

CHAPTER 2

POLICY ELEMENT

The Regional Transportation Plan and Sustainable Communities Strategy (RTP/SCS) is a transportation investment strategy through 2046, identifying transportation needs to address projected growth and development as well as advancing various sustainability goals. This element provides guidance to decision-makers regarding the implications, impacts, opportunities, and forecasted options that will result from implementation of the RTP/SCS. This Element provides a comprehensive listing of goals, objectives, and strategies that address the short- and long-term mobility and accessibility needs, and planning requirements for the County. The plan identifies funding for transportation projects, programs, and strategies in its financial element.

The goals and objectives from the prior plan were considered and updated as a result of feedback in the planning outreach process, consultation with partners and review of new state and federal programs and guidelines.

Establishing Goals

Development of RTP/SCS goals, objectives, and strategies involved an extensive review and consideration of feedback on the existing regional transportation system, awareness of anticipated growth, understanding of diverse needs and concerns of resident, and mindfulness of local, regional, state, and federal goals over the 24- years. Input was gathered through an extensive, multilateral outreach effort involving many public stakeholders, community-based organizations, local agencies, elected leaders, tribal governments, transportation providers, businesses representatives, health and social service providers, educational institutions, and state partners. Results obtained during the outreach were instrumental in crafting and refining the comprehensive goals, overriding objectives and focused strategies needed to deliver a successful long-range plan for the Madera region.

The 2022 RTP/SCS contains four primary goals supported by seven objects and an array of strategies designed to offer varying methods and tactics to ultimately achieve progress towards the goals. The goals, objectives, and strategies share several common themes based on positive outreach feedback and state and federal mandates: creating a safer transportation system, raising economic vitality, maintenance and rehabilitation of existing infrastructure, finding ways to reduce vehicle miles traveled and the harmful emission they generate, and providing better access to more modal options.



The following four goals guide the RTP/SCS as it ventures 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:

1. **Improve 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.
2. **Raise Economic 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.
3. **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.
4. **Promote Public Health and a Cleaner 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.

Defining Objectives

The objectives identified below are a combined set of goals, policies, actions, and performance measures that are reflective of necessary steps to guide improvements to Madera County's transportation system, development and economic growth, and wellbeing through the next 24 years.

It is important to remember that goals and objectives will, at times, overlap or 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/SCS can be assessed, while individual projects contribute to the ability of the region to meet these various 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/SCS.



Objective 1 Provide equitable access to transportation options for all, regardless of race, income, national origin, age, location, physical ability, or any other factor.

- Objective 2** Develop a transportation network able to support the safe and efficient movement of people and goods and increase economic vitality.
- Objective 3** Improve environmental conditions through integrated planning of transportation and land uses and achieve state and federal air quality improvement mandates.
- Objective 4** Support the development and implementation of innovative and emerging transportation technologies.
- Objective 5** Improve mobility for all travelers through a variety of accessible modal options.
- Objective 6** Foster growth with a mix of land use types able to facilitate mixed uses, infill and compact development, and preserve agricultural land and natural resources.
- Objective 7** Develop funding and financing strategies to implement the projects and strategies in the RTP/SCS.

Table 2-1 details near-term and long-term strategies able to meaningfully achieve the objective of the RTP/SCS.

Table 2-1 RTP/SCS Objectives and Strategies

Objective 1		Provide equitable access to transportation options for all, regardless of race, income, national origin, age, location, physical ability, or any other factor.
Strategies	1.1	Ensure investments are made equitably and benefits are able to be shared among all populations.
	1.2	Work with local agencies to secure funding able to improve transportation access and options in disadvantaged communities.
	1.3	Ensure the regional transportation planning process is compliant with Title VI and Environmental Justice Federal Requirements.
	1.4	Coordinate with transit providers through the unmet transit needs process in the identification and resolution of transit needs that are reasonable to meet in disadvantaged communities.
	1.5	Work with local tribal officials to bolster effective intergovernmental coordination.
	1.6	Engage potentially affected communities in the transportation decision making process.
	1.7	Collaborate and partner with community-based organizations representing disadvantaged communities.
	1.8	Provide opportunities for participation through various methods and functions.

Table 2-1 RTP/SCS Objectives and Strategies

Objective 2		Develop a transportation network able to support the safe and efficient movement of people and goods and increase economic vitality.
Strategies	2.1	Provide an effective regional system for goods movement.
	2.2	Pursue improvements to finish State Route 99 through elimination of gaps.
	2.3	Work with Caltrans and adjacent regions in the development of intermodal freight corridors.
	2.4	Support efforts to establish a San Joaquin Valley Inland Port.
	2.5	Enhance the effectiveness and versatility of multi-modal goods movement.
	2.6	Pursue a transition to zero-emission freight corridor on State Route 99.
	2.7	Advance projects that improve air quality and increase the operational efficiency of goods movement.
	2.8	Support State Route 99 projects able to bridge gaps in California's alternative fuel corridor system.
	2.9	Support workforce development in emerging clean transport fields.
Objective 3		Improve environmental conditions through integrated planning of transportation and land uses and achieve state and federal air quality improvement mandates.
Strategies	3.1	Support programs and policies designed to reduce single-occupancy vehicle travel and vehicle miles traveled.
	3.2	Support projects able to accommodate and accelerate zero-emission travel and infrastructure.
	3.3	Coordinate community development around multi-modal transportation access and choice.
	3.4	Support innovative new clean transportation options.
	3.5	Coordinate land use, housing, and transportation development to reduce trip lengths.
Objective 4		Foster a secure, safe, and reliable transportation system.
Strategies	4.1	Prioritize the maintenance, repair, and rehabilitation of existing transportation infrastructure.
	4.2	Support investment in multimodal safety measures to reduce traffic fatalities and incidents in the region.
	4.3	Encourage prioritization of transportation projects, programs and policies that address safety concerns.

Table 2-1 RTP/SCS Objectives and Strategies

Objective 5		Support the development and implementation of innovative and emerging transportation technologies.
Strategies	5.1	Support projects, programs, and strategies able to accelerate the deployment of zero-emission vehicle infrastructure.
	5.2	Foster public and private coordination on implementation of new or emerging transportation technologies.
	5.3	Support intelligent transportation systems, smart infrastructure, and demand-responsive transportation technologies.
	5.4	Support programs and policies able to increase telecommuting viability.
	5.5	Support the expansion of reliable broadband internet access to all areas.
	5.6	Monitor and assess, the emergence of autonomous vehicle travel.
Objective 6		Improve mobility for all travelers through a variety of accessible modal options.
Strategies	6.1	Enhance public transportation systems to offer efficient and convenient access for users of all income levels.
	6.2	Incorporate complete street features into projects where appropriate.
	6.3	Enhance and connect existing and future bicycle and pedestrian pathways.
	6.4	Prioritize multi-modal projects able to improve access to existing transit services.
	6.5	Regularly update regional public transit and active transportation plans.
	6.6	Provide frequent access to interregional bus and commuter rail services.
	6.7	Support and expand vanpooling services.
	6.8	Support micro mobility programs and services.
	6.9	Support ride-sharing programs for education and employment.
	6.10	Support car-sharing programs in rural and disadvantaged communities.
Objective 7		Foster growth with a mix of land use types able to facilitate mixed uses, infill and compact development and preserve agricultural land and natural resources.
Strategies	7.1	Prioritize compact and mixed land use development within walkable distances to public transit systems.
	7.2	Encourage infill development able to maximize existing transit services.
	7.3	Encourage transit orientated development and employment.
	7.4	Support development able to facilitate a variety of modal choices and accommodate new and emerging transportation technologies.
	7.5	Preserve productive farmland and land that provides habitat for rare, endangered, or threatened species.

Table 2-1 RTP/SCS Objectives and Strategies

Objective 8		Develop funding and financing strategies to implement the projects and strategies in the RTP/SCS
Strategies	8.1	Support efforts to streamline the development process.
	8.2	Pursue state and federal funding opportunities to supplement local agency investments.
	8.3	Prioritize cost-effective projects.
	8.4	Maximize efficiency by combining elements of priority projects.

The Action Element and Financial Element identify actions and resources needed to address the goals, objectives, and strategies listed above. These actions have been compared to the goals and objectives in Table 2-1.