagency and public-private environmental conservation efforts.
16. Avoid disproportionately high adverse environmental impacts upon low-income individuals, the elderly, persons with disabilities or minority populations consistent with Title VI regulations.
17. Consider how transportation policies, programs, and investment strategies affect the overall health of people and the environment including reduction of greenhouse gas and air quality emissions, physical activity, and other environmental resources consistent with California and federal environmental requirements as well as SB 375 objectives and requirements.
18. Improve marketing and the promotion of successful existing transportation services.



19. Conduct effective outreach to ensure fiscally sound transportation investments that result in improved system mobility and safety.
20. Invest in the development of walkable communities that offer citizens the ability to access residences, jobs, retail, recreation, and other community amenities without the need to rely on an automobile.
21. Invest in modern regional aviation, public transit, and passenger rail systems to maintain the region's economic competitiveness with other regions, and to ensure continued economic prosperity.
22. Maintain partnership-based planning to achieve a social, economic and environmental well-being.
23. Directly link land use, transportation, and air quality, thereby prompting reasonable growth management programs that effectively utilizes new transportation funds, alleviates traffic congestion and related impacts, and improves air quality.
24. Use the Regional Housing Needs Assessment (RHNA) consistent with the SCS, to prioritize local resource allocation, and to decide how to address existing and future housing and transportation needs resulting from population, employment and household growth.
25. Build communities that encourage healthy lifestyles and active living for all ages.
26. Encourage transportation systems that enhance walking or bicycling and that can help people increase physical activity, resulting in significant potential health benefits and disease prevention.
27. Promote and conduct the effective dialogue with agencies, developers, and users or potential users to help guide investment discussions and maintain and improve the effectiveness of the transportation system.
28. Embrace promising and fiscally responsible transportation and information technologies (Intelligent Transportation Systems) that serve to interconnect systems and provide information to residents and travelers.
29. Coordinate land use decisions and transportation systems with other affected agencies and the public.
30. Ensure that new project motorized and non-motorized transportation plans are enacted in the first phase of the project.



31. Develop appropriate funding mechanisms to finance significant regional facilities. Such funding would be held in trust for future projects.

RTP Element Consistency

Chapter 5 – “*Delivering the Plan*”, Chapter 6 – “*Creating A Sustainable Future*”, and Chapter 7 - “*Investing In Change*” provide a list of actions needed to address the vision, principles for success, goals and objectives listed above. These actions have been compared to the goals and objectives in Table 4-1. Table 4-1 clearly identifies that the RTP’s actions address the stated goals and objectives resulting in an achievable vision for the region.

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TABLE 4-1
Relationship of Goals to Actions

Goals	Highways & Arterials			Regional Transit			Aviation			Non-Motorized Facilities						Goods Movement			TDM		ITS		Land Use Coord.	Other Projects	Env. Review	SCS Planning								
	Mixed Flow	Land Use	Coordination	O&M	Transit Services	Passenger Rail	Institutional	Airport Expansion	Airport Maintenance	Non-Motorized Facilities	Non-Motorized Facilities	Incentives	RR Grade Crossings	Main Line	Productivity	Carpool	Coordination	Park & Ride	Improvements	ITS Improvements	Land Use Planning	Supportive Facilities	Env. Mitigation	SCS Scenarios	Resource Areas & Farmland	Public Involvement	Preferred Scenario	RHNA Consistency	LAFCO Policies	Social Equity	Public Health	CEQA Streamlining		
1. To promote Intermodal Transportation Systems that are Fully Accessible, Encourage Quality Growth and Development, Support the Region's Environmental Resource Management Strategies, and are Responsive to the Needs of Current and Future Travelers.	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	
2. To Promote and Develop Transportation Systems that Stimulate, Support, and Enhance the Movement of People and Goods to Foster Economic Competitiveness of the Madera Region.	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
3. To Enhance Transportation System Coordination, Efficiency, and Intermodal Connectivity to Keep People and Goods Moving and Meet Regional Transportation Goals.	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
4. To Maintain the Efficiency, Safety, and Security of the Region's Transportation System.				X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
5. To Improve the Quality of the Natural and Human Built Environment through Regional Cooperation of Transportation Systems Planning Activities.		X																			X	X	X	X	X	X	X	X	X	X	X	X	X	
6. To Maximize Funding to Maintain and Improve the Transportation Network.	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
7. To Identify Reliable Transportation Choices that Support a Diverse Population.	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
8. To protect the environment and health of our residents by improving air quality and encouraging active transportation (non-motorized transportation, such as bicycling and walking).		X																																

