

Downtown Martinez Community-Based Transportation Plan Final Plan

January 2020



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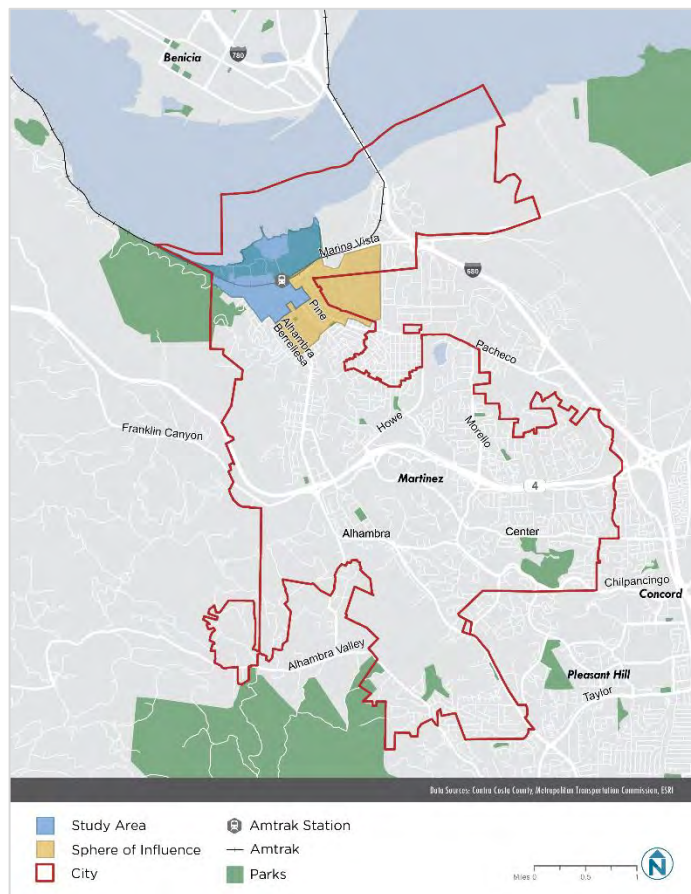
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EXECUTIVE SUMMARY

The Metropolitan Transportation Commission (MTC) has allocated funds to develop Community-Based Transportation Plan (CBTP) updates for the Bay Area's Communities of Concern, including Downtown Martinez. The concept of the CBTP was **born out of MTC's Lifeline** Transportation Network and environmental justice efforts nearly 20 years ago. While much has changed since the release of those original reports, transportation challenges remain and may become more severe unless addressed with strategic planning alternatives. Foreseeable challenges to be addressed in this CBTP update include public agencies facing significant fiscal obstacles to delivering adequate mobility services for the general population, the over 80-year-old population continuing to grow at a faster rate than other age cohorts, as well as difficulties consistently meeting mobility and accessibility needs of individuals with disabilities, low-income families, and racial and ethnic minority populations.

This planning effort required a review of previously written reports and studies to inform the development of a new Community-Based Transportation Plan for Downtown Martinez. These prior reports and studies identify transportation gaps, highlight the need to make street conditions safer for pedestrians, to improve safety on existing and future bicycle infrastructure, and to expand access to transit in the CBTP Community of Concern. This CBTP update includes a review of the following studies:

Figure ES-1 Study Area



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Table ES-1 Reviewed Plans

Local Plans	Countywide Plans	Regional Plans
<ul style="list-style-type: none"> • 2016 General Plan - Circulation Element • Downtown Martinez Community-Based Transportation Plan (CBTP) – 2009 • City of Martinez Specific Plan – 2006 	<ul style="list-style-type: none"> • CCTA Comprehensive Transportation Plan – 2017 Update • County Connection Comprehensive Operations Analysis – 2018 • Contra Costa Countywide Bicycle and Pedestrian Plan – 2018 	<ul style="list-style-type: none"> • BART Station Access Policy – 2016 • Plan Bay Area 2040 Equity Analysis Report - 2017

Study Area Demographics

The 2010 population of Downtown Martinez was approximately 1,000 people, comprising 3% of **Martinez’s total population**. By 2040 the population in the Study Area is likely to increase by 46%, while the surrounding areas are expected to experience a slower growth relative to Downtown Martinez. The median household income in Downtown Martinez is about \$31,000, which is significantly lower than the median household income for the City of Martinez, and the County. While the age distribution is relatively consistent with the City of Martinez and Contra Costa County, the senior population will continue to grow with the highest concentrations of seniors (more than 25% of residents) located throughout the Sphere of Influence and the adjacent hillside **neighborhoods, particularly along the City’s eastern boundary**.

According to the U.S. Census, approximately 37 percent of the Study Area and 11.6% in the Sphere have a physical disability, while 9.3% in the Study Area and 1.3% in the Sphere have a sensory disability (hearing or visual). In the Downtown Martinez, 5 percent of all people are linguistically isolated. Linguistic isolation has been defined by the Census Bureau as **“A household in which all members age 14 years and over speak a non-English language and also speak English less than “very well” (have difficulty with English) is “linguistically isolated.”**

Public Outreach and Engagement

The outreach approach was designed to engage members of several specific population groups, including but not limited to, senior citizens, persons with disabilities, and low-income residents. The following techniques were used to learn

Figure ES-2 Open House Flyer



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about the community's transportation mobility and accessibility challenges, in addition to their ideas for strategies to address those needs.

- Project Working Group (PWG) meetings
- Steering Committee meetings
- Stakeholder interviews
- Intercept, paper, and electronic surveys
- Community Open House meeting

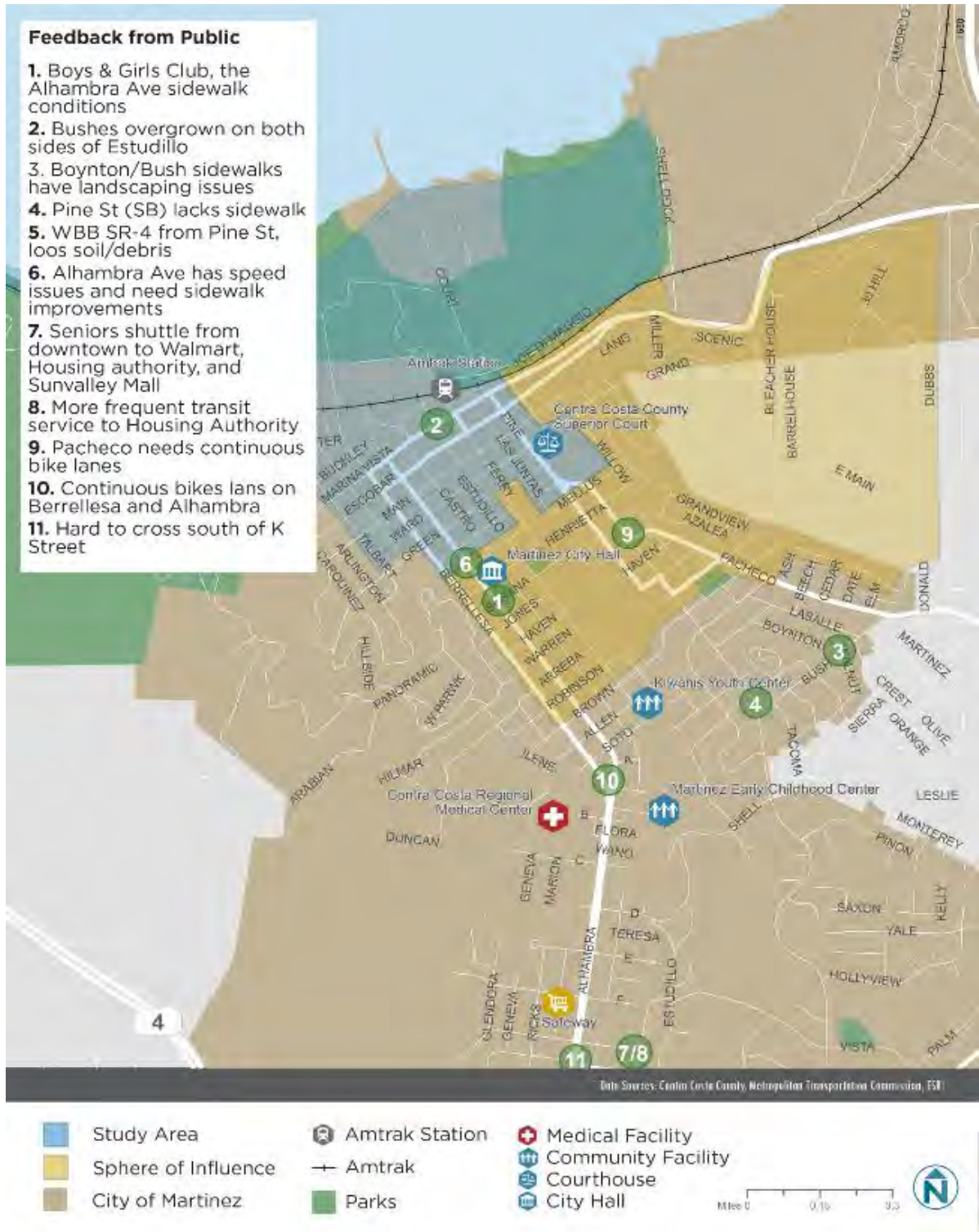
Each engagement approach informed the final plan in a unique way. The PWG contributed to the definition of the CBTP process, objectives, scope, and schedules. The Steering Committee helped identify key stakeholders and prioritize the transportation strategies presented by the consultant team. Interviews were conducted with nine different stakeholders in the community, who described transportation challenges specific to the low-income, older residents, and people with disabilities. The team gathered forty surveys in English and Spanish, which helped amplify **residents' voices and drew connections between travel patterns and the area's sociodemographic characteristics.**

During the community Open House, meeting participants gave verbal feedback and wrote comments to help the project team better understand where and when people need to travel and the transportation barriers that downtown Martinez residents and visitors face. The Open House offered Spanish materials for every aspect of the event, along with fluent Spanish-speaking facilitators. Attendees mainly expressed concerns about the quality of their transportation experience in terms of infrastructure, safety and user-friendliness.

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Figure ES-3 Public Feedback: Locations for Improvement



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Key findings:

- The most common concern was around bus schedules and bus coverage. People expressed frustrations with long wait times, and routes that do not connect them to their desired destinations.
- There is a demand for safer bicycle infrastructure, and an improved network.
- The area lacks local and regional connectivity.
- User guidance and improved available on-line and off-line transit information.
- Sidewalk maintenance needs to improve, in particularly for wheelchair users or those who are visually impaired.

Mobility Gaps

The project team drafted a list of mobility gaps from information presented in the Existing **Conditions report, input from the stakeholders' interviews**, surveys, and the challenges recognized by the community at the Open House events. These gaps were subsequently grouped into categories that helped identify a broader framework of challenges and provided the basis for forthcoming strategies.

Table ES-2 Mobility Gaps

Category	Description
Infrastructure	Improvement of bicycle infrastructure into a continuous network emerged as a relevant transportation gap along with mayor maintenance to damaged brick sidewalks and fractured curbs. Bus stops are too far from each other, forcing riders to travel significant distances to reach the nearest stop.
Transit Frequency and Schedules	The local bus network is too infrequent, especially during off-peak times.
Safety	People who bike and walk are disproportionately more affected by crashes than car drivers and public transportation users.
Wayfinding/Information	Not enough multilingual information and assistance available to access transit routes and schedules, or to understand new technologies to use transit and to find information online.
Costs	Low-income populations and other vulnerable groups who heavily rely on public transportation and who spend a significant portion of their income on transportation perceive fares as too high.
Paratransit	The service is less flexible than other transportation services, as it requires users to book trips in advance

Recommended Strategies:

The Project Working Group and Steering Committee worked with the project team to develop and prioritize strategies to meet the gaps identified in previous work. The project team refined the strategies, then developed and tested a prioritization matrix to help rank the strategies. The four criteria were:

- Community Benefit
- Transportation Benefits

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- Financial
- Implementation

Based on the average prioritization scores, strategies can be grouped into Tier 1 and Tier 2, and were categorized as they appear in the following table:

Table ES-3 **Results of CBTP Advisory Committees' Strategy Prioritization & Tier 1 and Tier 2**
Strategy Categorization

Strategy	Sub-strategy	Cost	Timeline	
TIER 1	Infrastructure Improvements:	Improve Intersections	\$125,000 - \$180,000 per intersection	Medium (3-4 years)
		Sidewalk Gaps	\$10,000 - \$15,000 per block	Medium (3-4 years)
		Improvements for People with Visual Impairments	\$40,000 - \$60,000 for accessible signals and truncated domes per intersection	Timeframe: Medium (3-4 years)
		Bus Stop Amenities	\$5,000 - \$30,000 per stop	Short – Medium (1-4 years)
	Safe Routes to School:	Walkway to/from bus stops	\$125,000 - \$180,000 per block	Medium (3-4 years)
		Transportation information centers at schools	\$15,000 - \$30,000 for map production and installation depending on number of locations and type of information kiosk. \$2,000 – \$3,000 annually in maintenance and updating costs.	Short (1-2 years)
		Walking school buses	\$20,000 - \$30,000 to operate Stanford's program in California	Short – Medium (1-4 years)
	Transit Improvements:	Subsidized passes and transfers	\$10,000 - \$60,000 depending on number of passes and level of subsidy	Short (1-2 years)
		Transit information	\$15,000 - \$30,000 for map production and installation depending on number of locations and type of information kiosk. \$2,000 – \$3,000 annually in maintenance and updating costs.	Short (1-2 years)
		Clipper Card training	\$20,000 - \$50,000 annually including Clipper cards/fare	Short (1-2 years)
	Subsidized Taxi/Ride Hailing Programs	Subsidized Taxi/Ride Hailing Programs	\$10,000 - \$30,000 depending on number of trips and level of subsidy	Short – Medium (1-4 years)
	Travel Training/Orientation:	Multilingual and/or senior training; use of ride hailing; Transit Ambassador program	\$50,000 - \$100,000 annually for a larger geography	Short – Medium (1-4 years)
		Cyclist Training	\$20,000 - \$50,000 annually	Short – Medium (1-4 years)
	Subsidized Micromobility Program:	Scooter share	\$40,000 - \$60,000 annually depending on program design	Short (1-2 years)
Bikeshare		\$40,000 - \$60,000 annually depending on program design	Short (1-2 years)	

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	Strategy	Sub-strategy	Cost	Timeline
TIER 2	Volunteer Driver Program, Traditional and TRIP Model		\$30,000 - \$60,000 annually depending on program design	Short – Medium (1-4 years)
	Bicycle Infrastructure: Best possible lanes; improved connections, particularly from BART station		\$15,000 - \$30,000 per improvement	Short – Medium (1-4 years)
	Transit: Increasing Frequency and Weekend Service		\$500,000 - \$2,500,000	Short – Medium (1-4 years)
	Automobile Access: Low-income carshares; vanpools; ZEVs; low-cost/subsidized purchase/loan or maintenance/insurance		\$10,000 - \$2,000,000 depending on level of subsidy	Medium (3-4 years)

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1 INTRODUCTION

PROJECT BACKGROUND

Martinez, California

The City of Martinez, California is located alongside the southern shore of the Carquinez Straight 27 miles northeast of Oakland. The City has a population of approximately 38,000 and a land area of approximately 12 square miles. Martinez was incorporated in 1876 and soon became a hub for trade and petroleum. In 1915, Shell Oil Company opened a refinery along the water, processing 20,000 barrels of crude oil per day. Today, Shell occupies more than 1,000 acres of Martinez land and employs 700 people.¹ The highest number of jobs in Martinez are within gas extraction, health and social assistance, and educational services.² The majority of commercial and retail development is within the downtown district; however, Martinez's suburban neighborhoods are also adjacent to main thoroughfares with retail centers such as Arnold Drive and Alhambra Ave.

Study Area Overview

Community-Based Transportation Plan (CBTP)

The Metropolitan Transportation Commission (MTC) has allocated funds to develop Community-Based Transportation Plans (CBTPs) for the Bay Area's Communities of Concern, including Downtown Martinez. The concept of the CBTP was born out of MTC's Lifeline Transportation Network and environmental justice efforts nearly 20 years ago. While much has changed since the release of those reports, transportation challenges remain and may become more severe unless addressed with strategic planning alternatives. Foreseeable challenges to be addressed in the CBTP include public agencies facing significant fiscal obstacles to delivering adequate mobility services, the continued growth of the over 80-year-old population at a faster rate than other age cohorts, and consistently meeting mobility and accessibility needs of individuals with disabilities.

Communities of Concern

MTC's Plan Bay Area 2040 defines Communities of Concern (COC) as census tracts that have a concentration of *both* minority *and* low-income households at specified thresholds of significance.³ Downtown Martinez is qualified as a COC based on the aforementioned definition, as well as the potential impact that population growth and economic development will have on the Study Area.

¹ City of Martinez. *About Martinez*. Retrieved from <http://www.cityofmartinez.org/about/default.asp>

² Data USA (2019). *Martinez, CA*. Retrieved from <https://datausa.io/profile/geo/martinez-ca/#economy>

³ Metropolitan Transportation Commission. *2040 Plan Bay Area Equity Analysis*. Retrieved from <https://www.planbayarea.org/2040-plan/plan-details/equity-analysis>

Downtown Martinez Study Area - Census Tract 3160

The Carquinez Strait bounds the Study Area to the north. To the west, the Study Area runs along Talbart Street and Green Street. Willow Street and Pine Street are the farthest extents to the east, and Mellus Street is the southernmost boundary. As shown in Error! Reference source not found., Census Tract 3160 includes Waterfront Park, a 28-acre recreational space.

The neighborhood is a mix of civic, commercial, and residential development. The main public facilities and services within the area include restaurants, grocery stores, religious centers, retail shops and cafés, and government buildings including the Contra Costa Superior Court, Martinez Detention Facility, and the Sheriff's office. **While the local middle school (Martinez Junior High School) is Downtown, elementary and high school students travel outside of the Downtown Martinez area to attend one of three elementary schools (John Muir, Morello Park, or Los Juntas) or Alhambra High School.**

Sphere of Influence – Census Tract 3170

Census Tract 3170 is located just south of the Study Area and has similar characteristics, including a mix of commercial and residential land uses and government facilities. Residents travel seamlessly between the two tracts, as there are no clear geographic or land use distinctions. Census Tract 3170 is included in this study to assess socio-economic differences and identify **discrepancies in transportation commute patterns across Martinez's neighborhoods.**

Communities of Concern

MTC's Plan Bay Area 2040 defines Communities of Concern (COC) as census tracts that have a concentration of *both* minority *and* low-income households at specified thresholds of significance.⁴ Downtown Martinez is qualified as a COC based on the aforementioned definition, as well as the potential impact that population growth and economic development will have on the Study Area. COC are categorized as high, higher, and highest based on the degree of **concentration above the regional population of a “disadvantage factor.” In addition to low-income and minority, disadvantage factors are: limited English proficiency, zero-vehicle household, seniors 75 years and over, people with a disability, single-parent family, and severely rent-burdened households⁵.** For each factor there is a standard deviation and a tract is designated a **“Higher” COC if it is 1 standard deviation above the regional population and is considered “Highest” if it is 1.5 standard deviations above the regional population.**

Priority Development Areas

Cities and counties within the nine county Bay Area designate areas within existing communities as Priority Development Areas (PDAs). The Regional Transportation Plan (RTP) developed by MTC, called *Plan Bay Area*, estimates that 78% of new housing and 62% of new jobs by 2040 will be built within PDAs. PDAs typically have existing transit services and are near established job centers, retail districts, and other service. Local governments create land-use plans and policies for their PDAs. Downtown Martinez is a designated PDA and overlaps with the Study Area and

⁴ Metropolitan Transportation Commission. *2040 Plan Bay Area Equity Analysis*. Retrieved from <https://www.planbayarea.org/2040-plan/plan-details/equity-analysis>

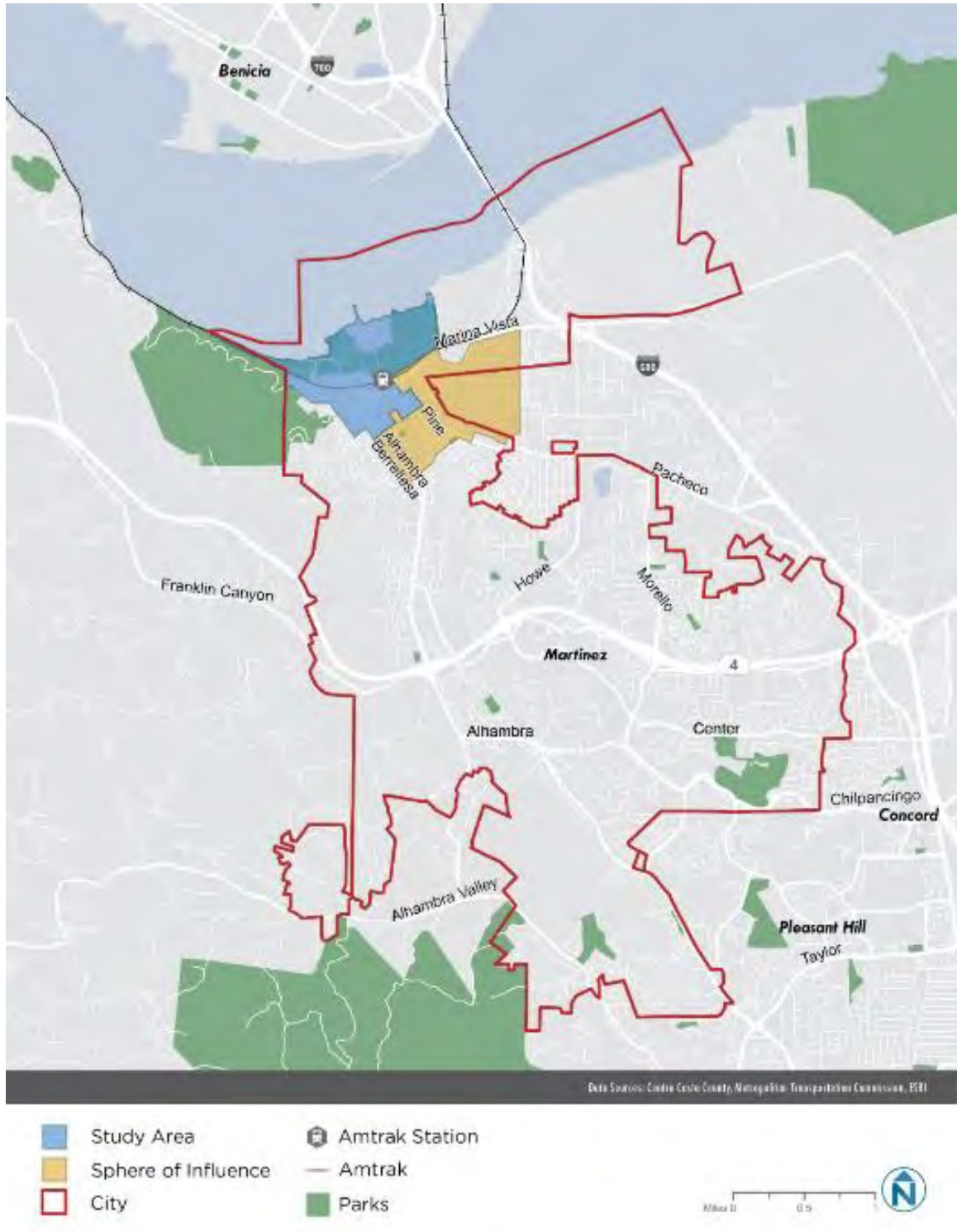
⁵ MTC Communities of Concern Spatial-Analysis-Mapping-Projects. Retrieved from: <https://bayareametro.github.io/Spatial-Analysis-Mapping-Projects/Project-Documentation/Communities-of-Concern/>

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the Sphere of Influence. For more information on the land-use plan for Downtown Martinez, see the City of Martinez Specific Plan in Chapter 2.

Figure 1-1 Study Area Map - Downtown Martinez, CA



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2 PRIOR STUDIES

LITERATURE REVIEW – RELEVANT PLANNING REPORTS

The following section is a review of previously written reports and studies that are relevant to the development of a new Community-Based Transportation Plan for Downtown Martinez. The summarized information identifies transportation gaps and offers recommendations and implementation steps to improve mobility for the targeted populations: low-income, communities of color, seniors, and people with disabilities.

LOCAL PLANS

General Plan Circulation Element – 2016

The draft General Plan, adopted in 2016, details citywide goals to guide future development through the year 2035. In regards to transportation, the project team reviewed the Circulation Element to review specific policies that Martinez seeks to achieve during the Plan timeframe.

Transportation Goals and Policies

Per California’s government code, Martinez is required to have a balanced and multimodal transportation network. The streets need to meet the needs of all users and provide a safe and convenient experience -- suitable for children, persons with disabilities, pedestrians, users of public transportation, and seniors.

Policy C-P-2.2 speaks to citywide initiatives to reduce vehicle-miles traveled and the improvement of bicycle, pedestrian, and transit facilities. The Plan is committed to the design and implementation of Complete Streets – a design concept that constructs streets, regardless of their age, ability, or their mode of transportation.⁶

Downtown Martinez Community-Based Transportation Plan (CBTP) – 2009

In 2009, a Community-Based Transportation Plan (CBTP) was written for Downtown Martinez. The effort, led by the Contra Costa Transportation Authority (CCTA), the Metropolitan Transportation Commission (MTC), and the City of Martinez, identifies barriers to mobility based on a comprehensive review of existing conditions and an in-depth stakeholder outreach effort. The project team concluded that while the majority of Martinez residents travel by car, Study

⁶ City of Martinez (2016). *DRAFT General Plan 2035*. Retrieved from <http://www.cityofmartinez.org/civicax/filebank/blobload.aspx?BlobID=12224>, pp. 6-1

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Area residents own proportionally fewer cars than residents residing in Martinez or the County. As such, Study Area residents are more likely to ride transit, bike, and walk to work.⁷

Transportation Gaps

The report notes the City's transportation strengths – sidewalks throughout the Downtown, an active intermodal station to service rail-to-bus and bus-to-bus transfers, and readily available regional transit. However, during the outreach effort, respondents shared their concerns and suggestions for how to improve the area's mobility. Survey respondents deemed local transit infrequent, and requested that the City and Central Contra Costa Transit Authority (CCCTA, or "County Connection") amend or add routes to improve access to essential amenities including grocery stores and medical establishments.⁸

Transportation Recommendations and Resources

The 2009 CBTP addresses gaps in Martinez's transportation system by offering recommendations for future capital and programmatic investments. Beyond recommendations to expand pedestrian and bicycle infrastructure and the County Connection service area, the plan offers programmatic recommendations to improve access for Martinez's disadvantaged sub-populations. Programs include implementation of the Martinez Community Shuttle, transit fare provisions, and transit vouchers.

Downtown Specific Plan – 2006

A Specific Plan is a tool for systematic implementation of a General Plan. The most recent Specific Plan for Martinez was written in 2006 with two principal goals in mind. (1) Enhance the quality of life for Martinez residents and (2) bring back commercial dynamism to the downtown business area. Analogous to other local and regional plans, the Martinez Specific Plan speaks to the promotion of smart growth and sustainable development.

Transportation Gaps

The Martinez Specific Plan emphasizes the need for convenient access to and from the Downtown district, which includes a multimodal approach for all users of the road. City staff see a gap in wayfinding and signage as a continued need for connectivity improvements to and from the Intermodal Station.

Transportation Recommendations and Resources

The Specific Plan recommends pedestrian improvements achievable with simple design elements including updated sidewalks and pedestrian-scale lighting. In regards to transit, the Plan recommends the installation of bus stop shelters and a better dissemination of transit boarding and departure times, at stations and via the internet.⁹

⁷ CCTA (2009). *Downtown Martinez Community-Based Transportation Plan*. Retrieved from <http://www.cityofmartinez.org/civicax/filebank/blobdload.aspx?BlobID=5840>, pp. 8

⁸ Ibid. pp.43

⁹ City of Martinez (2006) *Downtown Specific Plan*. Retrieved from <http://www.cityofmartinez.org/depts/planning/dsp2006.asp>

COUNTYWIDE PLANS

Contra Costa Countywide Transportation Plan – 2017 Update

The CCTA approved and adopted the Countywide Transportation Plan (CTP) update in 2017, which sets the framework for transportation investments over the next two decades.¹⁰ The plan updates Contra Costa’s transportation vision, goals, and strategies and incorporates new data and growth forecasts. Martinez is in the TRANSPAC Regional Transportation Planning Committee, which oversees the Central County Action Plan, a sub-regional transportation plan. Proposed major new actions in Central County are to build Express Lanes (high occupancy toll lanes) on I-680 and SR-4, expanding interchanges, and widen portions of SR-4.¹¹

County Connection Comprehensive Operations Analysis – 2018

In the summer of 2017 County Connection initiated a process to restructure service throughout Central County in an effort to increase productivity and modernize the agency’s fare structure. This process started with a Comprehensive Operations Analysis (COA), a passenger survey, interactions of staff on the buses, and six public hearings. As a result, a significant number of routes were restructured, including some serving the Martinez area, and the fare proposal was approved by the Board in January 2019, and implemented in March 2019.

Contra Costa Countywide Bicycle and Pedestrian Plan – 2018 Update

Contra Costa’s first bicycle plan was written in 2003, and it has since been updated in 2009 and in 2018. With only 1% of Contra Costa residents traveling by bike, the Countywide Bicycle and Pedestrian Plan (CBPP) builds upon the 2017 CTP update, setting goals to increase walking and bicycling across Contra Costa. The CBPP effort included a comprehensive public outreach component where residents and stakeholders shared their views via online surveys and interactive maps, pop-up events, and an online town hall. Upon hearing from their constituents, CCTA set a broad vision in the CBPP with five goals and objectives, as well as 30 implementation tasks, including creating a safe, connected, and comfortable network of bikeways and walkways for all ages and abilities, and equitably serving all of Contra Costa’s communities.¹²

Downtown Martinez is a designated Pedestrian Priority Area (PPA) because as noted in the CBPP, the need for pedestrian facilities is greatest where residential, employment, or retail densities are higher. The Authority prioritizes funding to these areas. Moreover, the CBPP has identified a “low-stress Countywide Bikeway Network” to provide safe biking connections. Downtown Martinez is identified as part of this network.¹³

¹⁰ CCTA (2017) *Countywide Comprehensive Transportation Plan Summary*, September 2017. Retrieved from: https://2017ctupdate.net/wp-content/uploads/CCTA-CTP-Summary-10.20.17_11x17.pdf

¹¹ CCTA (2017) *Countywide Comprehensive Transportation Plan Volume 2*, p 23-24, September 2017. Retrieved from: <https://2017ctupdate.net/wp-content/uploads/2017-CTP-Vol-2.2017.12.11.pdf>

¹² CCTA (2018). *Countywide Bicycle and Pedestrian Plan*. Retrieved from <http://keepcontracostamoving.net/documents/>

¹³ Ibid

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Figure 2-1 Contra Costa County, Local Bicycle Network Map



Source: 2018 Countywide Bicycle and Pedestrian Plan

- Existing Low Stress Bikeway
- Proposed Low Stress Bikeway
- Incorporated Area
- ▲ Amtrak Station
- BART Station

Transportation Gaps

The number of bicyclists in the County is rising and cities need to design and implement bicycle infrastructure that improve safety and accommodate more user groups.¹⁴ Pedestrians need well-designed and well-maintained walkways and crosswalks, and safe access to jobs and amenities. As **stated in the report, “...walking and biking makes up 11% of trips, but pedestrians and bicyclists account for about 30% of all traffic fatalities in Contra Costa.¹⁵ Existing barriers are especially apparent in Contra Costa’s suburban neighborhoods where bike and pedestrian routes are interrupted by freeways, railways, and larger arterials.**

Transportation Recommendations and Resources

The 2018 Plan recommends that improvements to the bicycle and pedestrian network be a combination of capital investments and supportive programs. In terms of infrastructure, CCTA endorses Pedestrian Priority Areas (PPAs) – zones where improvements are intended to be focused based on the existing and anticipated activity levels and mix of land uses. The criteria for a PPA include relatively high residential and employment density, within 0.5 miles of a major transit stop, and within 0.25 miles of a public school.

The Plan recommends a backbone of low-stress routes, arguing that an increase in the number of protected bicycle lanes and bicycle boulevards will help bicyclists from having to travel on larger arterials which typically feature higher vehicular driver speeds. A safer riding experience on alternate, parallel routes will likely make the mode more appealing to a wider range of commuters.

Improvements to pedestrian and bicycle infrastructure requires supportive programming, including education, encouragement, enforcement and evaluation. The Plan recommends a series of programs to improve the transportation experience for disadvantaged groups, including the following:

Safe Routes to School: SR2S is a multi-faceted program that is becoming more ubiquitous across the U.S.. It is an approach to promoting walking and bicycling to and from school using tools such as interactive curriculums for school-aged children designed to explain bicycle safety, rules of the road, and provide a hands-on, technical education. In addition, the CBPP recommends numerous infrastructure improvements along school commute routes and that Contra Costa jurisdictions pursue outreach events and programs for adults.¹⁶

Transit Access: Biking and walking are often first-and-last mile connections for those that take transit. Therefore, improving safe access to transit will likely increase ridership and reduce vehicular parking demand. CCTA is encouraging jurisdictions to prioritize pedestrian and bicycle connections near transit hubs – BART stations, Amtrak, and bus transit centers.¹⁷

Accessible Transit Vehicles: Per requirements set by the Americans with Disabilities Act, CCTA recommends continued efforts to ensure that transit vehicles are accessible to people with

¹⁴ CCTA (2018). *Countywide Bicycle and Pedestrian Plan*. Retrieved from <http://keepcontracostamoving.net/documents/>. Pp. 13

¹⁵ CCTA (2009). *Downtown Martinez Community-Based Transportation Plan*. Retrieved from <http://www.cityofmartinez.org/civicax/filebank/blobload.aspx?BlobID=5840>, Pp.13

¹⁶ Ibid. Pp. 55

¹⁷ Ibid. Pp. 61

disabilities. Updates include “kneeling” or low-floor buses, dedicated space for wheelchairs, and audio stop announcements for the benefit of the visually impaired.¹⁸

To implement the abovementioned recommendations and others, CCTA plans to work with a technical steering committee and local and regional agencies involved in pedestrian and bicycle planning, and offer up-to-date best practices to make informed policy decisions.

Contra Costa Safe Routes to School: Understanding Needs, Moving Ahead – 2016

The Safe Routes to School (SR2S) Needs Assessment is a comprehensive assessment of existing projects and programs occurring throughout Contra Costa County. The purpose of the assessment is to estimate the funding needed to support future SR2S capital projects, programs, and provide resources to communities as they plan and deliver improvements to support safe travel to and from Contra Costa schools. The Needs Assessment estimated \$243 million in unmet capital improvements.

REGIONAL PLANS

BART Station Access Policy – 2016

In 2006, the Bay Area Rapid Transit District (BART) formalized a station access policy to support the region’s livability goals. Goals include advancing the region’s safety and sustainability goals, as well as increasing the system’s capacity to connect more riders. Moreover, BART is prepared to work in collaboration with municipalities, access providers, and technology companies to reduce regional drive-alone rates. BART is prioritizing investments based on station access goals. The agency is committed to prioritizing station access in the following hierarchy: walk, bike, transit and shuttle, drop-off and pick-up, and auto parking.

The nearest BART stations to Martinez are North Concord and Concord. The Plan has labeled these stations as “intermodal/auto reliant.” As such, BART will primarily invest, as well as work with partners, to improve pedestrian access.¹⁹

Plan Bay Area 2040 Equity Analysis Report – 2017

MTC’s Plan Bay Area Equity Analysis was created to help inform policymakers, local jurisdictions, and the public on how existing and future development directly affects the Bay Area’s disadvantaged communities. It was developed as required by California Senate Bill (SB) 375 – a policy that integrates land use and transportation planning as a way to lower GHG emissions and vehicles miles traveled across all socio-economic groups.²⁰

Transportation Gaps

The Equity Analysis included by MTC identified the mobility needs of low-income and minority communities. The report findings suggest that regardless of income and race/ethnicity,

¹⁸ Ibid. Pp. 62

¹⁹ BART (20196). *BART Station Access Policy*. Retrieved from https://www.bart.gov/sites/default/files/docs/E-%20BART%20Access%20Policy%20-%20Adopted%206-9-16_0.pdf

²⁰ The Bay Area has a goal to reduce GHG emissions by 7% by 2020 and 15% by 2035 from 2005 levels.

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transportation-disadvantaged populations - youth, seniors, and people with disabilities -- face greater mobility challenges than the rest of the general population. For example, low-income populations account for 25% of the population, yet they make up 53% of all transit trips, indicating their relative dependence on public transportation.

Table 2-1 Share of Bay Population and Mode of Transportation, 2014

Population Subgroup	Share of Population	Share of Transit Trips	Share of Roadway Trips	Share of All Trips
Low-income Population	25%	53%	27%	28%
Minority Population	59%	61%	52%	52%

RESOURCES FOR FUNDING FUTURE TRANSPORTATION INVESTMENTS

Senate Bill (SB) 375

The following competitive grants are available to cities across the Bay Area to help fulfill SB 375 and mend transportation gaps in disadvantaged communities.

Lifeline Transportation Program (LTP)

In 2005, MTC created the Lifeline Transportation Program that funds transportation projects in low-income communities across the Bay Area. Since its launch, MTC has awarded more than \$225 million; however, there are limitations on sponsor and project eligibility. A Lifeline project must address existing transportation gaps and fund certain programs: fixed-route bus service, transit stop improvements, pedestrian and bicycle access, and transportation services for children and seniors. Fund sources for the Cycle 5 Lifeline Transportation Program include State Transit Assistance (STA), and Federal Transit Administration (FTA) Section 5307 Urbanized Area Formula funds.²¹

One Bay Area Grant Program (OBAG)

MTC's OBAG program is a grant program that incentivizes local jurisdictions to fund transportation projects within Priority Development Areas. Funds can be used for a myriad of investments including bicycle and pedestrian paths, bicycle lanes, Safe Routes to Transit, and Safe Routes to School projects. Eligibility is confined to cities that have adopted a Complete Streets policy. Funds originate from the **region's discretionary federal highway funding** including Surface Transportation Program/Congestion Mitigation and Air Quality Improvement programs (STP/CMAQ).²²

Active Transportation, Complete Streets and Safe Routes to School Program

In addition to the LTP and OBAG, MTC sponsors the Active Transportation, Complete Streets and Safe Routes to School Programs. This effort helps finance Complete Streets, Bay Trail

²¹ MTC (2018). *Lifeline Transportation Program Cycle 5 Guidelines*. Retrieved from https://mtc.ca.gov/sites/default/files/Lifeline_Transportation_Program_Cycle_5_Guidelines.pdf

²² Metropolitan Transportation Commission (2015). *One Bay Area Grant Program Cycle 2 Proposal*. Retrieved from <https://mtc.ca.gov/sites/default/files/OBAG%202020Proposal%20July%202015.pdf>

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development, and pedestrian and bicycle connectivity across the region. Safe Routes to School, a component of OBAG, distributes \$5 million to cities, counties, and congestion management agencies to fund local projects that improve students' access to schools. Projects include bicycle racks and secure parking, traffic calming, and bicycle safety trainings. Active transportation programs can be particularly beneficial in Communities of Concern where access to a vehicle is limited.

Bay Area Air Quality Management District (BAAQMD)

Each year, the Air District allocates grant money from the Transportation Fund for Clean Air (TFCA) regional fund to public and private agencies through a competitive or a first-come, first-served basis. Projects eligible for the funds include trip reduction programs, clean air vehicles and infrastructure, and bicycle facilities. According to the Air District, TFCA projects are evaluated based on their effectiveness in reducing polluting emissions. This past year (2019), the Board approved the allocation of \$14 million in TFCA grant funds, available in FYE 2020.²³

Other Transportation Funding Sources

Federal Transit Administration (FTA) Section 5310

Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities funds are distributed to states to provide grants for nonprofit agencies that provide transportation services to the elderly or people with disabilities.²⁴

Countywide Transportation Sales Tax - Measure J

Approved by 71% of voters in 2004, Measure J provides dedicated sales tax revenue (half-cent) for transportation projects through 2034. The Measure is guided by an Expenditure Plan which includes \$360 million for local streets and roads and \$123 million for transit for seniors and people with disabilities.²⁵

TRANSPAC Subregional Transportation Mitigation Program

This program is intended to fulfill the requirements for a Subregional Mitigation Program (STMP) established by CCTA as part of the Measure J Growth Management Program. STMP requirements are applicable to local jurisdiction in the Central Contra Costa (TRANSPAC) area, including the City of Martinez.²⁶ The TRANSPAC STMP is explained in greater detail within the Central County Action Plan.

²³ Bay Area Air Quality Management District (2019). *TFCA Regional Fund*. Retrieved from <http://www.baaqmd.gov/funding-and-incentives/funding-sources/regional-fund>

²⁴ Metropolitan Transportation Commission (2019). *FTA Planning and Modernization Programs*. Retrieved from <https://mtc.ca.gov/our-work/invest-protect/investment-strategies-commitments/transit-21st-century/fta-section-5303-5309>

²⁵ Contra Costa Transportation Authority. *Measure J Expenditure Plan (adopted 2004, amended through 2011)*, Retrieved from <https://ccta.net/wp-content/uploads/2018/10/5297b121d5964.pdf>

²⁶ CCTA, *Final Central County Action Plan*, p 44, September 2017

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Local Sales Tax – Measure X

In 2018, the City of Martinez passed a local half-cent sales tax measure to fund a variety of local improvement needs, including the provision of safe routes to school. The half-cent sales tax will provide \$3.2 million over the next 15 years.²⁷

²⁷ Martinez News-Gazette (2019). *Council takes next steps in Measure X monitoring*. Retrieved from <https://martinezgazette.com/council-takes-next-step-in-measure-x-monitoring/>

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3 DEMOGRAPHIC ANALYSIS

POPULATION AND HOUSING

The current population of the Study Area is approximately 1,000 people²⁸ – comprising 3% of **Martinez’s total population**. As shown in Table 3-1, the population of the Study Area is likely to increase over the next twenty years at a greater pace than the anticipated population growth for both Martinez and Contra Costa County. The influx of residents mirrors trends found across the Bay Area. Factors include, but are not limited to, the following:

- The housing distribution requirements stated in the Regional Housing Need Plan necessitates that the City of Martinez add nearly 470 housing units by 2023²⁹
- Martinez jobs are projected to grow by 18%, according to the Association of Bay Area Governments (ABAG). 20% of all new positions will be in health, education services, and recreational services.³⁰

Table 3-1 Population Change (Estimated), 2010 to 2040³¹

	2010 Population	2040 Population	% Change
Downtown Martinez – Study Area	946	1,385	46%
Sphere of Influence	2,095	2,511	20%
Martinez	35,604	38,333	8%
Contra Costa County	1,049,335	1,381,643	32%

In 2010, the U.S. Census counted 1,483 residents in Downtown Martinez; however, more than 500 residents were institutionalized at the Martinez Detention Facility. Note: the institutionalized population has been omitted from the MTC/ABAG (Table 3-1) data used to estimate population growth. As illustrated in Figure 3-2 and Figure 3-3, population growth is expected to increase in both the Study Area the Sphere of Influence -- upwards of 10,000 persons per square mile in some areas.

²⁸ U.S. Census Bureau (2018). *Demographic and Housing Estimates. 2013-2017 American Community Survey 5-Year Estimates*. Retrieved from

https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_17_5YR_DP05&prodType=table

²⁹ Association of Bay Area Governments (2015). *Regional Housing Need Plan, San Francisco Bay Area: 2015-2023*. Retrieved from https://abag.ca.gov/planning/housingneeds/pdfs/2015-2023_RHNA_Allocations.pdf

³⁰ City of Martinez. *2015-2023 Housing Element*. Retrieved from <http://www.cityofmartinez.org/civicax/filebank/blobdload.aspx?BlobID=12231>

³¹ Metropolitan Transportation Commission (MTC) and Association of Bay Area Governments (ABAG) “Projections 2017,” February 2018.

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Along with population, data provided by MTC suggests that the housing supply in Downtown Martinez will increase -- upwards of 40% between 2010 and 2040. While the Sphere of Influence, the surrounding City, and the County will experience housing growth as well, the proportional change will not be as significant compared to the rate of development slated for the Study Area. This is due in large part to a zoning modification approved in 2017, which increased medium residential and downtown core zoning density.³²

As shown in Table 3-2, by 2040, the number of households in the Study Area is expected to grow at a significantly faster rate than each of the surrounding Sphere of Influence, City, and County. However, despite that increase in absolute number of households, relative to the Study Area, MTC data estimates average household size will remain larger in the Sphere of Influence, City, and County respectively.

Martinez and Contra Costa County currently have much higher ratios of households living in single-family units to multi-family units than the Study Area;

this pattern will continue as more multi-family developments are planned for the Study Area and the Sphere of Influence proportional to the City and County. While multifamily residential units will remain the majority in Downtown Martinez, the number of single-family residences is estimated to increase by 126 units by 2040, an 88% increase. MTC/ABAG forecast an estimated 23% increase in the total number of multi-family housing units **in the Study Area by 2040. This is based upon MTC's UrbanSim Model, which is used to forecast the location and extent of redevelopment in the Bay Area.**

Table 3-2 Household Unit Growth (Estimated) 2010 to 2040³³

	2010	2040	% Change
Downtown Martinez	497	702	41%
Sphere of Influence	958	1,1,101	15%
Martinez	14,376	14,951	4%
Contra Costa County	375,364	475,483	27%

Table 3-3 Average Household Size (Estimated) 2010 to 2040³⁴

	2010	2040	% Change
Downtown Martinez	1.90	1.97	3.6%
Sphere of Influence	2.19	2.25	2.7%
Martinez	2.48	2.56	3.5%
Contra Costa County	2.80	2.91	3.9%

Table 3-4 Residential Housing Type (Estimated) 2010 to 2040³⁵

	Single-Family Households			Multi-Family Households		
	2010	2040	% change	2010	2040	% change
Downtown Martinez	142	268	88%	355	435	23%
Sphere of Influence	489	568	16%	469	533	14%
Martinez	10,883	11,728	8%	3,493	3,223	-8%
Contra Costa County	283,362	333,102	18%	92,002	142,381	55%

³² East Bay Times (2017). *Changes OK'd for downtown Martinez land use, density*. Retrieved from <https://www.eastbaytimes.com/2017/07/12/changes-okd-for-downtown-martinez-land-use-density/>

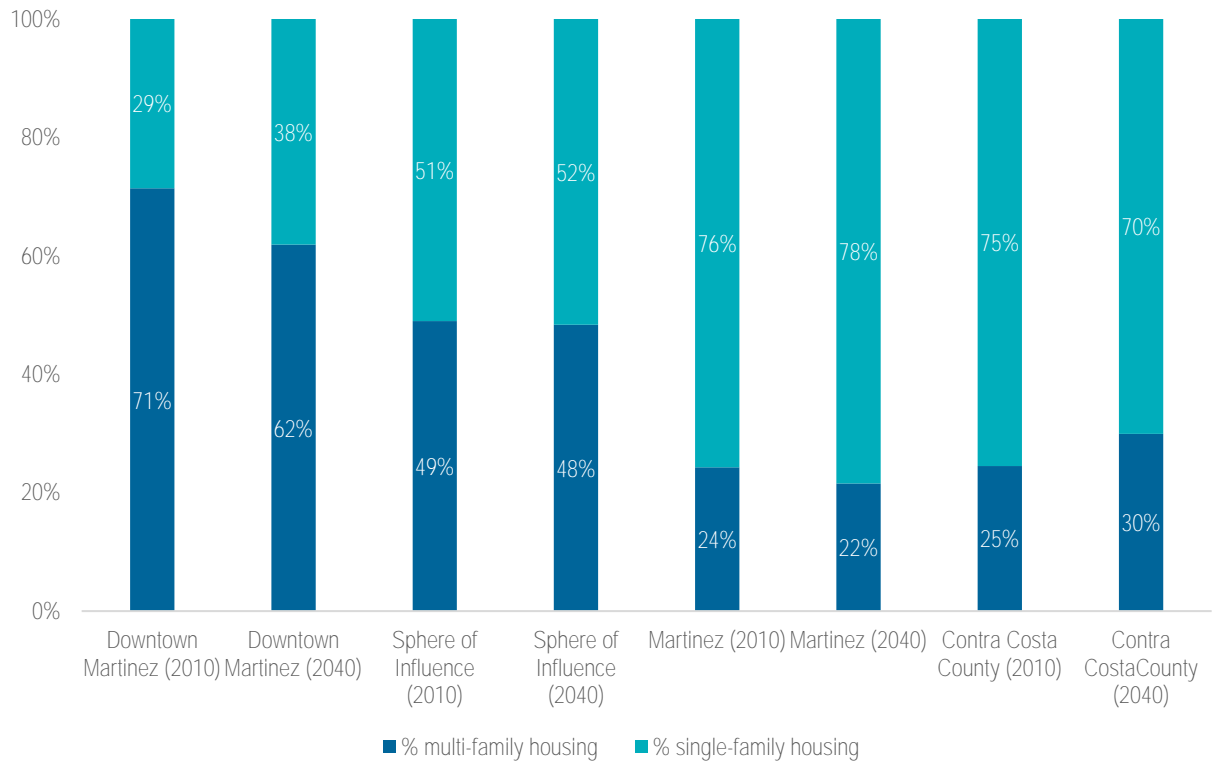
³³ Op. Cit. 4.

³⁴ Ibid.

³⁵ Ibid.

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Figure 3-1 Ratio of Multi-Family to Single-Family Housing (Estimated), 2010 to 2040³⁶



³⁶ Ibid.

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Figure 3-2 2010 Population Density

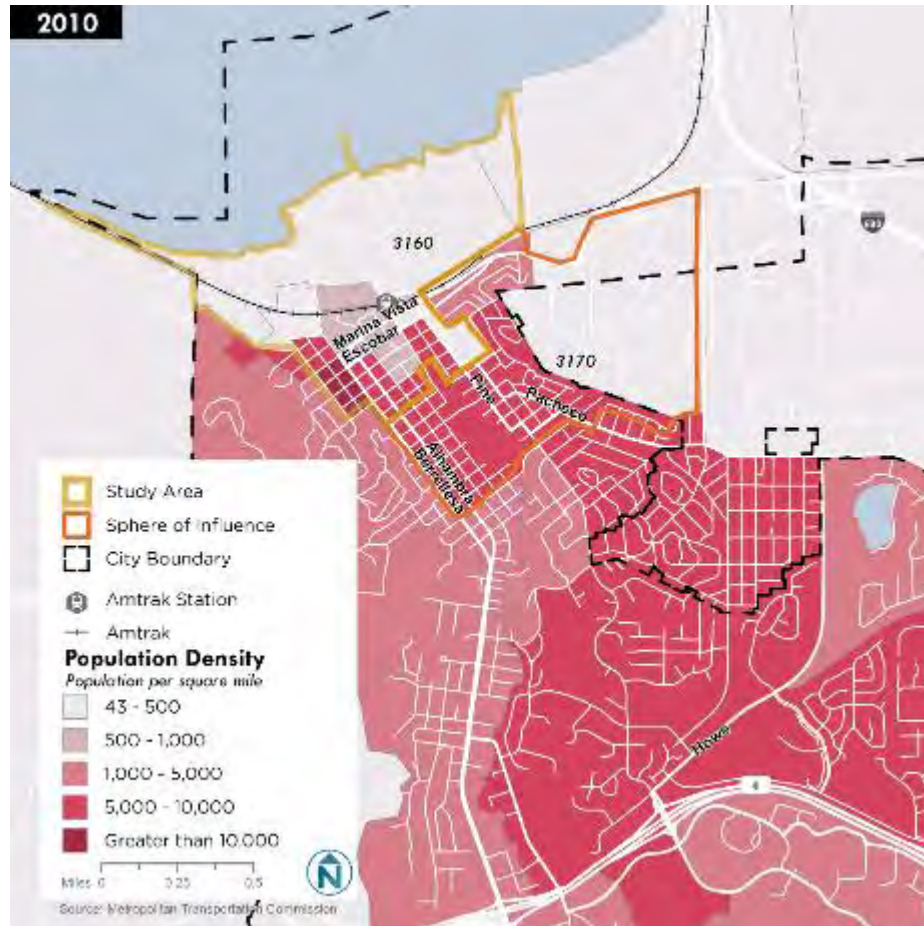
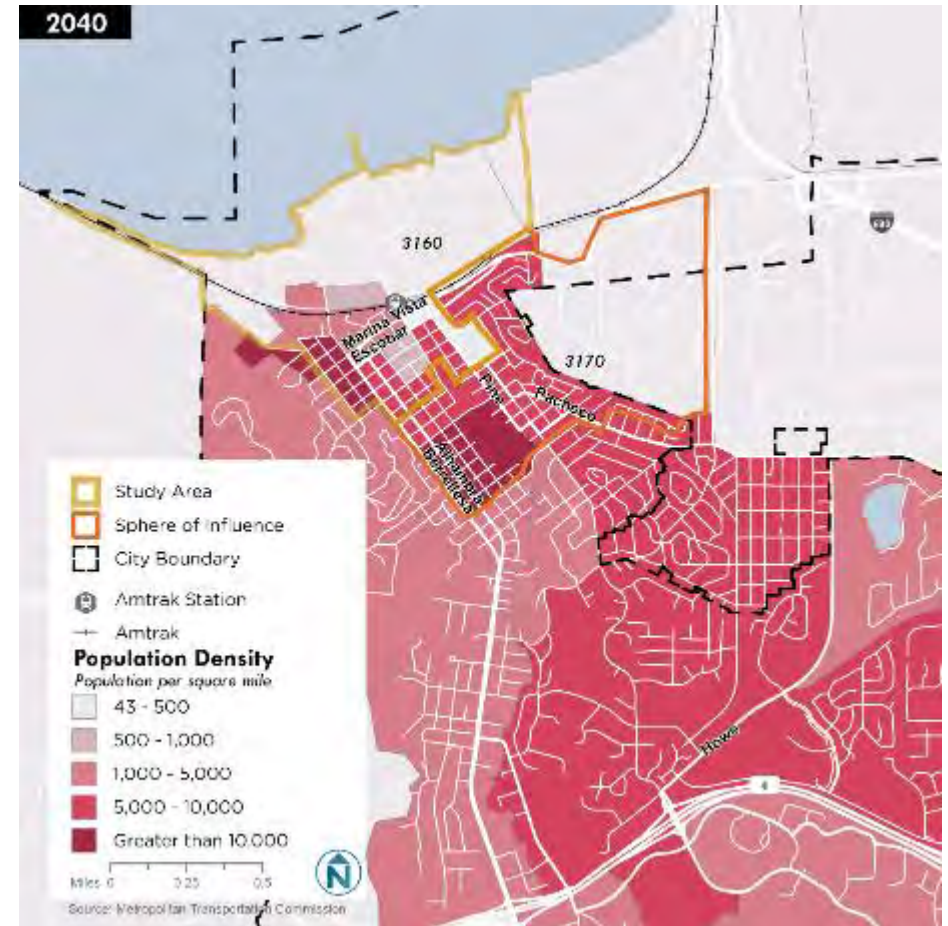


Figure 3-3 2040 Population Density



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Figure 3-4 2010 Household Density

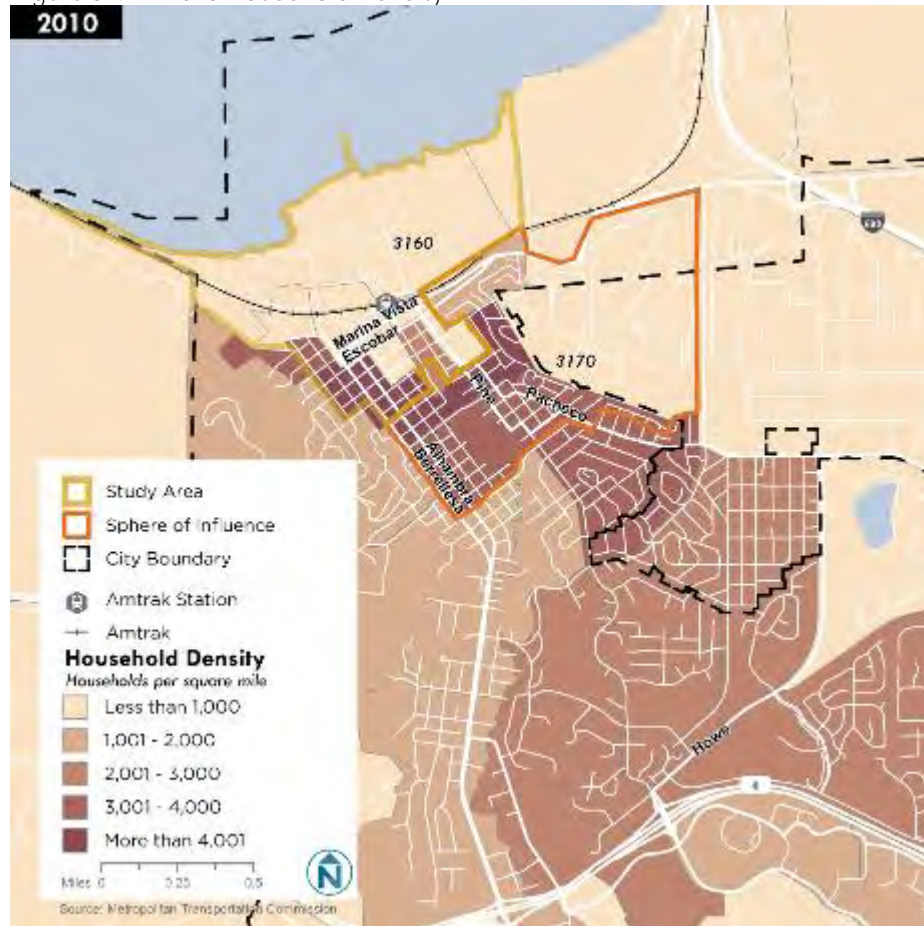


Figure 3-5 2040 Household Density



INCOME AND POVERTY STATUS

Poverty Status

The U.S. Census Bureau determines poverty level using a set of income thresholds that vary by family size and age of the household’s members. There are 48 different poverty thresholds based on a household’s composition. If a family’s income is less than the poverty threshold, then that family and every individual in it is considered to be living in poverty. In 2018, the federal poverty level for a family of four was set at an annual income of \$25,100 or less. Given the significantly higher cost of living in the Bay Area compared to the United States average, MTC has adopted a poverty threshold 100% greater than the federal line. As such, 200% of the federal poverty level (\$50,200 for a family of four) is used in this analysis. According to these standards, 53% of the Study Area households are at or below the MTC poverty threshold. This is more than double the poverty status within the Sphere of Influence.³⁷

Household Income

Median household income in the Study Area is about \$31,000. As shown in Table 3-5, this is significantly lower than the median household incomes of the three geographic comparisons. The difference between the Study Area and Martinez is about \$67,000 per year.³⁸

Table 3-5 Poverty Status (Last 12 Months, 2017) and Median Household Income (ACS 2013-2017 5-Year Estimate)³⁹

	Below 200% of the Poverty Level (2017)	At or Above 200% of the Poverty Level	Population For Whom Poverty Status is Determined	Median Household Income (2013 – 2017 5 Year ACS)
Downtown Martinez	53%	47%	935	\$31,042
Sphere of Influence	33%	67%	2,300	\$70,793
Martinez	16%	84%	37,347	\$98,102
Contra Costa County	23%	77%	111,4128	\$88,456

Data provided by MTC provides complementary information and 2010 and 2040 estimates of residents’ household incomes and is mapped for the Study Area in Figure 3-6 and Figure 3-7. Unlike the American Community Survey, MTC data does not reflect household size and divides household incomes into quartiles: under \$30,000; \$30,000-\$60,000; \$60,001-\$100,000; and more than \$100,000. The most closely aligned range to the 200% of federal poverty level was based on the first two quartiles, i.e. households making \$60,000 a year or less. This data shows

³⁷ The federal poverty level is a guideline used by the U.S. Census to determine the number of households that were in poverty the previous year. 200% of the Federal Poverty Level is \$50,200 for a family of four. (2018)

³⁸ U.S. Census Bureau (2018). *Poverty Status in the Last 12 Months, 2013- 2017 American Community Survey 5-Year Estimates*. Retrieved from https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_17_5YR_S1701&prodType=table

³⁹ Ibid.

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that in 2010, more than 60% of households in the Study Area had incomes below \$60,000. (This excludes the municipal and commercial corridor east of Court Street.) MTC data indicates that by 2040, household incomes across much of the Study Area and Sphere of Influence will have increased.

Unbanked Households

Unbanked households do not have an account at an insured institution, or have an account but obtained (nonbank) alternative financial services in the past 12 months. According to the Corporation for Enterprise Development 6% of households in Contra Costa County are unbanked, compared to 5% in Martinez.⁴⁰

⁴⁰ Percent of Unbanked Households (CFED, Local Data Center Mapping Tool, 2014). Research from Placeworks.

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Figure 3-6 2010 Households with Incomes below \$60,000

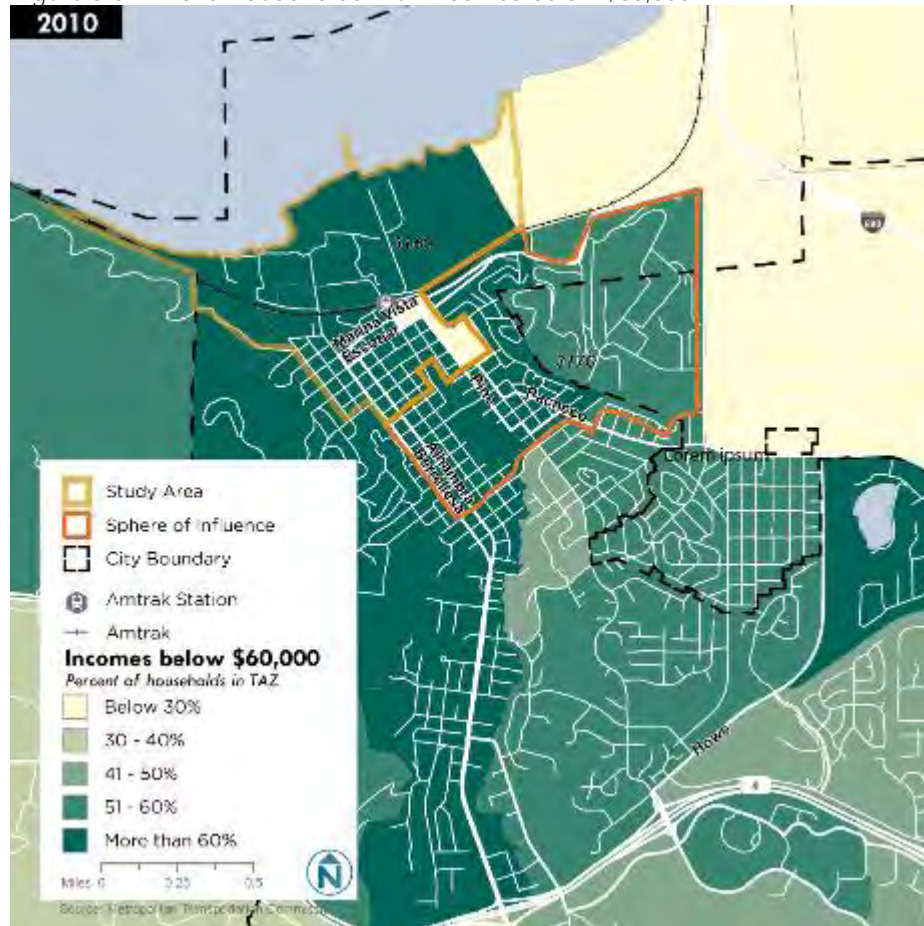
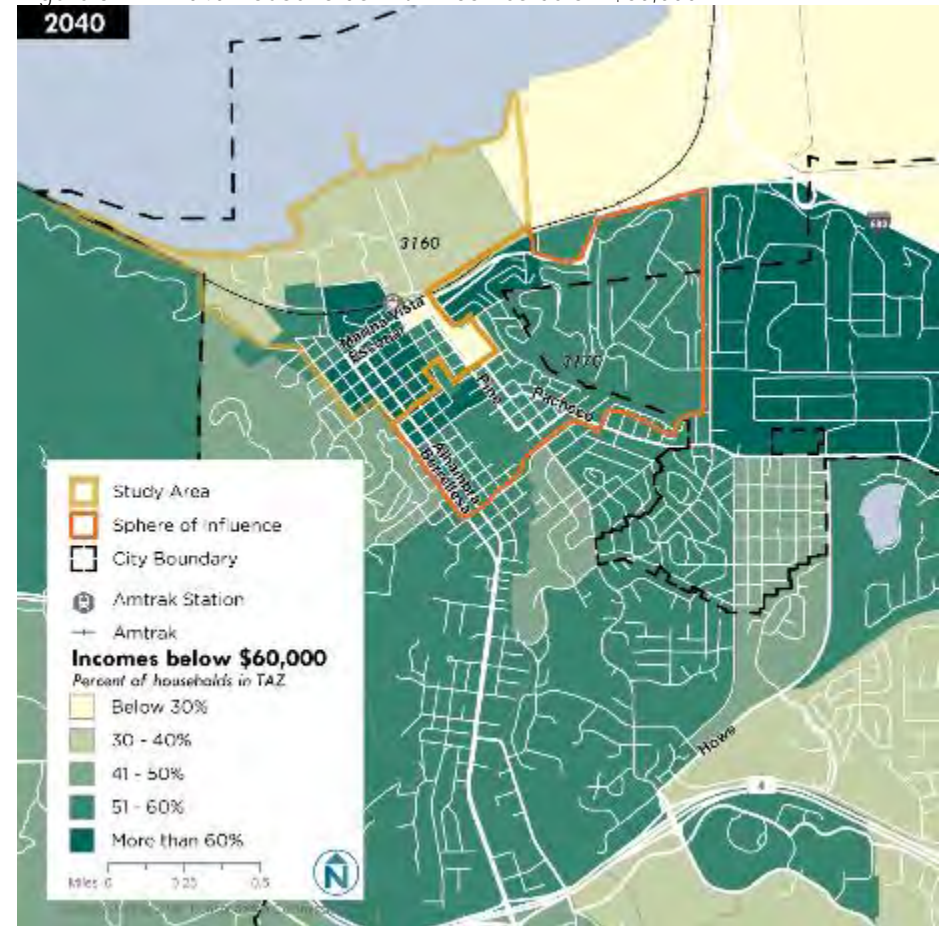


Figure 3-7 2040 Households with Incomes below \$60,000



RACE AND ETHNICITY

According to the American Community Survey (2013-2017 5-year estimates), the largest group of residents in the City of Martinez identify as White, at **68% of the City’s population**. **Hispanic and Latino** populations rank as the second largest group (18%), followed by Asians (7%). The Study Area shows a comparable proportion of White residents and Latino/Hispanic residents to the City as a whole. Table 3-6 shows the full race and ethnicity proportions of the population for each geographic area relevant to this study.

Table 3-6 Race and Ethnicity, by Geography (ACS 2013 – 2017 5-Year Estimates)⁴¹

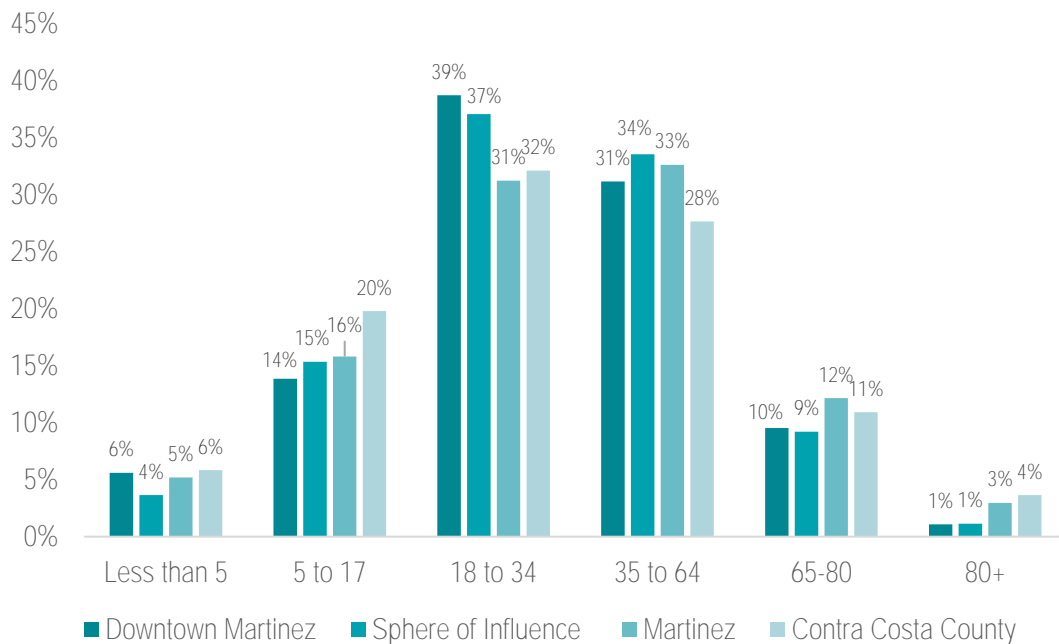
	Study Area	%	Sphere of Influence	%	Martinez	%	Contra Costa	%
Hispanic/Latino	220	21%	268	10%	6,719	18%	298,307	27%
African American	46	4%	72	3%	939	2%	93,809	8%
White	729	71%	1,864	71%	25,968	68%	504,792	45%
Asian	11	1%	186	7%	2,730	7%	169,695	15%
Two or more races	6	1%	139	5%	1,567	4%	50,468	4%
Native Hawaiian/Pacific Islander	0	0%	0	0%	156	0%	5,177	0%
American Indian/Alaska Native	17	2%	92	4%	33	0%	2,823	0%
Total	1,029	100%	2,621	100%	38,112	100%	1,125,071	100%

⁴¹ U.S. Census Bureau (2018) *ACS Demographic and Housing Estimates 2013-2017 5-Year Estimates*. Retrieved from https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_17_5YR_DP05&prodType=table

AGE DISTRIBUTION

As shown in Figure 3-8, the 18-34 cohort is the largest by share across three of the four geographies, with the exception of the City of Martinez itself. This can likely be attributed to several factors, including access to education, employment, and frequent public transportation. Of note, according to the American Community Survey, of the 18-25 population living in the Downtown Study Area, 25% live below the poverty level. All geographies have a similar proportion of seniors that are 80 and older (less than 4%).⁴²

Figure 3-8 Age Distribution (2013-2017 5 Year ACS)



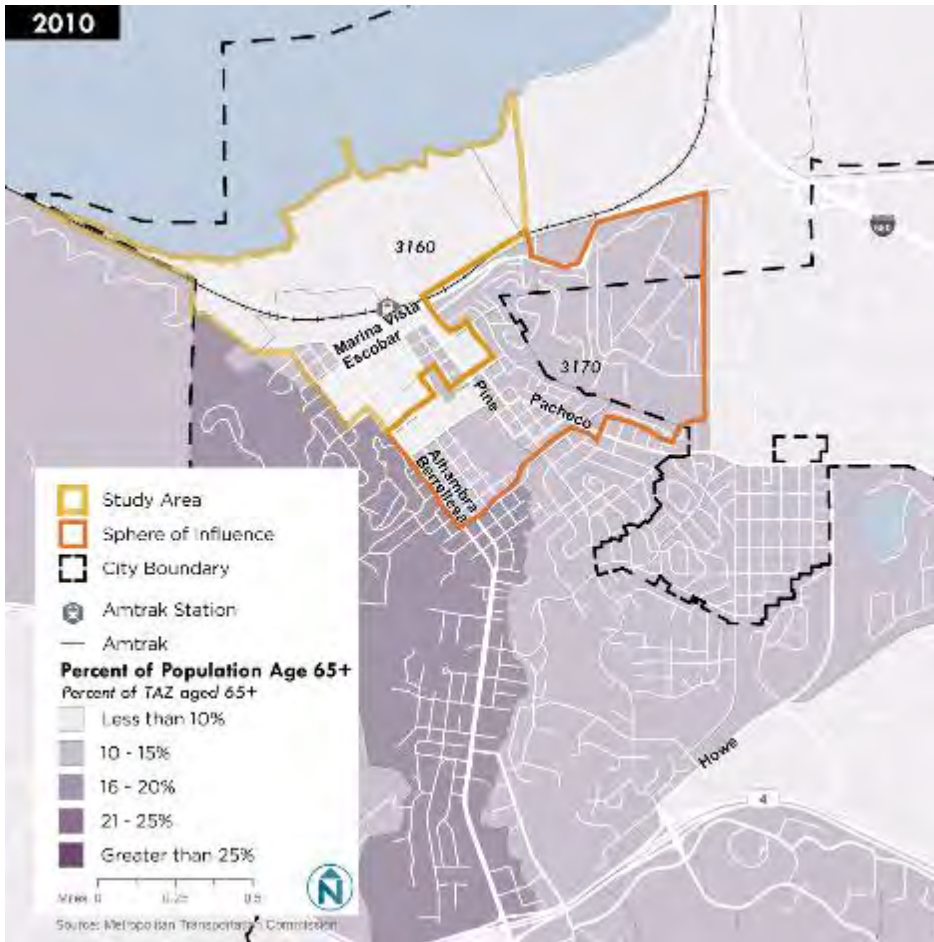
The existing senior population in the Study Area is 11%. There are two concentrations of seniors located within the Study Area. Berrellesa Palms Apartments, an affordable senior housing apartment complex, is located in the northwest corner of the Study Area off Berrellesa Street, and Carlton Senior Living, an **assisted living facility, is located just north of the City’s municipal buildings**. The senior population will continue to grow with the highest concentrations of seniors (more than 25% of residents) located throughout the Sphere of Influence and the adjacent hillside **neighborhoods, particularly along the City’s eastern boundary**. See Figure 3-9 and Figure 3-10 for further details.

⁴² U.S. Census Bureau (2018) *Poverty Status in the Past 12 Months 2013-2017 5-Year Estimates*. Retrieved from https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_17_5YR_S1701&prodType=able

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Figure 3-9 2010 Proportion of Adults 65+

Figure 3-10 2040 Proportion of Adults 65+



DISABILITY

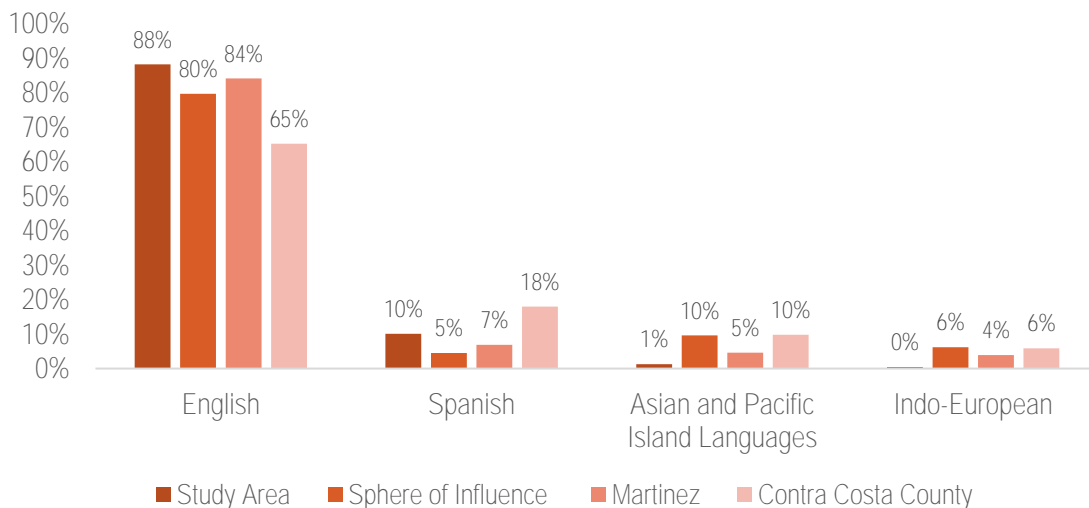
Approximately 36.8% of the population in the Study Area and 11.6% in the Sphere have a physical disability, while 9.3% in the Study Area and 1.3% in the Sphere have a sensory disability (hearing or visual).⁴³ Transportation is a common barrier to participation experienced by people with disabilities **according to the World Health Organization as “Factors in a person’s environment that, through their absence or presence, limit functioning and create disability.”**⁴⁴

LANGUAGE

Nearly 90% of Study Area residents speak English as their primary language at home. While Spanish is the second most common language spoken in Downtown Martinez, it is only spoken by about 10% of the population -- about 100 people. This is slightly higher than the proportion of Spanish-speaking households across the City (7%). Both are lower than the County (18%).

Additionally, 10% of County households speak an Asian/Pacific Island language at home, and while the same proportion is true for the Sphere of Influence, only 1% of households in the Study Area speak an Asian/Pacific language as their primary language. **This is on par with the area’s demographic composition as only 1% of the Study Area identifies as Asian and 0% as Pacific Islander.**

Figure 3-11 Language Spoken at Home, Five Years or Older (2013-2017 5 Year ACS)⁴⁵



⁴³ U.S. Bureau (2018). *Disability Characteristics, 2013-2017 ACS 5-Year Estimates*.

⁴⁴ Centers for Disease Control and Prevention (2019). *Common Barriers to Participation Experienced by People with Disabilities*. Retrieved from <https://www.cdc.gov/nceh/ncbddd/disabilityandhealth/disability-barriers.html>

⁴⁵ U.S. Bureau (2018). *Language Spoke at Home, Five Years or Older 2013-2017 5-Year Estimates*. Retrieved from https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_17_5YR_S1601&prodType=table

LINGUISTIC ISOLATION

Another important measure of language is linguistic isolation. As defined by the Census Bureau, “A household in which all members age 14 years and over speak a non-English language and also speak English less than “very well” (have difficulty with English) is ‘linguistically isolated.’” In the Study Area only 5% of households are linguistically isolated. A smaller proportion of residents in Martinez, including both the Study Area and the Sphere of Influence, are linguistically isolated compared to the County as a whole. Refer to Table 3-7.

Table 3-7 Population Language by Linguistic Isolation (2013-2017 5 Year ACS)⁴⁶

	Study Area	%	SOI	%	Martinez	%	Contra Costa	%
English	847	88%	1766	80%	30,247	84%	690,049	65%
Non-English, Not Linguistically Isolated	67	7%	300	14%	3,715	10%	218,432	21%
Non –English, Linguistically Isolated	46	5%	150	7%	218,432	5%	149,642	14%

TRANSPORTATION-RELATED DEMOGRAPHICS

Commute Information

Approximately 5.3% of the population in the Study Area and 4.1% in the Sphere have early commute departure times between 12:00 and 5:00 AM.⁴⁷ These individuals will usually have far less transit available to them. The mean travel time to work is approximately 29 minutes.⁴⁸ Additionally, driving alone is the most popular mode to get to work, with at least 73% of workers commuting this way in all three geographies. Refer to Table 3-8 for more details.

Table 3-8 Commuting to Work, by Mode (2013 – 2017 5-Year ACS Estimates)

	Workers	Drive Alone	Carpool	Public Transport	Walk	Bike	Taxi and other	Telecommute
Study Area	379	73%	4%	5%	6%	2%	5%	5%
Sphere of Influence	1,430	76%	14%	5%	0%	0%	0%	2%
Martinez	19,787	75%	7%	7%	2%	0%	2%	7%

Vehicle Availability

According to the American Community Survey, 165 households (of 493 total households) in the Study Area do not have access to a car – about 33% of all households. This is substantially higher than the other geographic areas, which share a similar proportion of zero-vehicle houses. This

⁴⁶ Ibid.

⁴⁷ U.S. Bureau (2018). *Time leaving Home to go to Work, 2013-2017 ACS 5-Year Estimates.*

⁴⁸ U.S. Bureau (2018). *Commuting Characteristics by Sex, 2013-2017 ACS 5-Year Estimates.*

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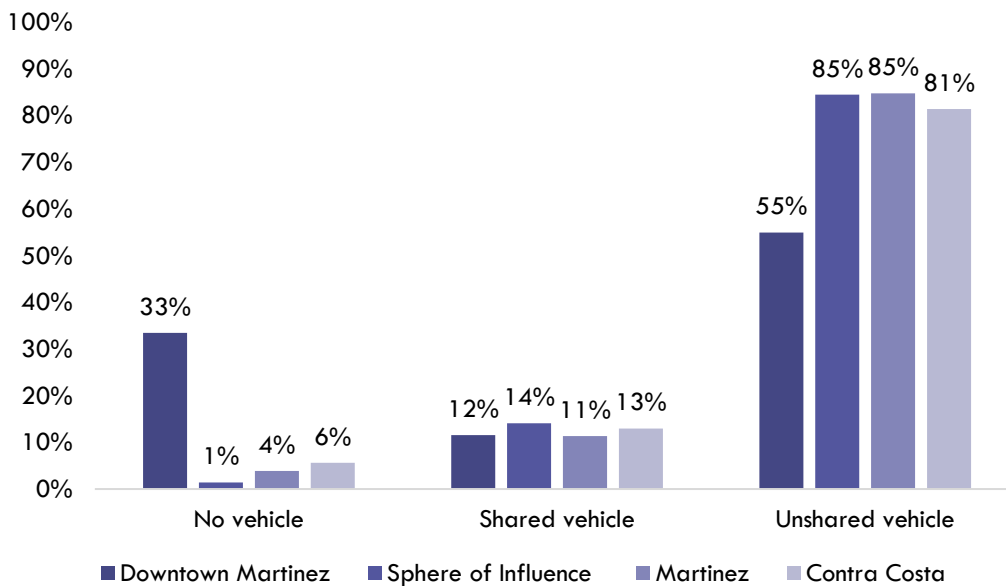
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data infers that residents of Downtown Martinez are more dependent on transit and shared or non-motorized modes of travel, since the proportion of households with no vehicle or only one vehicle is higher than in the City and County overall.

Table 3-9 Vehicles per Household (2013-2017 5 Year ACS)⁴⁹

	No Vehicles per Household	%	Shared Vehicle	%	Unshared Vehicle	%	Total HH
Study Area	165	33%	57	12%	148	30%	493
Sphere of Influence	15	1%	150	14%	344	32%	1,065
Martinez	572	4%	1676	11%	2,918	20%	14,773
Contra Costa County	21869	6%	50518	13%	57,021	15%	389,597

Figure 3-12 Percent of Vehicles Available, By Household (2013-2017 5 Year ACS)⁵⁰



In addition to Table 3-9, which suggests that residents living in Downtown Martinez are more dependent on non-auto modes, Figure 3-12 illustrates that the percentage of residents who have their own vehicle (unshared vehicle) is about 30% higher in both the City and the County. This suggests that Downtown Martinez residents who drive are more likely to be using a vehicle shared by multiple people in a household.

⁴⁹ U.S. Census Bureau (2018). Household Size by Vehicle 2013-2017 5-Year Estimates. Retrieved from https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_17_5YR_B08201&prodType=table

⁵⁰ Ibid.

EMPLOYMENT CHARACTERISTICS

The Bureau of Labor Statistics provided the most recent estimate of unemployment in January 2019. However, the **agency’s** analysis provides estimates for cities of 25,000 or higher. Consequently, the Study Area does not have a recent unemployment estimate from the Bureau. The 2017 American Community Survey does provide census tract level estimates. However, the data is a rolling 5-year estimate that takes into account substantial variations in unemployment levels over the multi-year sample. For the sake of comparison, both sources are shown in Table 3-10. The labor force is the combination of employed and unemployed population. The category Unemployment Rate counts everyone aged 16 years and older who had no employment during the reference week, were available for work, except for temporary illness, and had made specific efforts to find employment sometime during the 4-week period ending with the reference week. In the ACS sample, unemployment in the Study Area is higher than Martinez and Contra Costa County. Comparing the ACS period of 2013-2017 with the data from 2019, unemployment in Martinez and Contra Costa County appears to have decreased. Whether that trend applies to the Study Area, however, cannot be determined.

The Downtown and Sphere of Influence are subject to continued job growth – 84% and 162% respectively. As shown in Table 3-11, the proportional change is higher than the County. Moreover, due to **the Study Area’s commercial land use, any change to employment density will likely occur in the Study Area and the Sphere of Influence, which contain the bulk of the area’s commercial and retail enterprises.**

Table 3-10 Unemployment Estimates⁵¹

	Labor Force		Employed Population		Unemployment Rate	
	2013-2017	2019	2013-2017	2019	2013-2017	2019
Downtown Martinez	464	N/A	422	N/A	9.10%	N/A
Sphere of Influence	1,524	N/A	1,438	N/A	5.60%	N/A
Martinez	21,674	21,022	20,367	20,296	6.00%	3.5%
Contra Costa County	575,759	570,377	535,590	549,627	6.90%	3.6%

Table 3-11 Jobs (Estimated), 2010 to 2040⁵²

	2010	2040	% Change
Downtown Martinez	2,720	4,995	84%
Sphere of Influence	1,160	2,266	95%
Martinez	16,227	21,470	32%
Contra Costa County	344,900	498,113	44%

⁵¹ 2017 estimates are from U.S. Census Bureau. Table S2301 Employment Status 2013-2017 5-Year Estimates. 2019 estimate are from Bureau of Labor Statistics, Local Area Unemployment Statistics, and January 2019.

⁵² Association of Bay Area Governments (2015). *Regional Housing Need Plan, San Francisco Bay Area: 2015-2023*. Retrieved from https://abag.ca.gov/planning/housingneeds/pdfs/2015-2023_RHNA_Allocations.pdf

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Figure 3-13 2010 Employment Density

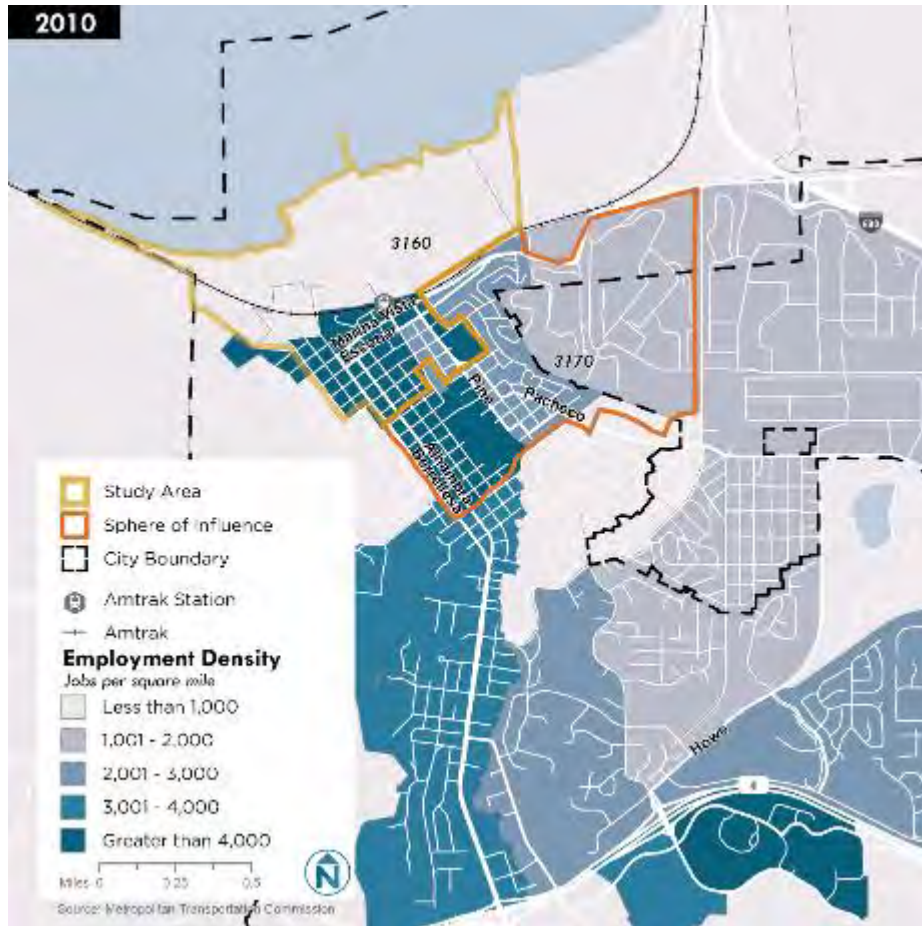
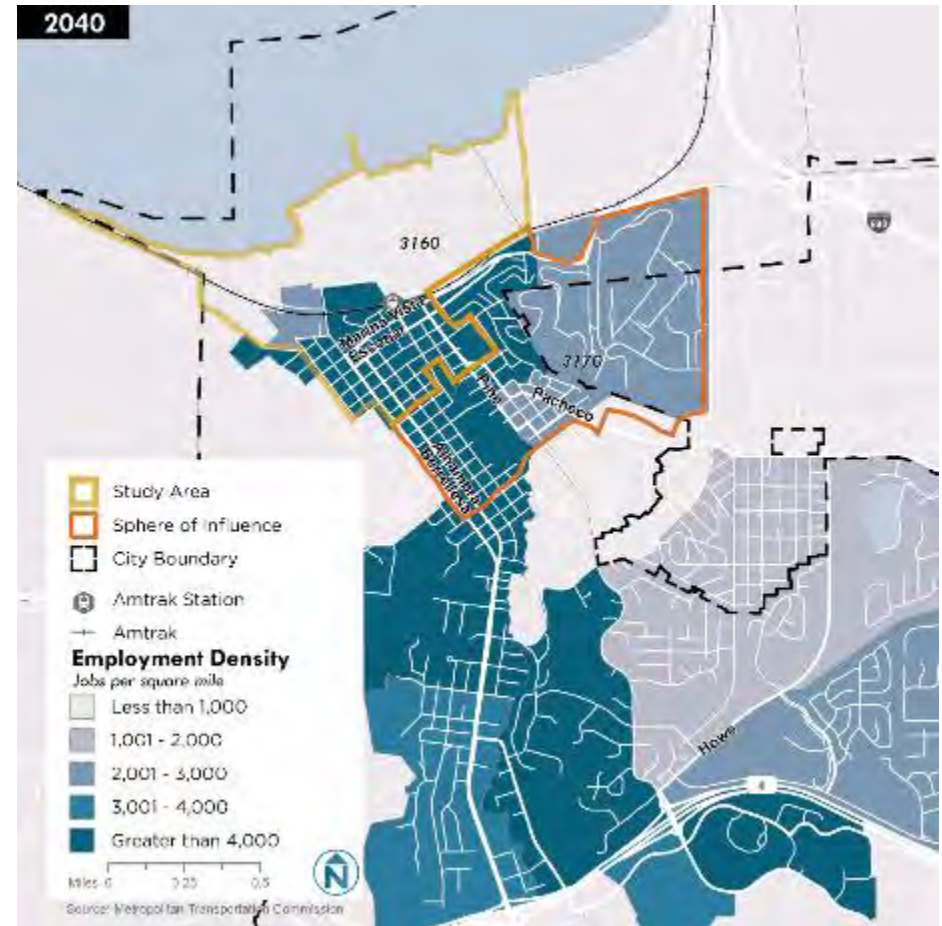


Figure 3-14 2040 Employment Density



4 PUBLIC OUTREACH AND ENGAGEMENT SUMMARY

BACKGROUND

According to the Metropolitan Transportation Commission (MTC), which adopts the regional guidelines for CBTPs, the purpose of this plan is to improve mobility options for low-income communities throughout the Bay Area. The development of this plan brought together residents, community organizations, as well as staff and elected officials from pertinent cities, the County, and transportation agencies to (1) identify transportation challenges, and (2) develop effective strategies to overcome them.⁵³

The foundation of the **Public Outreach and Engagement Plan (“Outreach Plan”)** for this CBTP was a grassroots engagement, led by the consultant team in close cooperation with CCTA and the two plan advisory committees: the Project Working Group (PWG) and the Steering Committee (SC). Their respective input helped optimize the preparations and effectiveness of the public outreach efforts.

PUBLIC OUTREACH AND ENGAGEMENT ACTIVITIES

The outreach approach was designed to engage members of several specific population groups, including but not limited to, senior citizens, persons with disabilities, and low-income residents. **The following techniques were used to learn about the community’s transportation mobility and accessibility challenges**, in addition to their ideas for strategies to address those needs.

Key Engagement Approaches

- Project Working Group (PWG) meetings
- Steering Committee (SC) meetings
- Stakeholder interviews
- Intercept, paper, and electronic surveys
- Community Open House meeting
- Focus groups

⁵³ MTC (2019). *Community-Based Transportation Plans*. Retrieved from <https://mtc.ca.gov/our-work/plans-projects/equity-accessibility/community-based-transportation-plans>

Project Working Group Committee

Consisting primarily of staff, the PWG's purpose was to provide technical review and guidance to the CBTP project team. The first PWG meeting occurred in October 2018 with additional meetings occurring as needed throughout the course of the project. In the course of the first two meetings participants helped identify individuals to participate in stakeholder interviews, as well as potential participants on the Steering Committee. The PWG met five times to discuss different aspects of the CBTP process, objectives, scope, and schedules.

PWG members included the CCTA and consultant project team along with staff and representatives from local and regional jurisdictions, and transit agency staff.

- Gina Lombardi Gravert – City of Martinez
- Ruby Horta – County Connection
- Clayton Johnson – Contra Costa Health Services
- Margaret Kavanaugh-Lynch – City of Martinez
- Christina Ratcliffe – City of Martinez
- Melody Reeb – County Connection
- Lynn Reichard-Enea – CCC Board of Supervisors District V
- Tim Tucker – City of Martinez
- Martin Engelmann – CCTA
- James Hinkamp – CCTA
- Jaclyn Reyes – CCTA

Project Steering Committee

Purpose

The SC's overall purpose was to guide CBTP development. To do so, the SC met three times to provide feedback on elements such as the initial Existing Conditions report (demographics and existing transportation services), the public outreach campaign, identified gaps and strategies, and to help prioritize solutions. The Committee met for the first time in April 2019 and helped identify key stakeholders who should be consulted during the development of the CBTP and provided input regarding engagement activities and venues. Moreover, the Committee encouraged community ownership of the plan and established community support for recommendations and future programs.

Committee Composition

Committee members include local stakeholders (individuals, and community-based organizations) and elected officials.

- Lara DeLaney – Councilmember, City of Martinez
- Noralea Gipner – Vice Mayor, City of Martinez
- Federal Glover – Supervisor, CCC Board of Supervisors District V
- Ruby Horta – Director of Marketing & Planning, County Connection
- Kara Johnson – Executive Director, Main Street Martinez
- Julie Johnston – President, Martinez Chamber of Commerce

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- Bruce "Ole" Ohlson – Member/Advocate, Delta Pedalers
- Shelly Pighin – President, Martinez Senior Citizens Club
- Rick Ramacier – General Manager, County Connection
- Melody Reebbs – Manager of Planning, County Connection
- Lynn Reichard-Enea – CCC Board of Supervisors District V
- Susan Rotchy – Executive Director, Independent Living Resources of Solano & Contra Costa Counties
- Ricki Wells – Senior Representative, BART

Performance Metrics

While originally Project Working Group and Steering Committee meetings were aggressively scheduled, due to the challenges of scheduling busy people and a desire to focus their time on critical tasks, meetings were aligned with project milestones requiring feedback.

Stakeholder Interviews

Purpose

As part of the Outreach Plan, interviews were conducted with nine different stakeholders in the community. These stakeholders were selected based on input from the PWG and SC. While a larger number of stakeholders were originally recommended for interviews, in a number of cases the individuals were not available for comment.

The interviews generally lasted from 30 to 45 minutes. Please see Appendix A for the interview protocol that was used. Following are the organizations that participated in these interviews:

Organizations

- Rick Ramacier – General Manager, County Connection
- Noralea Gipner – Deputy Mayor, Martinez and Rotary Club of Martinez
- Shelley Pighin – President, Senior Citizens Club of Martinez (Rotary Club)
- Julie Johnston – President, Chamber of Commerce of Martinez
- Susan Rotchy – Independent Living Resources
- Obdulía Sánchez – First 5, CocoKids
- Lavonna Martin – Health, Housing, and Homeless Services (HHHS)
- Rodney Brinser – Martinez Police Department
- Sean Dougan – East Bay Regional Parks District (EBRPD)

Stakeholder Interviews – Findings

Interviewees mainly highlighted transportation challenges specific to the low-income, seniors, and people with disabilities. The project team then categorized needs identified during these interviews into broader ideas to set the basis for further analysis.

Consumers generally do not complain about a lack of mobility options. While a number of significant mobility gaps are highlighted below, in general stakeholders indicated that their clients use a variety of transportation options, particularly the car for those who can afford it.

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Improve street bike routes, crossings, and sidewalks. Several of the stakeholders commented on the current condition of the sidewalks, stating that the infrastructure impedes **their residents' and clients' ability to walk and roll safely in the** Downtown district.

- *“Improve pedestrian crossings around local hospital and high school. Blinking pedestrian beacons are not enough.”* - HHHS
- *“[Sidewalks] are dangerous and often in poor condition due to lifting or holes. Most corners have curb cuts.”* – Vice Mayor
- *“Although it is good have bike lanes on Alhambra, in general biking downtown is not safe as streets are so narrow...”* – Vice Mayor

Expand mobility options. Many interviewees stated that the area lacks local and regional connectivity. For example, those who take public transportation noted that the absence of bus service during non-commute hours is an obstacle to efficiently and affordably reaching weekend commitments. Moreover, there are concerns about how parents can take their kids to multiple destinations without a car in a timely manner (e.g. multiple school drop-offs and extra curriculars).

- *“Currently, most clients drive, and some have to take older kids to school and want to know how to get their younger kids to daycare providers.”* -Coco Kids
- *“There aren't enough transportation options. Many need to travel quite a way to reach new warming centers in Richmond and Concord.”* – HHHS
- *“...enhance bus availability – particularly on weekends and late evenings...”* – HHHS
- *“...there is not enough weekend bus service.”* – Vice Mayor

Add paratransit services. The department of HHHS wants to see an expanded paratransit program in Downtown Martinez (**note: “paratransit” could be referring to on-demand non-ADA service**). As is, it is difficult for clients to make connections to and from bus terminals or travel for required trips to social services appointments or visit other regional shelters and warming centers.

- *“Increasing paratransit services is desperately needed, more connections to and from bus terminals.”* - HHHS

Lack of supportive programs. The HHHS representative commented on the lack of transportation-focused supportive services available to their clients. Free transfers are only **available when using Clipper. As such, those that don't have a reloadable Clipper card are** burdened with additional travel payment.

- *“...no access to transfer tickets making it difficult for people living in poverty or experiencing homelessness to travel effectively.”* -HHHS
- *“...people are often released from the County Hospital or Psychiatric Ward onto the streets at times of the day or night when there is no bus service or their bus pass is not enough to get them to a safe destination”* -HHHS

Agency-Specific Themes

County Connection

The General Manager stated there should be increased coordination between County Connection and the cities in their transportation planning efforts. County Connection approved a major overhaul of the bus system on March 10, 2019, but bus routes in Martinez are not significantly affected. Until mid-2018, County Connection Route 3 was not well used, and did not reduce GHG, so the agency could not use Low Carbon Transit Operations Program (LCTOP) funds to continue service. As a result, County Connection rolled Route 3 into Route 99X, which travels from Downtown Martinez to the North Concord/Martinez BART station. However, the modified Route 99X was not performing well at the time of the interview, so County Connection cannot use **LCTOP funds on that route either if doesn't improve.**

An important change as part of the bus system overhaul is that there are now significant discounts on Clipper Card purchases, especially the \$3.75 all day fare. The General Manager also asked that the CBTP consultant team coordinate outreach with County Connection.

The agency is proactively involved in serving disadvantaged communities, using CalEnviroScreen – which is a State health screening tool that assigns numerical scores to communities based on a range of environmental factors, including air quality and exposure to industrial activities - to identify said communities. Bus service potential in Martinez fluctuates considerably, but generally speaking the City has had low bus ridership. The General Manager reports that he has not heard from the City about unmet transit needs. He indicated that Martinez officials have expressed frustration with the Water Emergency Transportation Authority (WETA) as Martinez is not on top of the list for a potential ferry location. The City is trying to figure out a private ferry option. He has been told that the City has been exploring a feeder bus service to a Martinez ferry location.

The General Manager raised the question of whether more robust bus rapid transit (BRT) service should be provided on Interstate 680 and this service be supplemented by autonomous vehicles (AVs) for first/last mile service. He pointed out that while he is supportive of AV service, policy makers who may see one of the benefits of this mode as being reduction in labor costs should consider the fact that there will always be a role for staff in this service. Moreover, the region is already experiencing a driver shortage so it may be challenging to meet AV staffing needs.

Senior Citizens Club of Martinez

The Senior Citizens Club operates out of the Martinez Senior Center and has about 1,100 members. The Center offers a variety of programs, including the CC Café, which provides meals five days a week to seniors who are not homebound. The club also offers day trips to groups of seniors, and always lists the level of mobility that will be required for riders (accessible vehicles are always available for those who need them).

Most club members come to the center by car, either as drivers or as passengers. In fact, many Center users are dropped off by family members or are driven by friends to the Center. Last year the club surveyed members to find out what barriers prevent them from using the Center, or from using it more often. Apparently, transportation was not identified as a barrier. There are several potential explanations for this finding – one is the perception that Downtown Martinez is relatively compact with a relatively significant amount of residential development in the Downtown area, as compared to other Downtown areas in Contra Costa. **A “fair number” of club members live in Downtown Martinez and walk to programs at the Center.** Senior Center users

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occasionally come to the center via Transportation Network Companies (TNCs), such as Lyft or Uber, but never via a cab.

In the week prior to the interview, the Senior Center held a senior resource fair which was attended by a County Connection representative. County Connection schedules are also on display at the Center.

Vice Mayor (also a Rotary Club member)

The Vice Mayor stated that Downtown bus service is “pretty good”, and the train station serves as a central hub for all bus lines. She is not aware of seniors who want to get to the Senior Center but are unable to because of lack of transportation options. She further indicated that part of **Downtown’s challenge is that it is difficult** to have a substantial number of low-income residents and still retain businesses in the area.

The Vice Mayor stated that the biggest transportation problem in Downtown Martinez is the condition of the sidewalks. She stated that they are dangerous and often in poor condition due to lifting or holes. Most corners have curb cuts (i.e., a curb ramp). **She suggested that if funds aren’t available, the study should explore whether there could be a cost share arrangement with organizations that can help improve the sidewalks.**

Although it is good to have bike lanes on Alhambra [Avenue], in general biking downtown is not safe as the streets are so narrow. The Vice Mayor indicated that a lot of her friends use TNCs, and some use GoGoGrandparent, which provides service to connect seniors with TNC rides, to get to the Senior Center. She thinks very highly of this concierge service and believes it should be more heavily promoted. Finally, the Vice Mayor indicated that more should be done to increase bus ridership and to expand weekend bus service.

Chamber of Commerce

The President of the Chamber stated that lack of parking is the main challenge in Downtown Martinez. There are other problems in Downtown such as homelessness due to its proximity to the Martinez Detention Facility and Contra Costa Regional Medical Center. She indicated that parking is a particular problem when community events **are held, as shoppers don’t want to walk** five blocks to Downtown. She also believes that the use of brick sidewalks has resulted in tripping hazards as they have a tendency to break apart. The president indicated that overall use of Downtown has been steady, but Mondays and Fridays are particularly busy. She is hopeful that the new walkover bridge will help relieve parking at Amtrak. The Chamber used to sell up to \$700 monthly in bus passes. However, when County Connection refused to allow community event advertising on the buses, the Chamber stopped selling the passes and directs those interested to go across town to the UPS store to purchase the passes.

CoCoKids (formerly Contra Costa Childcare Council)

CoCoKids provides programs and services in early childhood education by linking parents with care providers, particularly in low-income communities. The CoCoKids social worker interviewed for this study estimates that about 35 different clients each week in the area receive services from the organization, although more may be served on the phone. CoCoKids refers clients to services that are no more than five miles from their residence, but most **frequently the agency’s database provides facilities that are within one or two miles of clients’ homes.**

Currently most clients drive to their childcare facility, but some are using TNCs. The problems arise when parents have to take multiple children to multiple locations. In these instances clients

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often ask about bus services to accomplish this task. Another problem is that some of the parents **are new to the U.S. and don't have driver's licenses. The organization reportedly does not have** updated, easily accessible information on the locations of the relevant bus routes and stops.

If clients aren't able to walk to the childcare facilities, they would drive, use a TNC or take a bus. However, they have to pay out of pocket as no transportation stipend is provided. There are about 25 family childcare homes in Martinez, of which about 15 do provide transportation options. In those facilities, if the clients have school age children, staff will drive and pick up kids at school and bring them to their childcare home or center. If kids are preschool age, parents have to figure out their own solutions. Parents in Martinez who receive CoCoKids services do not raise transportation concerns on a regular basis.

The social worker indicated that she distributes a booklet to clients put out by the Childhood Abuse Prevention Council. It would be very helpful to provide transportation information in this publication, as well as in her agency. She also suggested advertising at bus stops or on buses in Spanish, as well as in businesses in the area.

Health, Housing, and Homeless Services (HHHS)

The HHHS representative indicated that Downtown Martinez is pedestrian-friendly, buses are easily accessible, and that the bus depot and train are very positive for regional transportation. Individuals that she consulted with did not express many complaints about transportation options in the area. Clients are also using Lyft and Uber for personal needs and social services, and for access to healthcare and benefits, and housing services.

The majority of HHHS clients have some level of disability and are therefore heavy users of paratransit. For those who are not necessarily ADA paratransit-eligible, she would like to see more connections to and from bus terminals and local services. The representative highlighted locations such as the DMV, social services, shelters, and warming centers, many of which are open at hours that are not well-served by public transit. Some clients will need to travel a distance to reach the new warming centers in Concord and Richmond, and a new center to be built in East County.

The HHHS representative indicated that the difficulty of transit transfers makes it difficult for people living in poverty or experiencing homelessness. She also suggested a scooter option for students, and that pedestrian crossings around the local hospital and high school should be improved; she says, **"Blinking lights aren't enough."** She also complained about the limited bus service on weekends, and there is a public perception that bus service is being slowly eroded by decision-makers who do not use the service.

Martinez Police Department

The Community Resource Officer indicated that there are approximately 70 to 80 homeless individuals who live on the streets in Downtown Martinez. While this is a much smaller number than other Contra Costa communities, it is still a relatively high number due to the concentration of a number of large facilities managed by County agencies, such as the Martinez Detention Facility, Martinez Mental Health Crisis Center, and Regional Medical Center. When former inmates are released from the Detention Facility, they are given a bus pass but often this is insufficient to use to travel to their home destination. An even more significant issue is that there may not be any bus service available at the time of their release. This is truer of the Regional Medical Center and Mental Health Crisis Center as they are required to release individuals if they are deemed fit to return to the community at the time of their request, which can be on a weekday

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evening or weekend day when there is limited or no bus service. Generally speaking, the Detention Facility releases inmates during regular daytime hours.

The Officer indicated that he frequently accompanies individuals to their bus stop or the Amtrak station until the bus/train arrives and covers the cost of the ticket once he has confirmed via telephone that there will be someone to receive the person at their destination. But some transients who are released do not have a watch to check time and aid their use of the bus system, **or don't have access to schedule or route information. Sometimes the Officer has met** individuals who are sleeping Downtown because they have a court appearance the next day and believe they **can't rely on transit to get there on time. There is no homeless shelter in Martinez, but there is a** partnership between the City and Pleasant Hill to provide a CORE (Coordinated Outreach Referral and Engagement) Team that locates homeless individuals on the street and attempts to connect them to social services.

The Officer stated that the mobility needs of those released from these County facilities would be **well addressed by a "shuttle" type service that could be contacted at all hours to provide** transportation to a shelter or home where the individual has family or friends. This could be in the form of taxi vouchers or some other program.

East Bay Regional Park District (EBRPD)

The EBRPD service area straddles the Downtown Martinez CBTP study area and includes the San Francisco Bay Trail that will be extended to the Benicia-Martinez Bridge. The agency is relevant to the study because it is one of the **largest landowners in Martinez, and the Park District's** recreational area and trails are heavily used by Martinez residents, including low-income residents who use the ballparks north of the railroad tracks.

EBRPD plans to connect the San Francisco Bay trail to the Amtrak station, and there is currently a gap along Carquinez Scenic Drive. Near the railroad tracks there is potential access between the trail staging area and Berrellesa Street. The Park District has a memorandum of understanding (MOU) with Union Pacific Railroad to construct a trail parallel to the tracks as well as trail crossings over the tracks. Eventually, cyclists will be able to ride the trail continuously from Crockett to the Amtrak station.

Performance Metrics

The team met the original goal of nine interviews to relevant stakeholders in the study area. These in-depth conversations contributed to a broader understanding of the mobility needs for residents and visitors of the study area. See Appendix A for the Draft Stakeholder Interview Guide, which summarizes the interview methodology.

Community Survey/Feedback Forms

Survey Timing and Distribution

The project team ran a transportation survey to learn about preferred travel modes and current mobility challenges from Martinez residents and local community members. The survey, which was created with input from staff and the project advisory committees, was available online through SurveyMonkey.com, and was distributed at key locations in the Study Area, as summarized below. The survey was available in English and Spanish. The surveys are included in Appendix B and survey results graphics shared with the committees are in Appendix C.

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The project team visited St Catherine of Siena School, Martinez High School, Veteran Affairs Medical Center, Martinez Junior High, Creekside Montessori, and the Kiwanis Youth Center. The project team asked City staff and the committees to post the survey **on the City of Martinez's** website, official Facebook pages, and NextDoor.

After examining preliminary survey results, additional surveys were re-distributed in October 2019 to locations identified by the PWG as relevant for this study, primarily at local schools and the Veteran Affairs Medical Center.

The team collected 40 surveys between July and October 2019.

Takeaways

Survey responses helped amplify residents' voices and drew connections between travel patterns and the area's sociodemographic characteristics. While the majority of survey respondents drive within and around Martinez, a portion of respondents, and therefore, community members, depend on non-driving modes – public transportation, walking, and biking– to reach their **destinations. Moreover, the survey's open-ended** questions gave insight on personal reflections and unique commuting and mobility experiences, which provided the project team with additional, valuable information.

Survey Findings

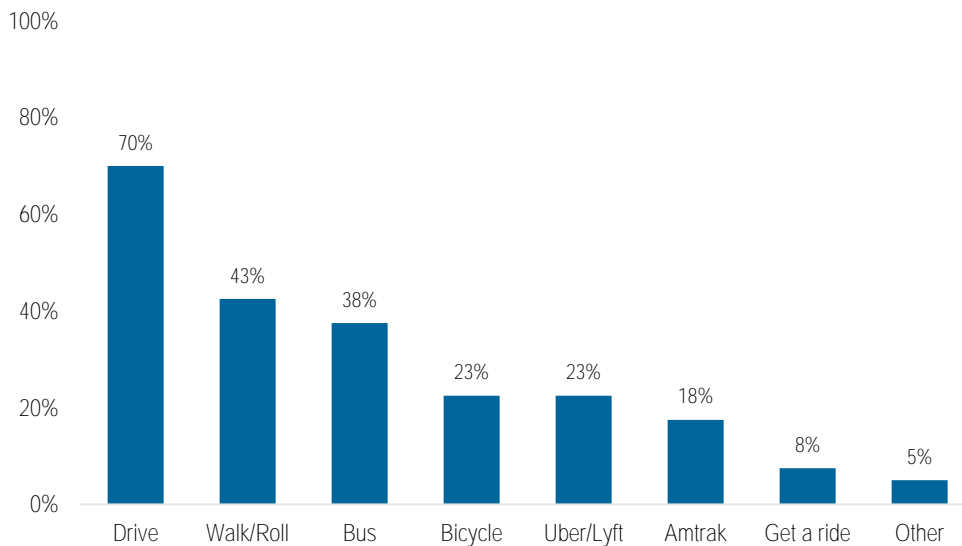
Mode Preference

Survey respondents (n=40 surveyed) were asked to select transportation modes that they typically use to travel to and from their destinations. (Note in the results table below, since respondents had the opportunity to select more than one mode, the denominator exceeds 100 percent). In total, 23, or 58% of respondents selected more than one mode as their preference. As shown in Figure 4-1, a higher proportion of respondents utilize driving as a transportation option. However, in aggregate, more respondents utilize non-driving modes (walk/roll, bus, and bike). Additionally, fewer community members (n = 9) rely on rideshare services like Uber and Lyft to travel. This is likely due in large part to the higher cost of these services. The minimum fare for a Lyft is between \$5.00 and \$10.00, whereas a County Connection bus fare is \$2.00 for adults and \$1.00 for seniors and persons with disabilities.⁵⁴

Community members depend on transportation for a variety of reasons. When asked which destinations are currently hard to reach, typical answers included jobs, shopping areas, medical centers (e.g. the VA Medical Center and the Contra Costa Regional Medical Center), and transit centers including BART stations, Amtrak, and the Hercules Transit Center.

⁵⁴ RideGuRu (2019). *How to Find a Lyft Fare Estimate 2019*. Retrieved from <https://ride.guru/content/newsroom/how-to-find-a-lyft-fare-estimate-2019>

Figure 4-1 Survey Findings -- Mode Preference



Mode Preference, by Income

A small selection of survey respondents provided the project team with feedback about their transportation choices based on their income. Findings loosely suggest that respondents with household incomes at or below \$50,000 utilize more public transportation options, while higher income earners are more inclined to utilize driving options. Regarding bus and BART users, 63% of lower-income respondents use public transportation as a regular mode of transportation, while the same can be said for 36% of respondents of higher-income earners. Due to the relatively small sampling size, it is difficult to generalize or make any conclusions on the relationship between mode preference and income; however, it is anecdotal evidence that can be used to piece together the narrative.

Mode Preference, by Race and Ethnicity

Only a handful of survey respondents reported their race/ethnicity (n = 24), and unfortunately, the survey under-represented people of color. As such, it is difficult to generalize respondents' travel patterns based on this variable. However, information collected from the Community Open House and stakeholder interviews were able to capture and shed light on mode preference by race and ethnicity.

Vehicle Availability

In terms of vehicle availability, 63% of respondents (n = 30 responses) indicated that they have a vehicle at their disposal *always* or *usually*. Vehicle availability is often associated with more drive trips because having access to a vehicle makes driving more convenient.⁵⁵ And while the results of this survey imply a heavy reliance on driving to get around the city of Martinez, and an underutilization of other transportation modes, survey respondents expressed interest in using

⁵⁵ Cervero, Robert. 2001. "Induced Demand: An Urban and Metropolitan Perspective" University of California, Berkeley. URL: <https://pdfs.semanticscholar.org/3061/80528a26827d545323f3926cad4690597028.pdf> (accessed October, 2019)

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other modes but indicated the need for improvement. Commentary included, “...I would like to be able to get rid of one of my two cars and take the bus more often, but it runs more infrequently...” and “...environmental issues with too many people driving [but] limited hours of public transit and lack of rapid bus service between major transit centers.”

Concerns and Recommendations

Survey respondents were asked to share their perspective on the most urgent transportation issues. The most common concern was around bus schedules and bus coverage. People expressed frustrations with long wait times, and routes that do not connect them to their desired destinations, including but not limited to, BART, the Martinez Transit Center (intermodal transit center for buses and Amtrak), and San Francisco.

Respondents are also concerned about bicycle infrastructure, with comments focused mainly on safety. People want safer streets, which includes a network of protected bike lanes to connect the whole city. However, most respondents also pointed out that theft and vandalism are issues that need to be addressed by the City to improve the experience of biking.

Other common transportation issues brought up in this survey were the desire for a faster Amtrak option, better sidewalks in Downtown Martinez, congested streets and high costs of fuel.

Performance Metrics

The team would have preferred to obtain a minimum of 100 surveys. However, the data that was obtained from the surveys did not contradict other sources of public input including the Steering Committee input, stakeholder interviews, and Community Open House. One important piece of feedback was that the survey was too long. In the future it would be advisable not only to shorten the survey but to test it on committee members and staff in order to advise community members of the time commitment.

Community Open House

In order to expand outreach efforts, the project team, working closely with City of Martinez staff, organized an Open House at the Martinez Senior Center. This event was held the evening of August 1, 2019. The participants were diverse and represented many of the populations that the CBTP seeks to support (e.g. seniors and people with disabilities) – particularly Martinez residents who are unable to drive, and instead rely on public transportation and paratransit services. The Open House was promoted with a flyer (Figure 4-2) that was distributed in similar fashion to the public surveys, including online at the official City website and Facebook page. During the Open House attendees circulated through a series of interactive posters (see posters in Appendix D). Also present were two fluent Spanish-speaking members of the project team; the Spanish language had been recognized as a key element to foster participation and engagement. Additionally, the team provided a boxed meal and beverages to Open House attendees.

Participants gave verbal feedback and wrote comments on sticky notes to help the project team:

- (1) Better understand where and when people need to travel and;
- (2) Identify transportation barriers that Martinez residents and visitors face.

Figure 4-2 Open House Flyer

OPEN HOUSE

DOWNTOWN MARTINEZ COMMUNITY-BASED
TRANSPORTATION PLAN

We want to hear from you! Please let us know about your transportation needs in Martinez.

To RSVP:
Call 510.506.7588, or register online at:
www.surveymonkey.com/r/MartinezOpenHouse

CONTRA COSTA
**transportation
authority**

DATE
**THURSDAY
AUGUST 1**

TIME
6 PM - 8 PM

PLACE
MARTINEZ SENIOR CENTER
818 GREEN STREET
MARTINEZ, CA 94553

Drinks and light refreshments will be provided

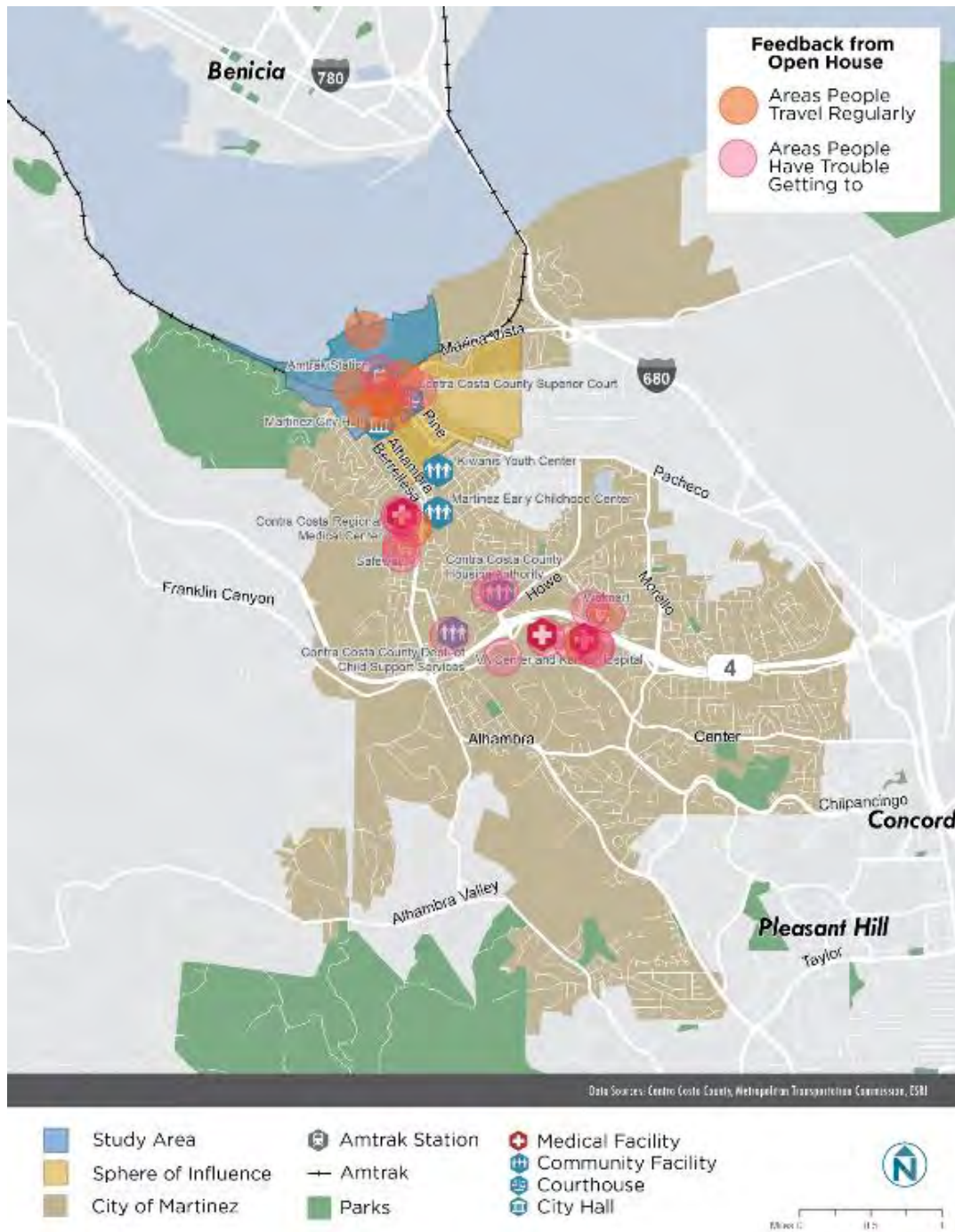
DOWNTOWN MARTINEZ COMMUNITY-BASED TRANSPORTATION PLAN

Contra Costa Transportation Authority | City of Martinez

Common Destinations

Open House attendees indicated that they frequently visit the transit center, retail corridor, and civic buildings between Green Street and Marina Vista Avenue in Downtown Martinez. Outside of Downtown, residents travel to the area's two hospital and retail clusters – the Contra Costa Regional Medical Center adjacent to Alhambra Avenue and the VA Center and Kaiser Hospital near Center Avenue. While these destinations are popular, they are considered difficult to reach by public transportation. Figure 4-3, below, represents the interactive poster on display at the Open House, on which attendees indicated their preferred destinations.

Figure 4-3 Popular Travel Destinations – City of Martinez



Transportation Barriers

At the Open House, the project team also **created a “Barriers” poster and asked attendees to mark** their transportation challenges and concerns (*Note: attendees were not limited by a certain number of markers*). As shown in Figure 4-4, attendees identified several barriers. Popular choices included safety, distance between bus stops, and the misalignment between County Connection’s bus schedules and routes **“...we need a bus that stops at the senior center...” and “...Bus 3 doesn’t run on nights and weekends...”**

Additional feedback included the condition of the sidewalks, particularly for wheelchair users or those who are visually impaired, as well as concerns about the cost and time it takes to travel by transit and paratransit services.

Potential Transportation Improvements

Besides collecting opinions about potential improvements, the project team was also very **interested in hearing the group’s mobility concerns. Attendees were open and enthusiastic** about many of the proposed suggestions. Trip planning assistance and transit trainings were the most popular selections.

- Trip planning assistance – Attendees shared that it can be difficult to navigate the transportation system, which includes using smartphone devices to look-up real-time transit data and hailing rideshare vehicles. One attendee shared, **“...trip planning would be helpful; I am embarrassed to ask for assistance.”**
- Transportation subsidies – Second to trip planning, attendees are interested in discounts and subsidies for a wide variety of modes. As noted in Figure 4-4, residents would like discounts for rideshare services, transit fares, and assistance to pay for **bicycles. Comments included, “it is a challenge getting picked up for rideshare services, “...I have used vouchers in the past,” and “tricycles would be great!”**
- System Expansion – Participants are interested in improved transit connections, **particularly to social services and expanded weekday and weekend bus services.** *“Buses only run every hour and 20 minutes in and out of Martinez on the weekends.”* Many voiced concerns that Route 3 no longer runs. Furthermore, attendees support expanded bicycle access and on-demand paratransit. **“If paratransit came on-demand, that would be big.”**

Technology and Payment Methods

In addition to asking about improvements, the project team was curious about residents’ current practices regarding technology use and payment methods. While several attendees have a smartphone, feedback from the meeting emphasized the need to introduce smartphone training **sessions to Martinez’s senior population.** Attendees also want information to be duplicated across several media platforms to ensure all audiences and users are reached. This includes posting up-to-date schedules at transit centers, bus stations, and local shops and grocery stores.

As noted in Chapter 3, approximately 5% of households in Martinez are unbanked.⁵⁶ According to further research, approximately 75% of households in the Study Area and 82.2% in the Sphere of

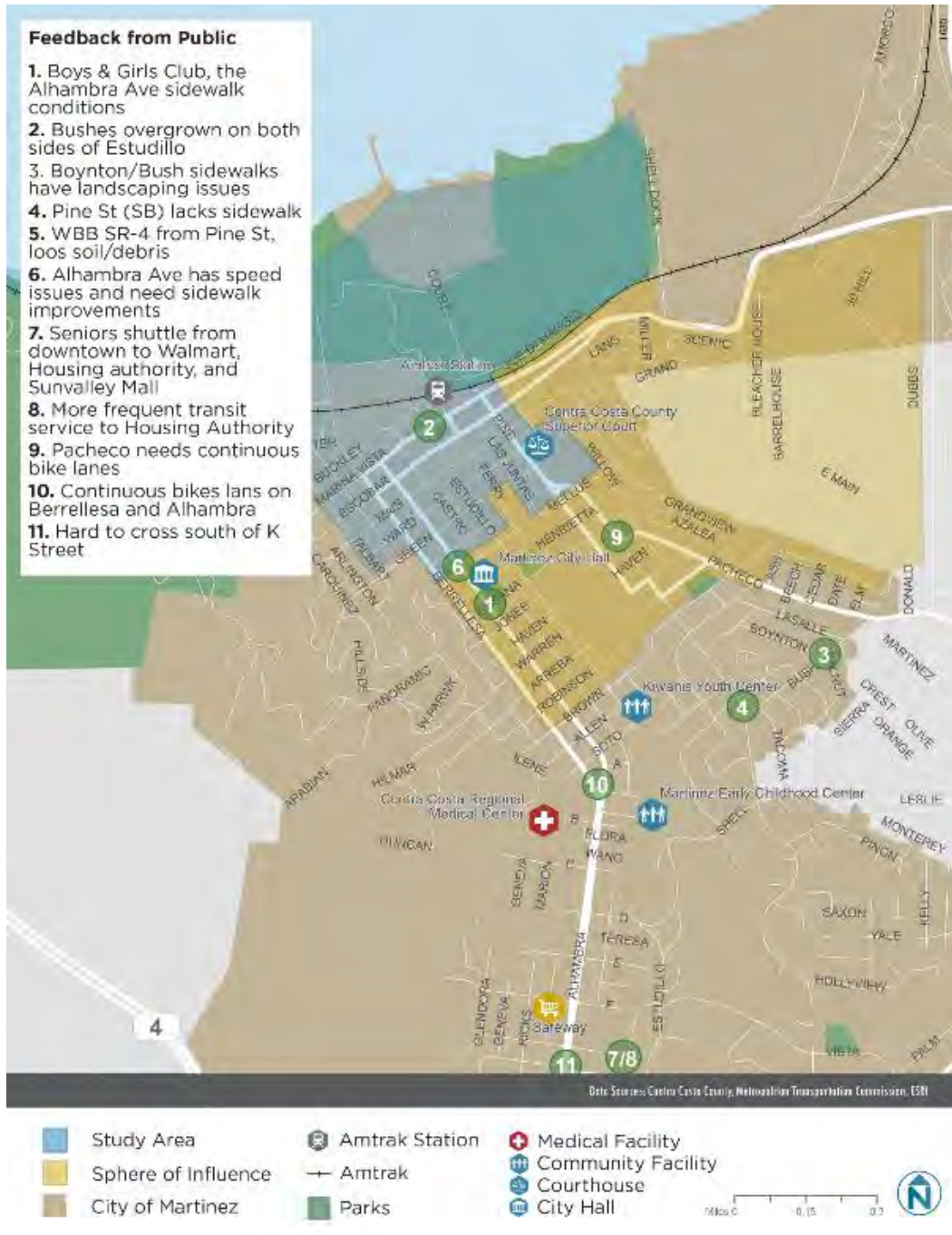
⁵⁶ Percent of Unbanked Households (CFED, Local Data Center Mapping Tool, 2014). Research from Placeworks.

DOWNTOWN MARTINEZ COMMUNITY-BASED TRANSPORTATION PLAN

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Influence surrounding the primary CBTP Study Area use a smartphone.⁵⁷ Unbanked individuals and/or individuals not using smartphones have difficulty accessing some new transportation options including Uber/Lyft and carshare. They can also have difficulty accessing up-to-date information on traffic, transit arrival times, and directions for driving, transit, and walking.

Figure 4-4 Public Feedback – Locations for Improvement



⁵⁷ U.S. Bureau (2018). *Types of Computers and Internet Subscriptions, 2013-2017 ACS 5-Year Estimates*

Conclusion

The Martinez Open House meeting was successful in bringing together residents and community members invested in the improvement of the Downtown transportation system. While attendees and residents often travel to the Downtown commercial corridor and nearby retail and medical centers, it is difficult to do on public transportation. For many, current routes and schedules are inconducive to where and when residents need to travel.

To improve the current system, attendees voiced their support for trip planning services, transportation subsidies, smartphone training, sidewalk upgrades, as well as other improvements. Refer to Figure 4-4 **for the public's recommendations for how to improve specific locations** throughout the Study Area.

Performance Metrics

The project team hoped for approximately 40 attendees but received approximately 11. Originally the team hoped to hold the event at Loaves and Fishes as that had been recommended as a good location to draw people in. Unfortunately their meeting room was under renovation.

Focus Groups

Focus groups afford in-depth, facilitated discussions about transit services and transportation needs and are an important part of the community engagement process. Without the pressure to reach consensus, members are encouraged to speak freely, make personal decisions, and reflect on new ideas.

After the Community Open House, the project team reconsidered the value of holding focus groups. The modest number of attendees at the Open House allowed for the types of conversations that a focus group would yield. Additionally, as scheduling the Open House had demonstrated, the study area did not offer many suitable areas to host focus groups. Instead the team focused on a re-distribution of surveys in October 2019.

Updates to Community Members on Events

Outreach meetings were publicized on the City of Martinez and CCTA web sites (and through other social media as available and appropriate) as a way of reaching individuals who may not be affiliated with organizations or visit public locations.

Performance Metrics

Metrics for this activity were not defined. In the future it would be advisable to obtain a list of **exact online postings and determine if it is possible to obtain web analytics such as "hits"**.

5 CURRENT TRANSPORTATION SERVICES AND GAPS

LOCAL TRANSPORTATION SERVICE

Fixed-Route Transit

County Connection is a fixed-route transit network that operates in ten jurisdictions and the unincorporated areas of Central Contra Costa County. County Connection serves Martinez, as well as adjacent cities including Pleasant Hill, Concord, and Walnut Creek. County Connection serves about 3.5 million people annually on 19 local routes (1 -35), eight express routes (91x-99x), eight weekend routes (300s), and nineteen school routes (600s).⁵⁸ **County Connection’s paratransit** service is described later in this document.

Several of the **agency’s routes** travel through the Study Area (Route 16, 18, 19, 28, 98X, and 99x) providing residents of the area access to local amenities and the broader region with stops at Martinez Amtrak Station and BART stations (North Concord/Martinez, Concord, Pleasant Hill, and Walnut Creek stations). Weekday service is between 5:30 AM and 11 PM, with different start and end times based on demand, budget, and scheduling efficiency. Weekday service frequency, **or “headways”, also varies between 30 – 120 minutes**, depending on the route. Only one route provides weekend service to the Study Area, Route 316, which runs between 7 AM and 8 PM.⁵⁹ The service headway on this particular route is 80 minutes. Further details regarding service routes and headways are provided in Table 5-1 below.

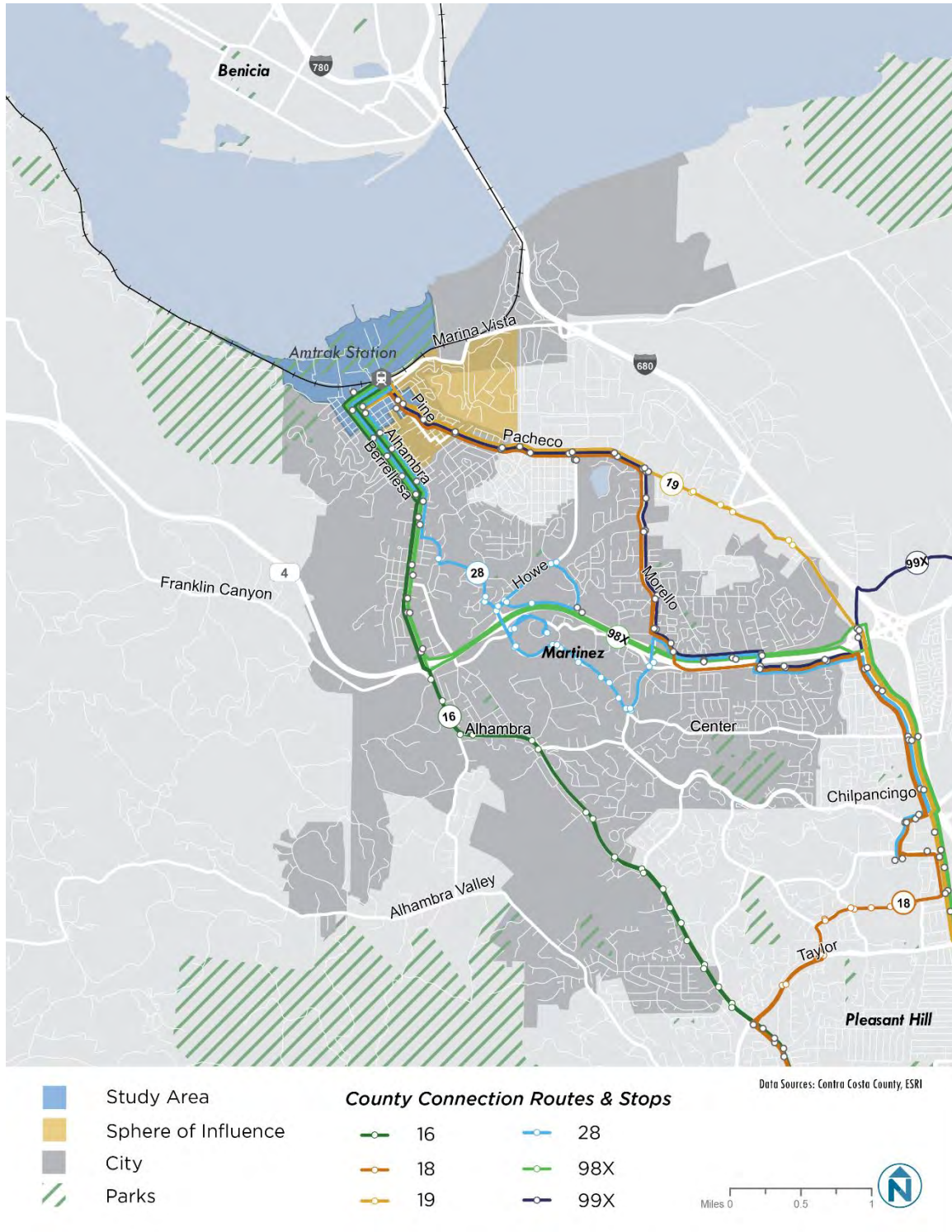
⁵⁸ CCCTA – County Connection (2016). *Short Range Transit Plan, Final Draft*. Retrieved from <https://countyconnection.com/wp-content/uploads/2010/06/2016-2025-Short-Range-Transit-Plan-3-16-16.pdf>, pp. 15

⁵⁹ Ibid.

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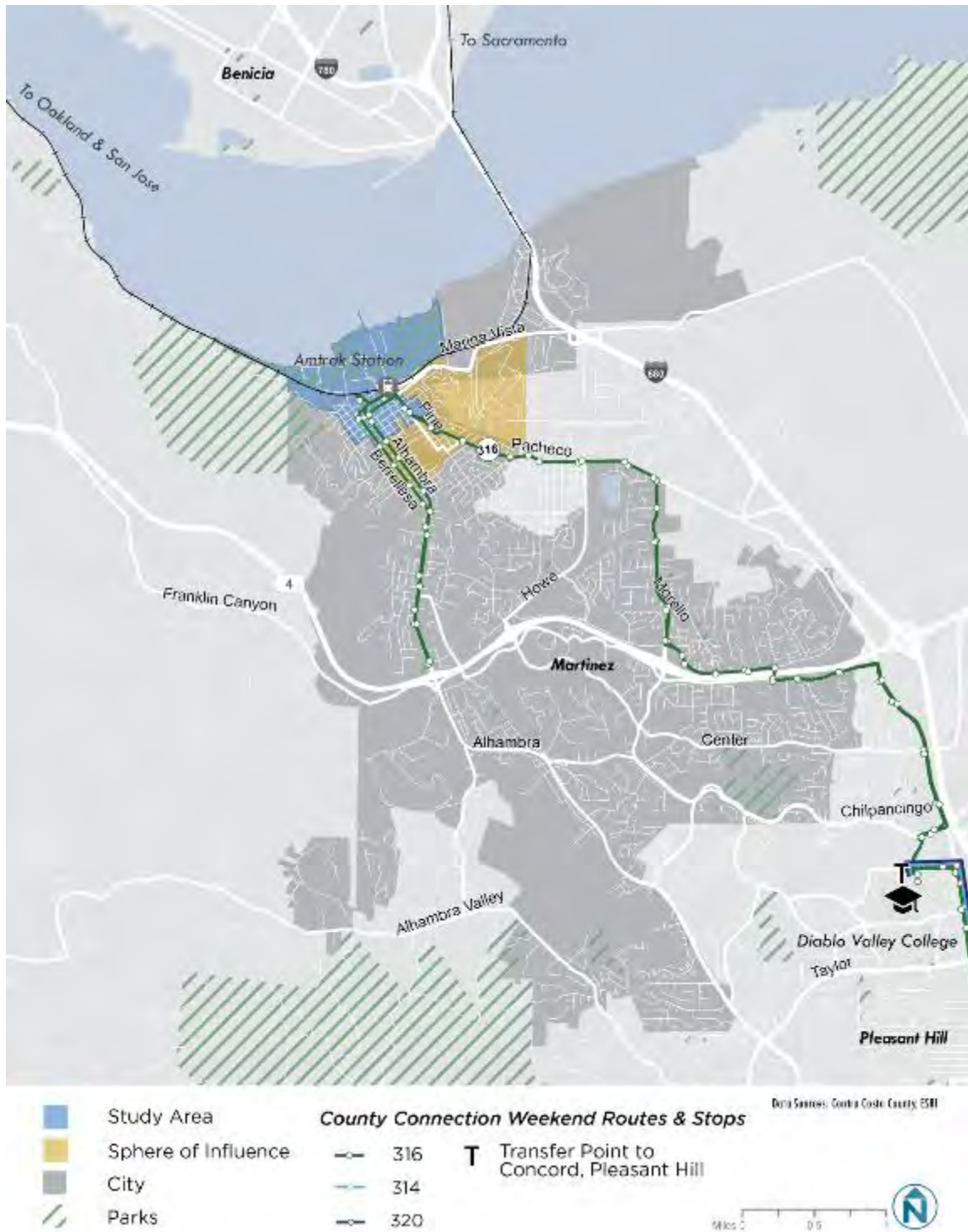
Figure 5-1 County Connection – Weekday Transit Routes that serve Downtown Martinez



DOWNTOWN MARTINEZ COMMUNITY-BASED TRANSPORTATION PLAN

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Figure 5-2 County Connection – Weekend Transit Routes that Serve Downtown Martinez



DOWNTOWN MARTINEZ COMMUNITY-BASED TRANSPORTATION PLAN

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Table 5-1 Fixed-Route Service in Downtown Martinez

County Connection	Route	Hours of Operation	Frequency Peak/Off-Peak
Weekday Service			
Route 16	Martinez Amtrak Station to Concord BART Downtown Pleasant Hill	5:30 AM to 9:00 PM (to Martinez) 5:30 AM to 10:00 PM	40 mins
Route 18	Martinez Amtrak Station to Pleasant Hill BART	5:50 AM to 9:30 PM	40 mins/80 mins
Route 19	Martinez Amtrak to Concord BART via Pacheco Blvd	7:00 AM to 7:30 PM	90 mins
Route 28	Martinez Amtrak to Diablo Valley College	7:00 AM to 7:30 PM	60 mins/110 mins
Route 98X	Martinez Amtrak Station to Walnut Creek	5:30 AM to 7:30 PM	30 mins/60 mins
Route 99X	Martinez Amtrak Station to North Concord BART	6:00 AM to 9:00 AM & 3:30 PM to 6:30 PM	30 mins, peak only
Weekend Service			
316	Martinez Amtrak Station to Pleasant Hill BART station via Diablo Valley College	7:30 AM to 8:00 PM	80 mins

Fare Structure

The regular cash fare was increased in March 2019 to \$2.50. Clipper fares remained the same at \$2.00 for local routes and \$2.25 for express routes. A 50% discount given to seniors and people with disabilities. County Connection also offers a variety of monthly fare passes on Clipper at a reduced cost for frequent travelers. Refer to Table 5-2 for more information on County Connection’s current fare structure.⁶⁰

Table 5-2 County Connection – Fare Structure

Fare Types	Cost	Details
Cash Fares		
Adult/Youth	\$2.50	Clipper fare: \$2.00 (local) or \$2.25 (express)
Under 6 Years Old	Free	When accompanied by an adult
Seniors (65+) RTC/Medicare	\$1.25	Clipper fare: \$1.00

⁶⁰ Ibid. Pp. 24

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Fare Types	Cost	Details
Bus-To-Bus Transfer	Free	Clipper only
Adult/Youth BART-to-Bus Transfer	\$1.00	Clipper only; Transfer credit automatically applied
Senior/RTC/Medicare BART-to-Bus Transfer	\$0.50	Clipper only; Transfer credit automatically applied
Discounted Bus Passes (Clipper only)		
Adult/Youth Day Pass Accumulator	\$3.75	Unlimited rides on any fixed-route bus for one service day; automatically applied
Senior/RTC/Medicare Day Pass Accumulator	\$1.75	Unlimited rides on any fixed-route bus for one service day; automatically applied
31-Day Local Pass	\$60.00	Unlimited rides on any local bus for 31 days
31-Day Express Pass	\$70.00	Unlimited rides on any Express bus for 31 days

Fixed-Route Coordination and Partnerships

In addition to County Connection, two other public bus operators provide service in the Study Area. The Eastern Contra Costa Transit Authority (Tri Delta) provides limited fixed route service on weekdays only between Martinez and Pittsburg, and service is provided by WestCAT to the Hercules Transit Center on Route 30Z.

County Connection also partners with Contra Costa 511 to offer transit fare incentives. In the past, County Connection and 511 have sponsored a buy one get one offer on monthly passes. Commuters (home-to-work and/or work-to-home trips) could receive a free monthly pass with the purchase of another pass.⁶¹ County Connection also recently partnered with 511 to promote Route 99X by providing a month of free rides in February 2019.

County Connection is offering free rides on three of its weekday bus routes including Route 16 which connects to Martinez Amtrak as part of a one-year pilot program from July 1, 2019 – June 30, 2020. **The pilot project is being funded by a grant through California’s Low Carbon Transit Operations Program (LCTOP),** which distributes cap-and-trade proceeds to support a wide range of programs and projects that reduce greenhouse gas emissions and deliver other economic, environmental, and public health benefits for Californians.⁶² Staff reports that ridership has increased approximately 30% on these routes.

Existing Facilities and Annual Budget

County Connection currently has one maintenance facility at 2477 Arnold Industrial Drive in Concord. **This facility accommodates all of County Connection’s revenue and non-revenue fleet**

⁶¹ CCCTA – County Connection (2019). *Buy One Get One Offer*. Retrieved from <https://countyconnection.com/fares/buy-one-get-one-offer/>

⁶² CCCTA – County Connection (2019). *Free Rides on Routes 11, 14, & 16 (Monday-Friday)*. Retrieved from <https://countyconnection.com/monument-free/>

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for maintenance and storage of vehicles. County Connection does not own the bus stops that it serves, although they may install and maintain them.

The fixed-route and paratransit network has an annual ridership of 3.5 million passengers. In 2019, the agency has proposed an operational budget of \$39.5 million.⁶³

REGIONAL TRANSPORTATION SERVICES

Amtrak

The Martinez Amtrak station is located in the heart of the Study Area, between Berrellesa Street and Ferry Street. The station hosts several Amtrak routes – the Capitol Corridor, the Coast Starlight, the San Joaquin, and the California Zephyr.⁶⁴



- Capitol Corridor provides intercity train service with 30 daily trips between Sacramento and San Jose. Stops made in Martinez are between 30 minutes and 2 hours, depending on the time of day.
- The Coast Starlight spans the entire West Coast, from Los Angeles to Seattle. Amtrak runs one northern-bound train and one southern-bound train per day. The train arrives in Martinez 7: 30 AM (southbound) and 10:45 PM (northbound), respectively.
- The San Joaquin operates round-trip trains between Bakersfield and Stockton. At Stockton, the San Joaquin splits and travels to either Oakland or Sacramento. Trains terminating in Oakland stop at the Martinez Amtrak station between 6:30 AM and 6:30 PM.
- The California Zephyr is an east-west train that starts in Emeryville and goes all the way to Chicago, Illinois, stopping in Martinez twice per day at 3:30 PM (southbound) and 9:50 PM (northbound).

The Martinez Amtrak station is reachable by foot for residents living within the Study Area. For those that live in the Sphere of Influence or other areas of Martinez, the station is accessible via County Connection bus routes 16, 18,19, 28, 98x, and 99x as well as Tri Delta bus route 200 and WestCAT bus route 30Z. On weekends, County Connection Route 316 loops through the Study Area and stops at the station.

BART

Bay Area Rapid Transit (BART) is the Bay Area’s regional transit service, with stops between Millbrae, San Francisco, Richmond, Antioch, Dublin/Pleasanton, and Fremont. The nearest stations to the Study Area are Concord and North Concord/Martinez BART stations. Residents

⁶³ CCCTA – County Connection (2019). *Revised Fiscal Year 2019 Draft Budget and Ten-Year Forecast*. Retrieved from https://countyconnection.com/wp-content/uploads/2019/01/FY-2019_Budget.pdf

⁶⁴ Amtrak (2019). *Train Routes in California*. Retrieved from <https://www.amtrak.com/regions/california.html>

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within the Study Area can reach the Concord station via County Connection Routes 16 and 19. North Concord station is accessible via Route 99x.

On weekdays, BART’s first and last trains leave their origin stations between 5:00 AM and 12:00 AM, respectively. Since February 11, 2019, BART has provided an Early Bird Express bus service from 3:50 to 5:30 AM, to allow for extended nighttime closure of the Transbay Tube for seismic retrofit. The seismic retrofit project is supposed to complete in fall 2023. On Saturdays, trains run between 6:00 AM and 12:00 AM, and Sunday service is between 8:00 AM and 12:00 AM. Refer to Table 5-3 for information on departures specific to Concord and North Concord/Martinez BART stations.

Trains run every 15 minutes on weekdays and every 20 minutes on weekends and nights.

Table 5-3 Hours of Operation and Cost, Concord and Martinez Proximate BART Stations

Origin	Destination	Hours of Operation (Weekday Service)	Hours of Operation (Saturday Service)	Hours of Operation (Sunday Service)	Clipper Cost
Concord BART	Downtown San Francisco	4:58 AM to 12:06 AM	6:08 AM to 12:06 AM	8:06 AM to 12:10 AM	\$6.45
	San Francisco Airport	4:58 AM to 12:06 AM	6:08 AM to 12:06 AM	8:06 AM to 12:10 AM	\$12.10
	Antioch	6:11 AM to 1:11 AM	6:42 AM to 1:11 AM	8:51 AM to 1:12 AM	\$4.15
	Richmond	5:13 AM to 12:06 AM	6:08 AM to 12:06 AM	8:54 AM to 12:06 AM	\$5.24
	Fremont	5:13 AM to 12:06 AM	6:08 AM to 12:06 AM	7:57 AM to 11:57 PM	\$7.00
North Concord/Martinez BART	Downtown San Francisco	5:09 AM to 12:07 AM	6:04 AM to 12:03 AM	8:03 AM to 12:06 AM	\$6.65
	San Francisco Airport	5:09 AM to 12:03 AM	6:05 AM to 12:03 AM	8:03 AM to 12:06 AM	\$12.30
	Antioch	6:14 AM to 1:15 AM	6:45 AM to 1:14 AM	8:26 AM to 1:38 AM	\$3.95
	Richmond	5:09 AM to 12:07 AM	6:04 AM to 12:03 AM	8:03 AM to 12:06 AM	\$5.50
	Warm Springs/South Fremont	5:09 AM to 12:07 AM	6:04 AM to 12:03 AM	8:03 AM to 12:06 AM	\$7.20

WestCAT – Western Contra Costa Transit Authority

WestCat’s Route 30Z, the Martinez Link, is a weekday service that runs between the Hercules Transit Center and the Martinez Amtrak station. The VA hospital, Contra Costa Regional Medical

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Center, and Martinez Courthouse are also on the route. Route 30Z runs hour headways between 6:30 AM and 7:45 PM.⁶⁵

Tri Delta Transit

Tri Delta runs Route 200 between the Pittsburg/Bay Point BART station and the Martinez Amtrak station. The route is weekday only and runs about every hour between 7:40 AM and 6:00 PM. Stops include the Kaiser Medical Center, Veterans Medical Center, and the Regional Medical Clinic.⁶⁶

ADDITIONAL TRANSPORTATION SERVICES & PROGRAMS

Paratransit

County Connection provides ADA paratransit service for people with disabilities who are unable to take fixed-route transit services. This service, called LINK, is a door-to-door program operated by County Connection. Advance reservations are required and service runs Monday through Friday between 4:30 AM and 11:00 PM and weekends between 7:00 AM and 10:30 PM, consistent with the County Connection fixed route services. Service is provided within 1-½ miles of regular fixed-route bus service on weekdays and ¾ miles on weekends. Additionally, County Connection provides ADA service on behalf of BART at select hours and an area defined to be within ¾ of a mile of a BART station.

LINK is \$5.00 for each one-way trip. LINK fare can be paid in cash or riders have the option of setting up an account to prepay for their trip. Riders send a check of at least \$50.00 to County Connection to establish the use of the agency's Advance Fare Payment System. Funds are automatically deducted from a patron's account after each trip. Patrons are notified when the balance of their account drops below \$25.00.⁶⁷

LINK eligibility is determined in accordance with the requirements of the Americans with Disability Act, which states that eligibility is strictly limited to those who have specific limitations that prevent them from using accessible fixed route public transportation some or all of the time.⁶⁸

Taxis

The City of Martinez regulates taxis and issues licenses to operate them. Taxis are examined by the City annually. The City's taxi ordinance does not require wheelchair accessible vehicles.⁶⁹

⁶⁵ WestCat (2019) *Route 30Z: Martinez Link*. Retrieved from <https://www.westcat.org/schedules/route-30z/>

⁶⁶ Tri Delta Transit (2019) *Eastbound (from Martinez) – Weekday Service*. Retrieved from http://trideltatransit.com/route_2008_numbered.aspx?route=route_200_e

⁶⁷ CCCTA – County Connection (2016). *Short Range Transit Plan*. Retrieved from <https://countyconnection.com/wp-content/uploads/2010/06/2016-2025-Short-Range-Transit-Plan-3-16-16.pdf> Pp. 25.

⁶⁸ County Connection. *Eligibility and Registration*. Retrieved from <https://countyconnection.com/paratransit/eligibility-registration/>

⁶⁹ Martinez Municipal Code: 5.60.010 Retrieved from: <http://www.cityofmartinez.org/civicax/filebank/blobdload.aspx?BlobID=5316>

Transportation Network Companies (TNCs)

Several new mobility services have launched or expanded in recent years and offer travelers an increasing array of options for getting around.

Transportation network companies (TNCs) such as Lyft and Uber have become an important **travel option for all manner of trips. Lyft and Uber’s basic service offering allows an individual party to request a private ride from origin to destination. Fare-splitting service offerings like Lyft Line and UberPool, which aggregate trips with origins and destinations along similar routes into fewer vehicles, have grown significantly in recent years.⁷⁰ Lyft and Uber each also have large-vehicle and luxury versions of their services. Some of the issues related to use of these TNCs by the study’s target population groups include whether individuals are “banked”, are able to use and have access to smart phones, affordability, and the availability of accessible vehicles.**

Private Airport Shuttles

BayPorter Express⁷¹, East Bay Shuttle⁷², and Walnut Creek Airport Service⁷³ all offer door-to-door **shuttle service between residents’ homes and the regional airports. Service is available between 2:00 AM and 10:00 PM (other times may be available for a surcharge) and rates are between \$62 and \$140.**

Contra Costa 511 Services

Contra Costa Transportation Authority (CCTA), in partnership with TRANSPAC and the Bay Area Air Quality Management District (BAAQMD), sponsors 511 Contra Costa – a comprehensive **transportation guide for the County’s commuters and residents. 511 Contra Costa offers information on how to navigate public transportation, utilize rideshare programs, and plan pedestrian and bike trips. Additionally, the program offers incentives to commute more sustainably – carpooling, vanpooling, taking transit, bicycling, and walking.**

Drive Less Commuter Program

To incentivize Contra Costa residents to commute more sustainably, 511 introduced the Drive Less Commuter Program. Until June 2019, residents are eligible for a \$25.00 cash reward when they swap their drive-alone commute for an alternative mode. The benefit is limited to one person per household and is for work commute trips only. Residents who use employer provided and paid buses and shuttles do not qualify.⁷⁴

Try Transit

Try Transit is a program for individuals who live or work in Contra Costa County. Between July 1, 2018 and June 20, 2019, one person per household is eligible to receive a \$15 pre-loaded Clipper card to take them between home and work, and participating school campuses (CSU Eastbay,

⁷⁰ Forbes (2015, August 18). *The Case for Carpooling: Inside Lyft and Uber’s Quest to Squeeze More People in the Backseat*. Retrieved 24 August 2017 from <https://www.forbes.com/sites/ellenhuet/2015/08/18/inside-lyfts-and-ubers-carpooling-quest-uberpool-lyft-line/#6251628233f4>

⁷¹ BayPorter Express (2019). *BayPorter*. Retrieved from <http://www.bayporter.com>

⁷² East Bay Shuttle (2019). *East Bay Shuttle*. Retrieved from <http://eastbayshuttle.net>

⁷³ Walnut Creek Airport Service (2019). *Walnut Creek Airport Service*. Retrieved from <https://walnutcreekairport-taxi.com/>

⁷⁴ 511 Contra Costa (2019). *Commuter Incentive*. Retrieved from <https://511contracosta.org/commuterprogram/>

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Contra Costa College, Diablo Valley College, Pleasant Hill, and Los Medanos Community College). The benefit encourages those who would otherwise drive alone to try transit.⁷⁵

Guaranteed Ride Home

Guaranteed Ride Home is an “emergency” or “back-up” ride for individuals who use commute alternatives to single occupancy vehicles. The program is a free service but participants must pre-register via the 511 website. As stated on the website, only rides for commutes that originate in Contra Costa are eligible for reimbursement. There are similar GRH programs in most neighboring counties operated by other public agencies.⁷⁶

Carpooling

511 Contra Costa encourages residents and workers to carpool, whether it’s through a ridesharing service like Lyft and Uber, or with carpooling apps like Scoop, Waze Carpool, or Duet which pair commuters in advance of their trip. When commuters opt-in to a carpool, they are eligible for the Drive Less Commuter Program. Additionally, the 511 website has information on Park and Ride locations, carpool services, and recent commuter news and programs.⁷⁷

Vanpooling

The Bay Area Vanpool Program partnered with Enterprise to subsidize vanpooling with a monthly subsidy of up to \$250. Enterprise provides a group (seven passengers) access to a low-mileage van or SUV with roadside assistance. Those that vanpool have access to Express Lanes and HOV lanes, save money on gas and parking, reduce vehicle wear and tear, and reduce greenhouse gas emissions by commuting together. As an additional incentive, drivers who start a vanpool and keep it on the road for at least one year may qualify for a \$1,000 bonus. 511 Contra Costa is available to answer questions regarding how to start a vanpool, how to fill empty seats, and explain the pre-tax benefits.⁷⁸

Mobility Matters – Contra Costa’s Mobility Management Center

Mobility Matters facilitates transportation options for the County’s seniors, persons with disabilities, and low-income individuals. The organization connects people who need transportation with those that can volunteer their time.

Rides for Veterans and Seniors

Rides for Veterans and Rides for Seniors are two programs sponsored by Mobility Matters that give access to residents of Contra Costa County who are unable to take fixed-route transit. The service is free and provided by trained volunteer drivers. Rides are primarily for medical trips, dental appointments, grocery shopping, and other essential errands. To participate, veterans and seniors can either apply via an online form or call Mobility Matters directly.⁷⁹

⁷⁵ 511 Contra Costa (2019). *Try Transit Offer*. Retrieved from <https://511contracosta.org/public-transit/transit-offer/>

⁷⁶ 511 Contra Costa (2019). *Guaranteed Ride Home*. Retrieved from <https://511contracosta.org/guaranteed-ride-home/>

⁷⁷ 511 Contra Costa (2019) *Carpool*. Retrieved from <https://511contracosta.org/driving/carpool/>

⁷⁸ 511 Contra Costa (2019) *Vanpool*. Retrieved from <https://511contracosta.org/driving/vanpool/>

⁷⁹ Mobility Matters (2019). *Volunteer*. Retrieved from <http://www.mobilitymatterscc.com/volunteer/>

John Muir Health Caring Hands Volunteer Caregivers Program

Caring Hands creates long term, one-on-one matches between dedicated volunteers and seniors who need support and companionship. In addition to providing free transportation and escort to medical appointments, shopping and errands, our screened and trained volunteers also provide friendly visiting, social outings, reading mail, letter writing and respite care to give a break to a family caregiver. To be eligible, seniors need to be over the age of 60 and living independently in their own home. A phone interview and a home assessment by a social worker are required. Due to high demand there is usually a waiting list for services.⁸⁰

Older Driver Resources

The AARP (American Association for Retired Persons) conducts several online and classroom safety courses for older drivers. Most courses require a time commitment of eight hours; classes are two four-hour sessions, though the program occasionally covers the course of one day. Online classes cost \$16 per person for AARP members and \$20 per person for non-members. Classroom courses are available in Contra Costa County and online through the AARP website.⁸¹

The Future of Mobility: Autonomous Vehicles

Automobile manufacturers and technology companies are investing heavily into developing autonomous vehicle (AV) technology, alternatively known as driverless cars. Research and development activity started to show results in 2016 with AV pilots in a number of cities across the United States and internationally. In addition to the potential to reduce the cost of providing transit service itself, AVs present a new set of opportunities for bridging the first/last mile gap **between high capacity transit stations and people's home or work front doors.**

While it may take several years before driverless cars are deployed for use on public roads,⁸² they are expected to steadily gain market share and to ultimately carry a significant portion of motorized passenger travel within several decades. Estimates by a range of technology and transportation theorists predict that AVs will have 70% to 90% penetration in the market for motorized travel sometime between 2035 and 2055.⁸³ However, given many unknowns about the AV technology itself and the regulatory efforts at the state and federal levels that will shape it, all of these estimates are subject to a significant margin of error.

⁸⁰ Caring Hands (2019). *Description*. Retrieved from http://www.waytogocc.com/services_type.php?id=4#descprov_12

⁸¹ AARP (2019). *Drive Safety*. Retrieved from <https://www.aarpdriversafety.org/>

⁸² Bliss, Laura (2017, January 6) *The Future of Autonomous Vehicles is Shared* retrieved from <http://www.citylab.com/tech/2017/01/the-future-of-autonomous-vehicles-is-shared/512417>

⁸³ Rocky Mountain Institute (2016). *Estimates from "Peak Car Ownership: The Market Opportunity of Electric Automated Mobility Services* retrieved from <https://rmi.org/insights/reports/peak-car-ownership-report> and http://www.aon.com/japan/product_services/by_specialty/reinsurance/report/20160911-ab-analytics-gimo.pdf and McKinsey & Company (2015 June). *Ten ways autonomous driving could redefine the automotive world* retrieved from <http://www.mckinsey.com/industries/automotive-and-assembly/our-insights/ten-ways-autonomous-driving-could-redefine-the-automotive-world> and Fehr and Peers (2014 February). *Effects of Next-Generation Vehicles on Travel Demand and Highway Capacity* retrieved from http://www.fehrandpeers.com/wp-content/uploads/2015/07/FP_Think_Next_Gen_Vehicle_White_Paper_FINAL.pdf and VTPI (2017 February 2). *Autonomous Vehicle Implementation Predictions: Implications for Transport Planning* retrieved from <http://www.vtpi.org/avip.pdf>.

PEDESTRIAN AND BICYCLE FACILITIES AND PROGRAMS

Goals and Policies for Improvements

Several prior studies report barriers for walking and biking in Downtown Martinez. CCTA and the City of Martinez are committed to planning and implementing streetscape improvements to address the aforementioned active transportation issues. **Martinez’s** 2016 General Plan states the **City’s commitment to Complete Streets** – a design concept that constructs streets for all users, regardless of their age, ability, or their mode of transportation.⁸⁴

The Downtown Specific Plan from 2006 noted that City staff see a gap in wayfinding and signage as a continued need for connectivity improvements to and from the Intermodal Station. The Specific Plan recommends pedestrian improvements achievable with simple design elements including updated sidewalks and pedestrian-scale lighting.⁸⁵

The BART Station Access Policy from 2016 stated that agency is committed to prioritizing station access in the following hierarchy: walk, bike, transit and shuttle, drop-off and pick-up, and auto parking. The nearest BART stations to Martinez are North Concord and Concord. The Plan has labeled these stations as “intermodal/auto reliant.” **As such, BART will primarily invest, as well as work with partners, to improve pedestrian access.**⁸⁶

In 2018, CCTA adopted the CBPP update, which establishes countywide goals and objectives for bicycling and walking, identifies gaps in the system network, and establishes best practices to engineer streets that are more mindful of pedestrian and bicycle design elements.⁸⁷

Moreover, the CBPP identifies Downtown Martinez as a Pedestrian Priority Area – an area within the County where pedestrian improvements are integral based on a set of criteria including high residential density, high employment density, and whether the neighborhood is a Priority Development Area (PDA).⁸⁸⁸⁹

Existing Facilities

Bicycle Facilities and Trails

The 2018 CBPP identifies a network of bicycle facilities that when complete, will be a low-stress network available to people of all ages and abilities, providing connections to key destinations throughout the County. Several proposed bike routes are planned through or adjacent to Downtown Martinez.⁹⁰

⁸⁴ City of Martinez (2016). *DRAFT General Plan 2035*. Retrieved from <http://www.cityofmartinez.org/civicax/filebank/blobload.aspx?BlobID=12224>, pp. 6-1

⁸⁵ City of Martinez (2006) *Downtown Specific Plan*. Retrieved from <http://www.cityofmartinez.org/depts/planning/dsp2006.asp>

⁸⁶ BART (20196). *BART Station Access Policy*. Retrieved from https://www.bart.gov/sites/default/files/docs/E-%20BART%20Access%20Policy%20-%20Adopted%206-9-16_0.pdf

⁸⁷ Contra Costa Transportation Authority (2018). *Countywide Bicycle and Pedestrian Plan*. Retrieved from http://keepcontracostamoving.net/site/wp-content/uploads/2018/09/2018_CBPP_final_CCTA_optimized-1.pdf

⁸⁸ Priority Development Areas (PDAs) are earmarked for future growth and are typically near transit and job centers.
⁸⁹ <https://mtc.ca.gov/our-work/plans-projects/focused-growth-livable-communities/priority-development-areas>

⁹⁰ Contra Costa Transportation Authority (2018). *Countywide Bicycle and Pedestrian Plan*. Retrieved from http://keepcontracostamoving.net/site/wp-content/uploads/2018/09/2018_CBPP_final_CCTA_optimized-1.pdf

Existing Bicycle Infrastructure

San Francisco Bay Trail – Benicia – Martinez Bridge

In 2009, a protected lane for pedestrians and bike riders opened on the Benicia-Martinez Bridge (George Miller Bridge), connecting Contra Costa and Solano Counties across the Carquinez Strait. The project completed a gap in the San Francisco Bay Trail, a planned 500-mile walking and cycling path around the Bay Area, which when complete, will extend to all nine Bay Area counties and 47 cities. As illustrated on the map, the trail offers users access to parks, open spaces, and communities along the Bay Area shoreline.

Radke Martinez Regional Shoreline Park Trails

Martinez's regional park is located just beyond the Study Area and the Amtrak station. Formally known as Radke Martinez Regional Shoreline Park, the space is available to the public for recreational activities. About 3-miles of Class 1 multi-use paths are available to bicyclists and pedestrians.⁹¹



San Francisco Bay Trail -2019

On-Street Bicycle Facilities

Within the Downtown, there are Class II bike lanes on Alhambra Ave (southbound), Berrellesa Street (northbound), Marina Vista Ave (westbound) from Court Street to Ferry Street, and on Escobar Street (eastbound), and a segment on Ferry Street between Escobar Street, heading north towards the Martinez Regional Shoreline Park. While traffic is relatively calm in the Downtown, the majority of the streets do not have a designated bicycling facility; however, local and regional planning efforts are seeking to improve bike safety.

As stated in the 2035 General Plan, Martinez is committed to providing a comprehensive citywide system of bicycle lanes to decrease total vehicle-miles traveled within the Study Area, as well as the broader area within its jurisdiction.⁹² **Additionally, CCTA's Countywide Bicycle and Pedestrian Plan (CBPP)** provides guidance on policies and best practices to engineer streets that are more mindful of bicycle design elements, complimenting goals and policies stated in the General Plan.

Pedestrian Facilities

Streets within the Study Area are typically lined with sidewalks, which for the most part, are well maintained and have been recently updated. Crosswalks are located at high-use intersections within the Downtown, including crossings from Marina Vista Avenue to the Amtrak Station and bus depot. **The City's 2035 General Plan is committed to improving the pedestrian environment,** ensuring that all routes are safe and accessible for all users. This is further highlighted in the

⁹¹ East Bay Regional Parks District (2019). *Radke Martinez Regional Shoreline*. Retrieved from <https://www.ebparks.org/parks/martinez/default.htm#about>.

⁹² City of Martinez (2016). *General Plan Circulation Element*. Retrieved from <http://www.cityofmartinez.org/civicax/filebank/blobdownload.aspx?BlobID=12230>; pp. 6 – 18.

CBPP, which offers design recommendations including walkways, curb ramps, safer crossings, and streetscape improvements.⁹³

Safe Routes Programs

While improved facilities are necessary for improved bicycle and pedestrian safety, efforts must also include increased education, encouragement, evaluation, and enforcement.

Safe Routes to School and Transit

During the 2018 election cycle, Martinez voters passed Measure X, a local half cent sales tax measure to fund a variety of local improvement needs, including the provision of safe routes to school. The half-cent sales tax will provide \$3.2 million over the next 15 years. As stated in the ballot measure, residents will have oversight have how the funds are spent.⁹⁴

In recent years, Safe Routes to School (SR2S) programs have gained traction as a way to address traffic safety among children and within school areas. CCTA and the City continue to promote **walking and biking to school through 511 Contra Costa and the County's Safe Routes to School** programs. While CCTA financially supports many bike and walk programs, there is a gap in **available funding resources for SR2S. CCTA's SR2S Needs Assessment estimates this funding** shortfall at \$243 million in capital improvements, and \$57 million in annual operating costs.⁹⁵ CCTA prioritizes projects that complete gaps in the transportation network, alleviate traffic stress, and have the greatest impact on equity and socioeconomic.⁹⁶

Enforcement

Law enforcement exists at the county level to reduce, and ultimately eliminate, pedestrian and bicycle fatalities. The Countywide Bicycle and Pedestrian Plan notes a targeted approach that eliminates the root causes of collisions, such as speeding and running traffic lights at specific intersections.⁹⁷

Evaluation and Monitoring

Bicycle and pedestrian safety is a prominent concern for Martinez and it is a determining factor for how to improve existing infrastructure and programs. According to data from the Statewide Integrated Traffic Records System (SWITRS), between 2010 and 2015, there were 423 reported collisions in Martinez – 15% of which were either pedestrian or bicycle-related. Comparing this to the American Community Survey (2013-2017 5-year estimates) data on commute mode (Chapter 3), it could be argued there is a disproportionate number of bicycle and pedestrian collisions compared to the number of Martinez workers that commute by foot or bike. Reference

⁹³ Contra Costa Transportation Authority (2018). *Countywide Bicycle and Pedestrian Plan*. Retrieved from http://keepcontracostamoving.net/site/wp-content/uploads/2018/09/2018_CBPP_final_CCTA_optimized-1.pdf

⁹⁴ City of Martinez (2018). *Quality of Life & Essential Services -- Measure X*. Retrieved from http://www.cityofmartinez.org/gov/measure_x.asp

⁹⁵ CCTA, *Contra Costa Safe Routes to School: Understanding Needs, Moving Ahead, Attachment 2, Needs Assessment*, pp. 7 and 10, February 2014.

⁹⁶ Contra Costa Transportation Authority (2016). *Countywide Bicycle and Pedestrian Plan*. Retrieved from http://keepcontracostamoving.net/site/wp-content/uploads/2018/09/2018_CBPP_final_CCTA_optimized-1.pdf

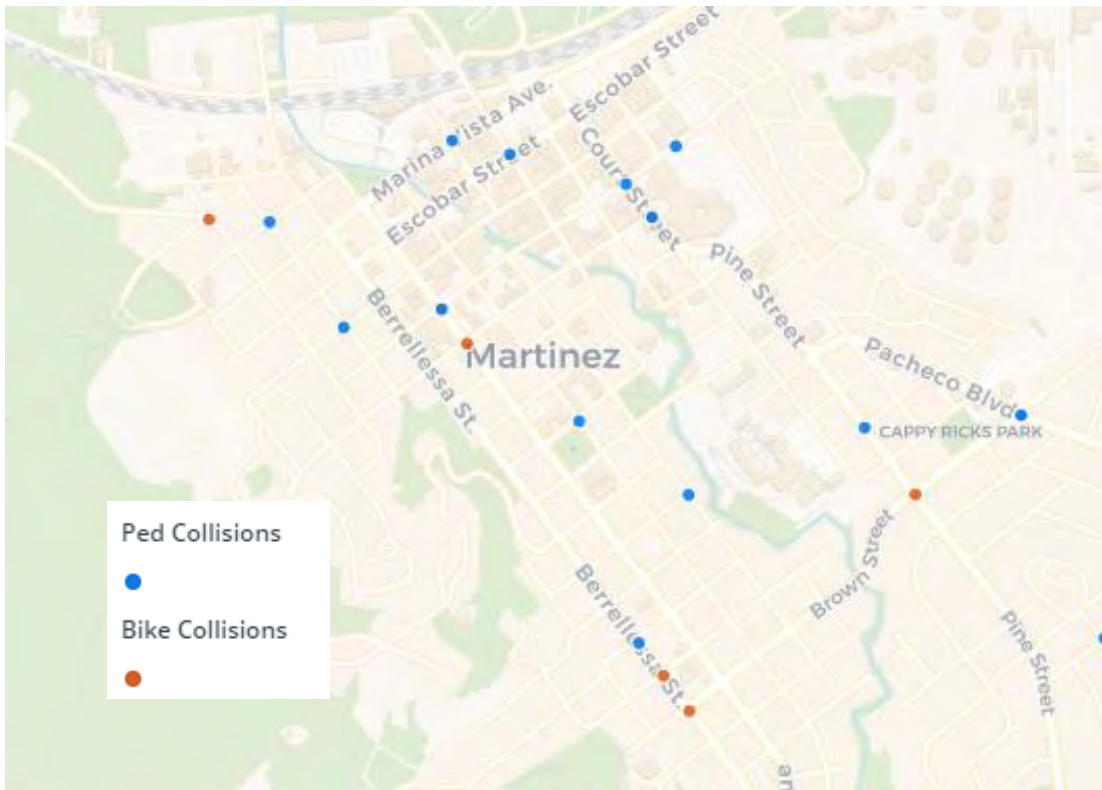
⁹⁷ Ibid. pp. 63

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source not found.⁹⁸ It is worth noting that the commute mode split may not be representative of the mode split for all trips. CCTA and the City of Martinez are committed to improving these outcomes by regularly monitoring the transportation network to observe bicycle and pedestrian injuries. These monitoring efforts may be used to refine existing policies and approaches.

Figure 5-3 Bike and Pedestrian Collisions within and adjacent to Study Area (2010 – 2015)
SWITRS Data (UC Berkeley (2019) Transportation Injury Mapping System)



During this time, collisions were isolated to perimeter streets including Court Street, Marina Vista Avenue, and Escobar Street.

Table 5-4 Top Bicycle and Pedestrian Collisions between 2012-2018, Martinez
(Department of California Highway Patrol)

Area	Bicycle Collisions	Pedestrian Collisions
Study Area	4	11
Citywide	29	37

⁹⁸ U.S. Census Bureau (2018). *Commuter Characteristics 2013-2017 5-Year Estimates*. Retrieved from https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_17_5YR_S0801&prodType=table

MOBILITY GAPS

Mobility gaps were identified from information presented in the Existing Conditions report, input from the stakeholder interviews, public survey responses, and feedback shared at the Open House event. A sampling of the collective feedback is interspersed with direct quotations within the text analysis below. The described mobility gaps were subsequently grouped into categories that helped scope a broader framework of challenges and provided the basis for recommended strategies.

Infrastructure

Martinez residents and visitors alike identified the walking experience in Downtown Martinez as one infrastructure aspect that can be improved. Some challenges described include damaged brick sidewalks and fractured curbs, which can potentially result in people tripping and overall unpleasant walking experience. Additionally, the presence of tree roots has disrupted the walking surface at some locations, which impacts the ease of walking and rolling in this area.

“[Sidewalks] are dangerous and often in poor condition due to lifting or holes. Most corners have curb cuts.”

“Improve pedestrian crossings around local hospital and high school. Blinking pedestrian beacons are not enough.”

During public outreach, improvement of bicycle infrastructure also frequently emerged as a relevant transportation gap. Persons who bike, and also those interested in biking, perceive the bicycle network to be limited and incomplete, commenting that there are critical gaps between origins and destinations. While users acknowledged the existing bike lanes, they also pointed out that these are typically not continuous and often turn into shared lanes with a sharrow mark, which forces them to merge into traffic alongside larger moving vehicles.

As an example corridor of concern, **Alhambra Avenue is one of Martinez’s main** through streets and it is often the preferred route for people who bike, despite having relatively high traffic volumes for the study area. The corridor is thusly an example of a street that could benefit from more robust bicycle facilities. Moreover, while there are options to ride a bicycle through Martinez, there are very few designated bicycling facilities elsewhere within Downtown Martinez.

“Bicycle facilities must be continuous to be useful to us.”

Public transit riders perceive the bus infrastructure to be inadequate, as bus stops are generally too far from each other, forcing riders to travel significant distances to reach the nearest stop. Transit users consider the connectivity and accessibility of the area to be poor, particularly when trying to move from one area of the city to another. In particular, transit riders identified access to public services, including medical services and schools, as main areas of concern.

“It is impossible to drop off children in different parts of town with public transportation.”

Transit frequency and schedules

Low frequency of the local bus network, especially during off-peak times, is a major impediment for people relying public transportation. A significant number of City of Martinez residents do not

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have a driver's license or do not have access to a private vehicle, and are therefore reliant on transit. 165 households (of 493 total households) in the Study Area do not have access to a car – about 33% of all households. Furthermore, the various health, civic, and social institutions in Martinez, such as the county jail and the county hospital, have been known in the past to release individuals outside of transit's operating hours.

“...people are often released from the County Hospital or Psychiatric Ward onto the streets at times of the day or night when there is no bus service, or their bus pass is not enough to get them to a safe destination”

Safety

Pedestrians and bicyclists are disproportionately involved in collisions. This is evident by comparing the pedestrian and bicyclist mode share (8% of total commuters within the study area, and 2% for the City of Martinez) to the share of pedestrians and bicyclists involved in a collision or traffic incident (15% of total crashes) the disproportion is evident. The Department of California Highway Patrol records show that between 2014 and 2018 there were 37 collisions with pedestrians within the City of Martinez, four of which took place within the Study Area, and one which resulted in death. Similarly, in the same time period there were 29 collisions with bicycles for the City and four within the Study Area. The vast majority of these collisions were categorized as “hit and run.” This data implies that an unsafe road environment and risky driving behaviors impact pedestrians and bicycle users the most

“Crossing the street in Martinez is dangerous. Martinez Police Department does not enforce crosswalk, or any other traffic laws when it comes to pedestrians.”

“Make crosswalk signals more visible and easily seen, especially the one in front of Martinez High School and Contra Costa Regional Medical Center. It is dangerous area. Make traffic lights very visible as well, perhaps larger lamps. The crosswalk signs need to be bigger as well. Danger, danger!”

Wayfinding Information

There is a perception that there is limited multi-lingual information and assistance available for Martinez residents. Spanish speakers are interested in seeing more translated material on buses and in schedules and older adults and veterans report having a hard time finding public transit information for routes and schedules, particularly when this information is only available on digital and online formats.

“[Smartphone training would be useful] especially for people with disabilities”

“[Trip planning information] would be helpful, [I am] embarrassed to ask for assistance”

Cost

A transfer fee between transit services is waived when a patron uses their Clipper Card, however, this option is unavailable for users without a Clipper Card. While ideally residents of the Bay Area can avoid this issue by obtaining a Clipper Card, some people might forget their card at home or at work, misplace the card or find the card system too confusing, therefore this issue is perceived as a cost and equity concern. Transit riders shared with the project team that, in their opinion, there are not enough fare subsidies and vouchers compared to previous years.

Ride hailing options, such as Uber and Lyft, have made it easier for people to reach locations that are disconnected from public transportation. However, the relatively high prices of ride hailing services can deter low-income residents from frequently using the services.

Paratransit

Users and potential users of the paratransit services believe that this service is less flexible than other available transportation services, as it requires users to book trips in advance. Adopting digital formats and smartphones to book these services have been suggested as a way to increase ridership and ease this process.

“Increasing paratransit services is desperately needed, more connections to and from bus terminals.”

6 RECOMMENDED STRATEGIES

EVALUATION

Throughout September and October 2019 both the Project Working Group and Steering Committee worked with the project team to develop and prioritize strategies to meet the transportation gaps identified in previous existing conditions reporting and feedback submitted during the public outreach phase. The PWG reviewed and commented on draft strategies on September 24, 2019.

The project team refined the strategies, then developed and tested a prioritization matrix to help rank the strategies. The four criteria were:

- Community Benefit
- Transportation Benefits
- Financial
- Implementation

Committee members were asked to score projects 1-5 on each criteria, with 1 being the lowest score and 5 being the highest. The cumulative scores for each of the four criteria were then averaged to record a total average score for each recommended strategy. The evaluation matrix and criteria are included in Appendix E.

On October 16, 2019, the Steering Committee met to prioritize the strategies vetted by the PWG; the latter group was also invited and asked to participate in the prioritization exercise. The results of this exercise are shown in Table 6-1, below, which shows recommended strategies in order of highest to least priority. Strategies should be implemented as appropriate funding becomes available and may be implemented incrementally.

Based on the average prioritization scores, strategies can be grouped into Tier 1 and Tier 2. The distinction between these tier categorizations is described in greater detail below as well.

Table 6-1 Results of CBTP Advisory Committees' **Strategy Prioritization & Tier 1 and Tier 2 Strategy Categorization**

Strategy		Average Score
TIER 1	Infrastructure Improvements: Improve intersections; sidewalk gaps; improvements for people with visual impairments; bus stop amenities	4.3
	Safe Routes to School: Walkways to/from bus stops; transportation information centers at schools; walking school buses	4.1
	Driver Assistance Programs for Reentry Programs	3.7
	Transit Improvements: Subsidized passes and transfers; Information; Clipper Card training	3.4
	Subsidized Taxi/Ride Hailing Programs	3.4
	Travel Training/Orientation: Multilingual; use of ride hailing; Transit Ambassador program; cyclist training	3.3
	Subsidized Micromobility Program: Scooter; bikeshare	3.3
TIER 2	Volunteer Driver Program, Traditional and TRIP Model	3.1
	Bicycle Infrastructure: Best possible lanes; improved connections, particularly from BART station	3.0
	Transit: Increasing Frequency and Weekend Service	2.8
	Automobile Access: Low-income carshares; vanpools; ZEVs; low-cost/subsidized purchase/loan or maintenance/insurance	2.1

RECOMMENDED TRANSPORTATION STRATEGIES (TIER 1)

Community-identified solutions were evaluated using the criteria referenced above. Tier 1 strategies are those which achieved high scores (4-5) in the following criteria: transportation benefit, community support, and can be implemented in stages or have a low total cost. For these reasons, Tier 1 strategies are considered more likely to be successfully implemented. Tier 2 strategies may rank high in one or more categories, but may serve very few people, be prohibitively expensive, or may be difficult to implement. The Tier 1 strategies recommended for further consideration are described in the following sections; Tier 2 strategies are also described briefly at the end of this chapter.

In addition, for each of the strategies, possible sponsoring agencies or organizations are suggested, and possible sources of funding are also identified. As noted in Chapter 2, MTC created the Lifeline Transportation Program in 2005 to fund transportation projects in low-income communities across the Bay Area. A Lifeline project must address existing transportation gaps and fund certain programs: fixed-route bus service, transit stop improvements, pedestrian and bicycle access, and transportation services for children and seniors. Fund sources for the Cycle 5 Lifeline Transportation Program include State Transit Assistance (STA), and Federal Transit Administration (FTA) Section 5307 Urbanized Area Formula funds.⁹⁹ Projects may also be eligible for funding through One Bay Area Grant Program (OBAG), Active Transportation, Complete

⁹⁹ MTC (2018). *Lifeline Transportation Program Cycle 5 Guidelines*. Retrieved from [https://mtc.ca.gov/sites/default/files/Lifeline Transportation Program Cycle 5 Guidelines.pdf](https://mtc.ca.gov/sites/default/files/Lifeline_Transportation_Program_Cycle_5_Guidelines.pdf)

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Streets, Safe Routes to School Program, Bay Area Air Quality Management District (BAAQMD) Transportation Fund for Clean Air (TFCA), Federal Transit Administration (FTA) 5310 Enhanced Mobility of Seniors and Individuals with Disabilities, Countywide Transportation Sales Tax - Measure J, TRANSPAC Subregional Transportation Mitigation Program, Local Sales Tax – Measure X, and other sources. Funding sources are described in Chapter 2.

Infrastructure Improvements

- **Improve intersections**
- **Sidewalk gaps**
- **Improvements for people with visual impairments**
- **Bus stop amenities**

The types of infrastructure improvements associated with this strategy reflect the variety of pedestrian and bike-related infrastructure concerns raised throughout the public outreach process.

Strategy: Improve Intersections

Intersections pose challenges to bicyclists/pedestrians, including long crossing distances, uncontrolled free right-turn movements. Bike lane treatments at intersections are inconsistent. The City should consider evaluating and improving selected signalized intersections (for example, intersections with a history of bicycle-pedestrian-motor vehicle conflict, intersections located near schools, intersections adjacent to major transit stops and centers). In particular, the City should review intersections along streets with bike lanes, and restripe bike lanes, when necessary, so that they are located to the left of right turn lanes.

Potential Sponsoring Agencies: City of Martinez

Potential Funding Sources: Lifeline Transportation Program (LTP), One Bay Area Grant Program (OBAG), Active Transportation, Bay Area Air Quality Management District (BAAQMD) Transportation Fund for Clean Air (TFCA), Measure J

Estimated Cost: \$125,000 - \$180,000 per intersection

Timeframe: Medium (3-4 years)

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Strategy: Sidewalk Gaps

There was a strong interest from public and advisory committees in improved pedestrian facilities, including safer roadway crossings and slower vehicular traffic speeds. Broken and misaligned sidewalks were also a significant concern expressed.

Potential Sponsoring Agencies: City of Martinez

Potential Funding Sources: Lifeline Transportation Program (LTP), One Bay Area Grant Program (OBAG), Active Transportation, Bay Area Air Quality Management District (BAAQMD) Transportation Fund for Clean Air (TFCA), Measure J

Estimated Cost: \$10,000 - \$15,000 per block

Timeframe: Medium (3-4 years)

Strategy: Improvements for People with Visual Impairments

A number of the pedestrian improvements already listed would also benefit people with visual impairments. Broadly, improvements for this particular strategy subset are broken out further into three categories – design of sidewalk, tactile features, sound cues from audible signals.

Potential Sponsoring Agencies: City of Martinez

Potential Funding Sources: Lifeline Transportation Program (LTP), One Bay Area Grant Program (OBAG), Active Transportation, Bay Area Air Quality Management District (BAAQMD) Transportation Fund for Clean Air (TFCA), 5310 Enhanced Mobility of Seniors and Individuals with Disabilities, Measure J

Estimated Cost: \$40,000 - \$60,000 for accessible signals and truncated domes per intersection

Timeframe: Medium (3-4 years)

Strategy: Bus Stop Amenities

Adding bus stop amenities is both relatively inexpensive and popular within the community as a very tangible improvement in the quality of the public transit experience. Although the solution does not necessarily improve origin-to-destination mobility in the community, it improves the experience of using transit service which can in turn encourage increased use of transit. The program can be incrementally reduced or expanded depending on available resources.

Potential Sponsoring Agencies: County Connection, City of Martinez

Potential Funding Sources: Ad agencies, Lifeline Transportation Program (LTP), One Bay Area Grant Program (OBAG), Measure J

Estimated Cost: \$5,000 - \$30,000 per stop

Timeframe: Short – Medium (1-4 years)

Safe Routes to School

- **Walkways to/from bus stops**
- **Transportation information centers at schools**
- **Walking school buses**

Martinez has been actively supporting a local SR2S Program to make it easier, safer, and more enjoyable to walk or bike to school. The program consists of construction of bicycle and pedestrian infrastructure, in-classroom bicycle and pedestrian safety education, as well as programs and contests to encourage walking and biking. The City should continue its SR2S program, including applying for grant funding to construct further school-related infrastructure improvements.

Strategy: Walkways to/from Bus Stops

This strategy recommends reviewing existing bus stops and the pedestrian infrastructure around them, including nearby crosswalks, sidewalks, curb ramps, traffic signals, etc., to catalog those which need improvement, and then making the changes necessary to make all stops accessible. Potential improvements would be identified to make it safer and easier to walk to transit, and bus stops would be considered for relocation or potential elimination if they were poorly located or spaced too close together.

Implementation of this strategy benefits County Connection, as well as the local school bus program, since stops that are safely accessible, and which are placed in convenient locations, may encourage higher ridership. The number of riders benefiting from this **strategy can't be determined until the survey of stops is done. Implementation of this strategy may require significant funding, depending on the nature of improvements.**

Potential Sponsoring Agencies: Martinez Unified School District, City of Martinez, County Connection

Potential Funding Sources: Lifeline Transportation Program (LTP), One Bay Area Grant Program (OBAG), Safe Routes to School Program, Measure J, Measure X

Estimated Cost: \$125,000 - \$180,000 per block

Timeframe: Medium (3-4 years)

Strategy: Transportation Information Centers at Schools

Low-income students and their parents are particularly dependent on transit, but sometimes are not aware of routes, schedules, and fares. Especially for Spanish-speaking populations and families without internet access, personal travel support is **often provided on an informal basis by friends and staff at local schools. This "school as resource" phenomenon could be improved and formalized by providing a dedicated space at schools to provide transportation information to families.**

This strategy recommends creating transportation information centers at schools, with up-to-date materials in English and Spanish including local and intercity transit

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information and maps, car sharing bulletin boards, school carpool matching services, walking or biking programs, and, potentially, internet access for adults. In addition, materials could be distributed through flyers sent home with students. Another potential element of a school-based program might be to survey families at the start of the year to find out how the students are getting to school, what needs are not being met and should be improved, and even programs that are working well and should be expanded.

This strategy would primarily benefit families with school age children in the study area. Implementation would be in partnership with the schools, which might be asked to provide a small physical space for equipment and materials to display transportation information, and to distribute information through flyers sent home with students.

Potential Sponsoring Agencies: Martinez Unified School District, City of Martinez, County Connection

Potential Funding Sources: Lifeline Transportation Program (LTP), One Bay Area Grant Program (OBAG), Safe Routes to School Program, Measure J, Measure X

Estimated Cost: \$15,000 - \$30,000 for map production and installation depending on number of locations and type of information kiosk. \$2,000 – \$3,000 annually in maintenance and updating costs.

Timeframe: Short (1-2 years)

Strategy: Walking School Buses

Getting children to and from school and home was identified as one of the greatest needs in lower income communities. Parents who cannot afford a car, or who only have one car, must often walk their children to school which, in some cases, is a long distance. One strategy to get children to school safely, at a low cost, and to balance the time commitment required of parents to supervise their safe travel, is for parents to coordinate with each other to set up walking groups, **also called “walking school buses”**. **This strategy features one or two parents walking with a group of students to and from school.** Similar strategy alternatives could be for parents to coordinate biking groups or groups that take transit to and from school together.

Potential Sponsoring Agencies: Martinez Unified, City of Martinez

Potential Funding Sources: Lifeline Transportation Program (LTP), One Bay Area Grant Program (OBAG), Safe Routes to School Program, Measure J, Measure X

Estimated Cost: \$20,000 - \$30,000 annually

Timeframe: Short (1-2 years)

Driver Assistance Programs for Reentry Programs

This program would serve recently incarcerated people released from detention in Martinez, and operate escorted, door-to-door transportation from prison to reentry program sites. Services are gender-segregated, reflecting the gender segregation of prison facilities to provide a sense of familiarity for participants, with male drivers escorting male participants and female drivers escorting female participants. Peer relationships between drivers and participants are very important, because clients often exit prison facilities with a great deal of fear, and the escort needs to understand their unique situation. In addition to providing door-to-door transportation, drivers can also offer travel training instruction to clients, such as how to use transit and paratransit, understand schedules and fare payment, and coordinate transfers. A successful example of this program is **Stanford University's Justice Advocacy Project** and it would be advisable to coordinate with them.

Potential Sponsoring Agencies: City of Martinez, Contra Costa County Sheriff

Potential Funding Sources: Lifeline Transportation Program (LTP), Foundations, Donations

Estimated Cost: \$20,000 - \$30,000 to operate **Stanford's program** in California

Timeframe: Short – Medium (1-4 years)

Transit Improvements

- **Subsidized passes and transfers**
- **Transit information**
- **Clipper Card training**

Transit improvements arose as a theme throughout the public outreach process. This **group of strategies is focused on facilitating individuals' access to transit.**

Strategy: Subsidized Passes and Transfers

Outreach indicated community support for a discounted transit pass program for County Connection, BART, and other transit services. Such a program could help improve the mobility of specific populations who do not have access to a car and have difficulty affording standard transit fares. Community groups, such as the Martinez Senior Center, youth groups, or local churches, could secure funding to purchase passes in bulk from County Connection, BART, or other transit agencies and distribute them to their constituents.

Potential Sponsoring Agencies: Community organizations

Potential Funding Sources: Lifeline Transportation Program (LTP), Bay Area Air Quality Management District (BAAQMD) Transportation Fund for Clean Air (TFCA), Measure J

DOWNTOWN MARTINEZ COMMUNITY-BASED TRANSPORTATION PLAN

Contra Costa Transportation Authority | City of Martinez

Estimated Cost: \$10,000 - \$60,000 depending on number of passes and level of subsidy

Timeframe: Short (1-2 years)

Strategy: Transit Information

Participants in community outreach events said that they were often unaware of where to find information on transit services. User-friendly marketing and useful public information are key elements of a successful effort to encourage potential riders to use public transit and to learn more about the transportation options available to them.

County Connection currently provides extensive information, so presumably the issue is not lack of availability of informational materials, but rather inadequate penetration into the communities that were included in the outreach effort. The agency already adopts many marketing techniques – additional funding to expand these activities may be required to further their reach.

There are multiple groups which can be targeted for marketing activities. These include current riders, seniors, youth/students, non-English speakers, and agency representatives who can share the information directly with those they serve. Examples of agencies that could help facilitate greater marketing reach to existing and potential transit riders include medical facilities, community business groups, religious institutions, residential facilities, senior centers, social service agencies, and other support organizations.

Potential Sponsoring Agencies: County Connection, CCTA/TRANSPAC

Potential Funding Sources: Lifeline Transportation Program (LTP), Measure J

Estimated Cost: \$15,000 - \$30,000 for map production and installation depending on number of locations and type of information kiosk. \$2,000 – \$3,000 annually in maintenance and updating costs.

Timeframe: Short (1-2 years)

Strategy: Clipper Card Training

Many current or potential transit riders can benefit from assistance in obtaining a Clipper Card and training on how to use it. Travel orientation services (Clipper card education, bus demonstrations, transit outings, learning how to use internet trip planning resources, etc.) can be provided to consumers who prefer more “a la carte” travel training options.

Potential Sponsoring Agencies: City of Martinez, County Connection, CCTA/TRANSPAC

Potential Funding Sources: Lifeline Transportation Program (LTP), Measure J

Estimated Cost: \$20,000 - \$50,000 annually including Clipper cards/fare

Timeframe: Short (1-2 years)

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Subsidized Taxi/Ride Hailing Programs

This project would provide subsidized taxi/ride hailing (e.g. Uber/Lyft) service as an alternative transportation option for transit-dependent residents of Downtown Martinez. Because bus service in Downtown Martinez is limited late at night and on weekends, subsidized access to taxis/ride hail is a potential solution for filling key transportation gaps.

Service would be made available to qualified individuals for trips supplementing their regular travel options. While the program could be used for regular commuting, generally these programs are intended for occasional use such as when a car has broken down or is otherwise not available, when it is necessary to work late and transit is not available, or when other types of emergencies arise. Service from Martinez to nearby regional centers including Concord, Pleasant Hill, and Walnut Creek may be comparatively expensive. Costs for administering the program must also be considered. The cost of providing service will vary based on the level of discount provided through the program and the number of trips/subsidy made available.

Potential Sponsoring Agencies: CCTA/TRANSPAC, City of Martinez

Potential Funding Sources: Lifeline Transportation Program (LTP), Measure J

Estimated Cost: \$10,000 - \$30,000 depending on number of trips and level of subsidy

Timeframe: Short – Medium (1-4 years)

Travel Training/Orientation

- **Multilingual; Use of ride hailing; Transit Ambassador program**
- **Cyclist training**

Participants noted that members of the community might benefit from a variety of travel training options, including access to multilingual materials, using ride hailing services, ambassador programs, and cyclist training.

Strategy: Multilingual training; Use of ride hailing; Transit Ambassador program

Non-English-speaking riders expressed a need for better information on bus services, including route schedules. Strategies include ensuring all materials are available in English and Spanish and prioritizing future hiring of bilingual staff who can answer questions on the phone.

Travel training can be developed to include instructions on ride hailing and other options. Trainings can be in the form of workshops or “train the trainer” programs in which representatives from senior centers or other social service organizations are trained. Trainings can also be developed to address the needs of non-English speakers.

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A transit ambassador is an individual who rides transit during a designated period, providing navigational advice and assistance to any rider who needs it.

It would be advisable to join forces with another travel training program serving a larger portion of Contra Costa County.

Potential Sponsoring Agencies: County Connection, CCTA/TRANSPAC, City of Martinez

Potential Funding Sources: Lifeline Transportation Program (LTP), Measure J

Estimated Cost: \$50,000 - \$100,000 annually for a larger geography

Timeframe: Short – Medium (1-4 years)

Strategy: Cyclist Training

Safe Routes to School programs emphasizes bicycle and pedestrian education activities for students through after-school bicycle rodeos and in-class traffic safety assemblies. Bicycle rodeos include training on how to properly ride a bike in a variety of common traffic situations within a controlled, safe setting on bicycles provided by the program. Instructors also discuss the importance of proper safety equipment and offer free helmets to students who do not currently own one.

A similar training and outfitting program could be provided and promoted to low-income families, either through an expanded SR2S effort or as a separate program, to encourage greater use of this (relatively) low cost, healthy transportation mode.

Potential Sponsoring Agencies: Martinez Police Department, City of Martinez, CCTA/TRANSPAC, Bike East Bay (and partner bicycling and pedestrian advocacy groups)

Potential Funding Sources: Lifeline Transportation Program (LTP), One Bay Area Grant Program (OBAG), Measure J, Measure X

Estimated Cost: \$20,000 - \$50,000 annually

Timeframe: Short – Medium (1-4 years)

Subsidized Micromobility Program

- **Scooter**
- **Bikeshare**

Martinez stakeholders and constituents are interested in further exploring first- and last-mile travel options, including shared scooters and bicycles. Similar to ride hailing services, micromobility systems operate as a shared resource. To start a ride, a rider **“unlocks” the device through a mobile application on their phone, and when the ride is completed, the rider then “locks” the device using the same application, and is then assessed a time- and distance-based fee for the mobility service.**

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Strategy: Micromobility Program – Scooter

Large cities in the Bay Area, including Oakland and San Francisco, have seen an influx of dockless shared scooters in recent years. Martinez could reach out to the various scooter providers to gauge the feasibility of stationing scooters Downtown. If no providers are interested, the City could help low-income individuals purchase their own personal scooters to improve mobility with expanded transportation mode choices.

Potential Sponsoring Agencies: CCTA/TRANSPAC, City of Martinez

Potential Funding Sources: Lifeline Transportation Program (LTP), One Bay Area Grant Program (OBAG), Active Transportation, Bay Area Air Quality Management District (BAAQMD) Transportation Fund for Clean Air (TFCA), Measure J

Estimated Cost: \$40,000 - \$60,000 annually depending on program design

Timeframe: Short (1-2 years)

Strategy: Bikeshare

A number of cities in the Bay Area have implemented bikeshare programs through Bay Wheels, a subsidiary of ride hailing firm Lyft. The system is expected to expand to 7,000 bicycles around 540 stations in San Francisco, Oakland, Berkeley, Emeryville, and San Jose. Martinez could reach out to Bay Wheels and private providers to gauge the feasibility of stationing docked or dockless bicycles Downtown.

Potential Sponsoring Agencies: CCTA/TRANSPAC, City of Martinez

Potential Funding Sources: Lifeline Transportation Program (LTP), One Bay Area Grant Program (OBAG), Active Transportation, Bay Area Air Quality Management District (BAAQMD) Transportation Fund for Clean Air (TFCA), Measure J

Estimated Cost: \$40,000 - \$60,000 annually depending on program design

Timeframe: Short (1-2 years)

RECOMMENDED TRANSPORTATION STRATEGIES (TIER 2)

Volunteer Driver Program, Traditional and TRIP Model

Volunteer Driver Programs provide agency funding for volunteer drivers to provide transportation to friends, family members, or neighbors. The drivers can be reimbursed at a per-mile rate and may be organized to provide service to specific customers (e.g., seniors, people with disabilities, or limited income) or to the general public. These trips are often for critical needs such as medical and nutrition, and are for passengers who need more support than other types of transportation offered.

Asking friends and family is a simple and often-used solution to transportation problems, but for those who regularly need to make repeated trips, continually asking others for rides can begin to feel like an imposition. While paying others helps to alleviate this sense of obligation, it can also be expensive for regular trips. The TRIP model is an example of a program where riders can reimburse drivers – friends or family members – and then the riders are reimbursed by a sponsoring agency. The program is designed to limit liability and administration costs of the sponsoring agency, while providing 24/7 transportation to any destination by trusted members of **one’s own community. It is designed as a flexible model that can be adopted within a community.** Marin Transit is currently employing this model through their STAR and TRIP volunteer driver programs.¹⁰⁰

Potential Sponsoring Agencies: CCTA/TRANSPAC, City of Martinez

Potential Funding Sources: Lifeline Transportation Program (LTP), 5310 Enhanced Mobility of Seniors and Individuals with Disabilities, Measure J

Estimated Cost: \$30,000 - \$60,000 annually depending on program design

Timeframe: Short – Medium (1-4 years)

Bicycle Infrastructure: Best possible lanes; improved connections, particularly from BART station

Community outreach indicated interest in improving bicycle safety and wayfinding on Downtown Martinez streets. Where it is not feasible due to community priorities or design considerations to install Class II (or better) bike lanes along Downtown streets, either adding and improving Class III facilities through the use of signage, sharrows (shared lane markings), and other street markings will represent an improvement over existing conditions by helping guide bicyclists and also alert cars to their presence. Bicycle network improvements should be targeted towards several different street **segments with a goal of enhancing the City’s network of bicycle facilities to provide continuous access to key destinations in and beyond Downtown Martinez.**

Potential Sponsoring Agencies: City of Martinez

¹⁰⁰ Marin Transit (2019). *Volunteer Driver*. Retrieved from <https://marintransit.org/volunteer-driver>

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Potential Funding Sources: Lifeline Transportation Program (LTP), One Bay Area Grant Program (OBAG), Active Transportation, Bay Area Air Quality Management District (BAAQMD) Transportation Fund for Clean Air (TFCA), Measure J

Estimated Cost: \$15,000 - \$30,000 per improvement

Timeframe: Short – Medium (1-4 years)

Transit: Increasing Frequency and Weekend Service

Expanding transit frequency and weekend service would allow better access to and from jobs, after-school programs for students, recreational activities, religious services, and evening classes. Note that federal transit funding requirements stipulate increasing the hours for fixed-route scheduled bus service would mandate a corresponding increase in paratransit hours, which was another request from the public. However, the greatest challenge for increased frequency is a lack of funding, since this strategy will require both additional transit vehicles and revenue hours.

Potential Sponsoring Agencies: County Connection

Potential Funding Sources: Lifeline Transportation Program (LTP), Measure J

Estimated Cost: \$500,000 - \$2,500,000

Timeframe: Short – Medium (1-4 years)

Automobile Access: Low-income carshares; vanpools; ZEVs; low-cost/subsidized purchase/loan or maintenance/insurance

Improved access to car share services for low-income individuals could provide an important complement to enhanced transit services and facilities by providing a new mobility option and improved access to essential destinations such as medical facilities, grocery stores, and other services. Car sharing could be subsidized by employers or local agencies, and would be appropriate for short errands in the community. Car sharing could be modeled on or operated by GetAround or another, similar vendor.

Many people must sometimes rely on cars for transportation; for low-income households, acquiring a car is often difficult or altogether impossible with available financial resources (or lack thereof). A low cost auto loan program would make it easier for those with low incomes to get access to a car. Of the auto-focused solutions, this is less cumbersome to implement than some of the others and it addresses a number of the transportation criteria.

Other communities implementing car share services focused toward low-income **individuals have documented barriers to users' program eligibility, such as lack of a driver's license, poor credit history, and lack of a checking account. Language barriers** can also inhibit participation when information is produced solely in English. To overcome barriers related to program design, agencies implementing low-income car

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share programs have moved away from credit check and security deposit requirements, or have subsidized deposits. CalWORKs is a public assistance program that provides cash aid and services to eligible families that have a child(ren) in the home. The program serves all 58 counties in the state and is operated locally by county welfare departments.¹⁰¹

Potential Sponsoring Agencies: CalWORKs

Potential Funding Sources: Lifeline Transportation Program (LTP), Bay Area Air Quality Management District (BAAQMD) Transportation Fund for Clean Air (TFCA), Measure J

Estimated Cost: \$10,000 - \$2,000,000 depending on level of subsidy

Timeframe: Medium (3-4 years)

¹⁰¹ CA Department of Social Services (2019). *California Work Opportunity and Responsibility to Kids (CalWORKs)*. Retrieved from <https://www.cdss.ca.gov/calworks>

APPENDIX A

Stakeholder Interview Protocol

MARTINEZ COMMUNITY-BASED TRANSPORTATION PLAN

Stakeholder Interview Guide

Interviews will be conducted with a range of stakeholders that represent diverse and unique perspectives. An overview of the categories of interviewees and draft questions are listed in the matrix below (with two additional columns in case we want to add). While there are many more questions than needed for a half-hour discussion, this list will give the team flexibility to base the questioning on topics that are most interesting or relevant to the interviewee. (The highlighted questions are those considered highest priority, but flexibility is critical for these discussions.) More detailed interview questions may be developed for specific individuals; these questions are intended to serve as a guide.

Stakeholder/Organizational Categories:

- A. Public Agencies and Service Providers, Elected Officials
 - Including: County Connection, Vice Mayor, Senior Citizens Club, Schools, Regional Parks District
- B. Non-Governmental Organizations
 - Including: First 5, bicycle coalition, Churches, Independent Living Resources
- C. Business
 - Including: Chamber of Commerce

Draft Interview Questions and Category

Before starting with these questions, we will introduce ourselves and the project, explaining the purpose of the community-based transportation plan, the fact that one was done for downtown Martinez about a decade ago, and we wish to update the information from there and incorporate new technology that has been employed in transportation since that time.

Question Category	Draft Stakeholder Questions	Interview Category				
		A	B	C	D	E
What's working well?	When thinking about the key populations in this study (people with disabilities, seniors and low-income residents), what aspects of transportation and mobility in downtown Martinez work well today? (Prompts: easy to get around by car, destinations that transit serves, accessible transit/paratransit, quality of bike facilities, pedestrian infrastructure, legibility of information, etc.)	X	X	X		

Question Category	Draft Stakeholder Questions	Interview Category				
		A	B	C	D	E
	How does the Martinez transportation network currently support your organization's clients/members/participants ?	X	X	X		
What are the opportunities?	How can mobility and transportation be improved in Martinez to provide the things the key populations want most? (Prompts: increased paratransit service, multimodal connections between specific destinations, walking/biking/transit access to downtown, more transit service, bike/ped facilities, more affordable options, carshare or bikeshare programs, new mobility services, better wayfinding and information, safety, etc.)	X	X	X		
	What are the opportunities to improve access and connections to transit, specifically? (Prompts: first/last mile, bike/ped, bike share connections, car share, shuttles, TNC availability)	X	X			
	What are the opportunities to make it easier and safer to walk, bike, or roll in downtown Martinez? (Prompts: sidewalks, bike paths, safe crossings, lighting, signals)	X	X	X		
What are the barriers?	What are the barriers to making the improvements you are suggesting? (Prompts: funding, political support, land use, etc.)	X	X	X		
What are common destinations?	What are some of the common destinations that residents wish to access but may have problems doing so?	X	X	X		
What are the priorities?	What should the City of Martinez's top priority for transportation be with regard to serving the key populations?	X	X	X		
Other	What are the most promising avenues for increasing revenue and/or reducing costs?	X		X		
	Are there any major regional projects that you would like to see in the future? (Prompts: big ticket items like BART extensions, new roadways...etc.)					

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APPENDIX B

Surveys



Survey for the Downtown Martinez Community-Based Transportation Plan

The Contra Costa Transportation Authority (CCTA), in coordination with the City of Martinez, is conducting a study to find out how to improve transportation services for residents in Downtown Martinez.

Input from the Downtown Martinez community is very important and appreciated!

Please take a few minutes to fill out this survey and return it to the person who gave it to you, or you can also take the survey online at: www.surveymonkey.com/r/MartinezCBTP. Please only fill out the survey once and return by **July 31, 2019**.

If you have any questions or need assistance filling out this survey, please contact Naomi Armenta at 510-506-7586 or narmenta@nelsonnygaard.com.

A. How do you travel?

1. How do you usually get around? (Check all that apply.)

- Walk/Roll
- Bus
- Amtrak
- Bicycle
- Paratransit
- Drive
- Get a ride
- Uber/Lyft
- Other _____

2. Name three destinations which are currently hard for you to reach (e.g. job, grocery shopping, parks and recreation, school and daycare, medical and health care appointments, social services, religious center, etc).

(List the destination type and name the specific locations that are hard to reach.)

- Destination 1 (Type & specific location) _____
- Destination 2 (Type & specific location) _____
- Destination 3 (Type & specific location) _____
- No difficulty reaching destinations

B. Identify Transportation Needs

1. Which transportation problems are the most serious for you?

C. For EACH type of transportation listed below, identify up to THREE issues that you think most need improvement and would improve mobility for you and/or members of your household.

1. BUS

- I do not take the bus. If not, why not? _____
- No improvement needed

If you do take the bus, check up to **THREE** issues that most need improvement & location where it applies.

- Cost of transportation _____
- Buses running according to schedule (Which lines?) _____
- More service available (days, times, shorter wait time, etc.) _____
- Transfers between transit (Which lines?) _____
- Bus stop comfort and/or safety (Which bus stops?) _____
- Need for more information and access to information (maps, schedules, etc.) _____
- Other _____

2. AMTRAK

- I do not take Amtrak. If not, why not? _____
- No improvement needed

If you do take Amtrak, check up to **THREE** issues that most need improvement & location where it applies.

- Cost of tickets _____
- Trains running according to schedule _____
- More service available (days, times, shorter wait time, etc.) _____
- Transfers between trains and other transit services (Which routes?) _____
- Station/train comfort and/or safety (Please specify.) _____
- Need for more information and access to information (maps, schedules, etc.) _____
- Other _____

3. WALKING & ROLLING

- No improvement needed

If you do have concerns about walking and/or rolling, check up to **THREE** issues that most need improvement & location where it applies.

- Crossing the street (enough time, no signals, no crosswalks) (Which streets?) _____
- Lack of sidewalks or curb ramps (Which streets?) _____
- Pavement quality, obstacles, lack of resting spots (Where?) _____
- Safety (What kind of concerns, and where?) _____
- Other _____

Survey for the Downtown Martinez Community-Based Transportation Plan

4. DRIVING

Do you have a car available to drive?

Always Usually Sometimes Never

Prefer not to drive _____

If you have a car available but do not always drive, why not? (Check all that apply)

Legal restrictions _____

Cost of fuel _____

Cost of vehicle maintenance and repairs _____

Cost of driver insurance _____

Road/pavement conditions (Where?) _____

Traffic congestion (When and where?) _____

Other _____

5. BIKING

I don't ride a bicycle. If not, why not? _____

No improvement needed

If you do bicycle, check up to **THREE** issues that most need improvement & location where it applies.

Lack of bicycle paths (Where?) _____

Safety on turns, intersections, etc. (Where and why?) _____

Safety of bike paths (Where and why?) _____

Theft and vandalism of bicycles (Where?) _____

Other _____

6. PARATRANSIT (Transportation for people with disabilities which prevent their use of buses.)

I don't ride paratransit No improvement needed

If you do ride, check up to **THREE** most important needs in paratransit.

Reliable service, arrives and drops off on time _____

Hours of service _____

Cost _____

Customer service, drivers and schedulers _____

Information, well-publicized, easy to understand _____

Other _____

7. OTHER Please describe any other transportation issues or needs in your neighborhood. (Please be as specific as possible.)

D. What would be the most important transportation improvement you would want for Downtown Martinez?

E. Please tell us about yourself:

1. What is your residential ZIP code? _____

What is your neighborhood? (or major intersection near your house) _____

2. Are you: Employed full-time Employed part-time A student Unemployed Retired

3. Do you have a driver's license? Yes No

4. Do you use a smartphone? Yes No

5. What is the primary ethnicity you identify with? White Hispanic/Latino African American Asian

Other _____ Decline to answer

6. What is your age? _____

7. What is your annual household income?

Under \$10,000 \$10,000 - \$24,999 \$25,000 - \$49,999 \$50,000 - \$74,999 \$75,000 or more

8. Do you have difficulty using transportation because of a disability? Yes No

9. Primary language spoken at home: English Spanish Other _____

F. Keep in touch!

If you would like to receive information about this project, please fill in your contact information below:

Name _____

Email _____ Phone _____

Thank you for your time.

Encuesta para el Plan de Transporte Basado en la Comunidad del Centro de Martínez

La Autoridad de Transporte de Contra Costa (CCTA), en coordinación con la Ciudad de Martínez, está realizando un estudio para averiguar cómo mejorar los servicios de transporte para los residentes en el Centro de Martínez.

¡El aporte de la comunidad del centro de Martínez es muy importante y apreciado!

Tómese unos minutos para completar esta encuesta y devuélvala a la persona que se la dio, o también puede hacerlo en línea en: www.surveymonkey.com/r/MartinezCBTP_espanol. Por favor solo complete la encuesta y una vez terminada, regresarla antes del 31 de Julio, 2019.

Si tiene alguna pregunta o necesita ayuda para completar esta encuesta, por favor contactar a Naomi Armenta at 510-506-7586 o' narmenta@nelsonnygaard.com.

A. Cómo se transporta?

1. ¿Cómo suele movilizarse? (Marque todo lo que corresponda.)

- Caminar/Trotar Autobús Amtrak Bicicleta Programa de Transporte Vehicular Un aventón Uber/Lyft
 Otro _____

2. Nombre tres destinos que actualmente son difíciles de alcanzar (por ejemplo, trabajo, compras, parques y recreación, escuela y guardería, citas médicas y de salud, servicios sociales, centro religioso, etc).

(Liste el tipo de destino y nombre las ubicaciones específicas que son difíciles de alcanzar.)

- Destino 1 (Tipo y ubicación específica) _____
 Destino 2 (Tipo y ubicación específica) _____
 Destino 3 (Tipo y ubicación específica) _____
 Sin dificultad para llegar a destinos.

B. Identificar las necesidades de transporte

1. ¿Qué problemas de transporte son los más graves para usted?

C. Para CADA tipo de transporte que se enumera a continuación, identifique hasta TRES problemas que cree que necesitan mejoras y que ayudaran a mejor movilidad para usted y/o los miembros de su hogar.

1. AUTOBUS

- No tomo el autobús. Si es no, porque no? _____
 No se necesita mejorar

Si toma el servicio de traslado, consulte hasta TRES problemas que más necesitan mejora y ubicación donde aplique.

- Costo del transporte _____
 Autobuses en funcionamiento según horario (¿Qué líneas?) _____
 Más servicios disponibles (días, tiempos, tiempos de espera más cortos, etc.) _____
 Transferencias entre tránsito (¿Qué líneas?) _____
 Comodidad y/o seguridad en las paradas de autobús (¿Qué paradas de autobús?) _____
 Necesidad de más información y acceso a la información (mapas, horarios, etc.) _____
 Otro _____

2. AMTRAK

- No tomo Amtrak. ¿Si es no, porque no? _____
 No se necesita mejorar

Si toma Amtrak, revise hasta TRES problemas que necesitan mejoras y ubicación donde corresponda.

- Costo de la entrada _____
 Trenes en funcionamiento según horario _____
 Más servicios disponibles (días, tiempos, tiempos de espera más cortos, etc.) _____
 Traslados entre trenes y otros servicios de tránsito (¿Qué rutas?) _____
 Comodidad y/o seguridad de la estación / tren (por favor especifique) _____
 Necesidad de más información y acceso a la información (mapas, horarios, etc.) _____
 Otro _____

3. CAMINANDO Y/O TROTANDO

- No se necesita mejorar

Si tiene inquietudes acerca de caminar y/o trotar, consulte los TRES problemas que más necesitan mejoras y ubicación donde corresponda.

- Cruzando la calle (tiempo suficiente, sin señales, sin cruces) (¿Qué calles?) _____
 Falta de aceras o rampas de acera (¿Qué calles?) _____
 Calidad del pavimento, obstáculos, falta de puntos de descanso (¿Dónde?) _____
 Seguridad (¿Qué tipo de preocupaciones, y dónde?) _____
 Otro _____

Encuesta para el Plan de Transporte Basado en la Comunidad del Centro de Martínez

4. VEHICULAR

¿Tienes un coche disponible para conducir?

Siempre Generalmente Algunas veces Nunca

Prefiero no conducir _____

Si tiene un automóvil disponible pero no siempre conduce, ¿por qué no? (Marque todo lo que corresponda)

Restricciones legales _____

Costo del combustible _____

Costo de mantenimiento y reparación de vehículos _____

Costo del seguro del conductor _____

Condiciones del camino / pavimento (¿Dónde?) _____

Congestión de tráfico (¿Cuándo y dónde?) _____

Otro _____

5. BICICLETA

No ando en bicicleta ¿Si es no, porque no? _____

No se necesita mejorar

Si hace bicicleta, revise hasta **TRES** problemas que necesitan mejoras y ubicación donde corresponda.

Falta de senderos para bicicletas (¿Dónde?) _____

Seguridad en giros, intersecciones, etc. (¿Dónde y por qué?) _____

Seguridad en los carriles de bicicleta (¿Dónde y por qué?) _____

Robo y vandalismo de bicicletas (¿Dónde?) _____

Otro _____

6. PROGRAMA DE TRANSPORTE (Transporte para personas con discapacidad que evitan el uso de los autobuses.)

Yo no uso Programa de Transporte No se necesita mejorar

Si viaja, verifique las **TRES** necesidades más importantes en Programa de Transporte.

Servicio confiable, llega y cae a tiempo _____

Horas de servicio _____

Costo _____

Servicio al cliente, choferes y programadores _____

Información, bien publicitada, fácil de entender _____

Otro _____

7. OTRO Describa cualquier otro problema o necesidad de transporte en su vecindario. (Por favor sea lo más específico posible.)

D. ¿Cuál sería la mejora de transporte más importante que desearía para el Centro de Martínez? _____

E. Por favor, cuéntenos acerca de usted:

1. ¿Cuál es su código postal residencial? _____

¿Cuál es su barrio? (o intersección importante cerca de su casa) _____

2. Es Usted: Empleado de tiempo completo Empleado a tiempo parcial Estudiante Desempleado Retirado

3. ¿Tienes licencia de conducir? Si No

4. ¿Utiliza un teléfono inteligente? Si No

5. ¿Con qué etnia primaria se identifica? Hispano / latino Afroamericano Blanca Asiática

Otra _____ Negarse a contestar

6. ¿Cuál es su edad? _____

7. ¿Cuál es su ingreso anual?

Menos de \$10,000 \$10,000 - \$24,999 \$25,000 - \$49,999 \$50,000 - \$74,999 \$75,000 o más

8. ¿Tiene dificultades para usar el transporte debido a una discapacidad? Si No

9. Idioma primario hablado en casa: Inglés Español Otro _____

F. ¡Mantenerse en contacto!

Si desea Usted recibir información sobre este proyecto, complete la información de contacto a continuación:

Nombre _____

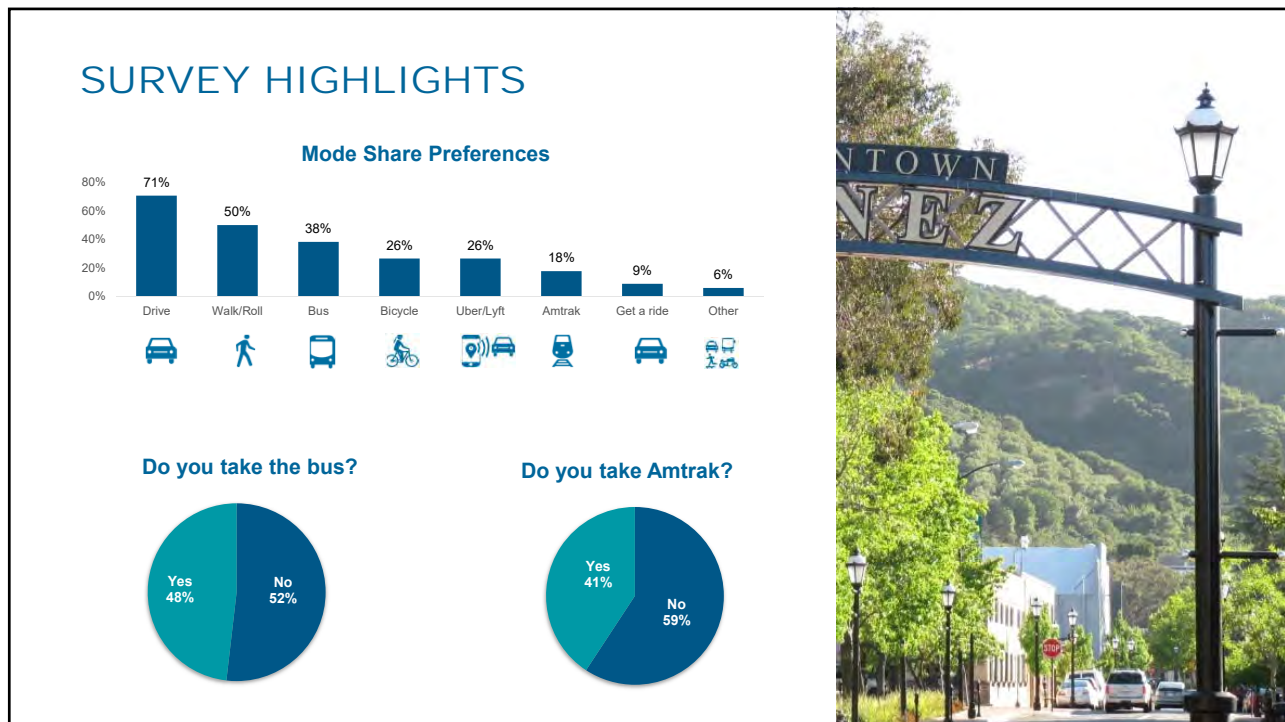
Correo Electrónico _____ Teléfono _____

Gracias por su tiempo.

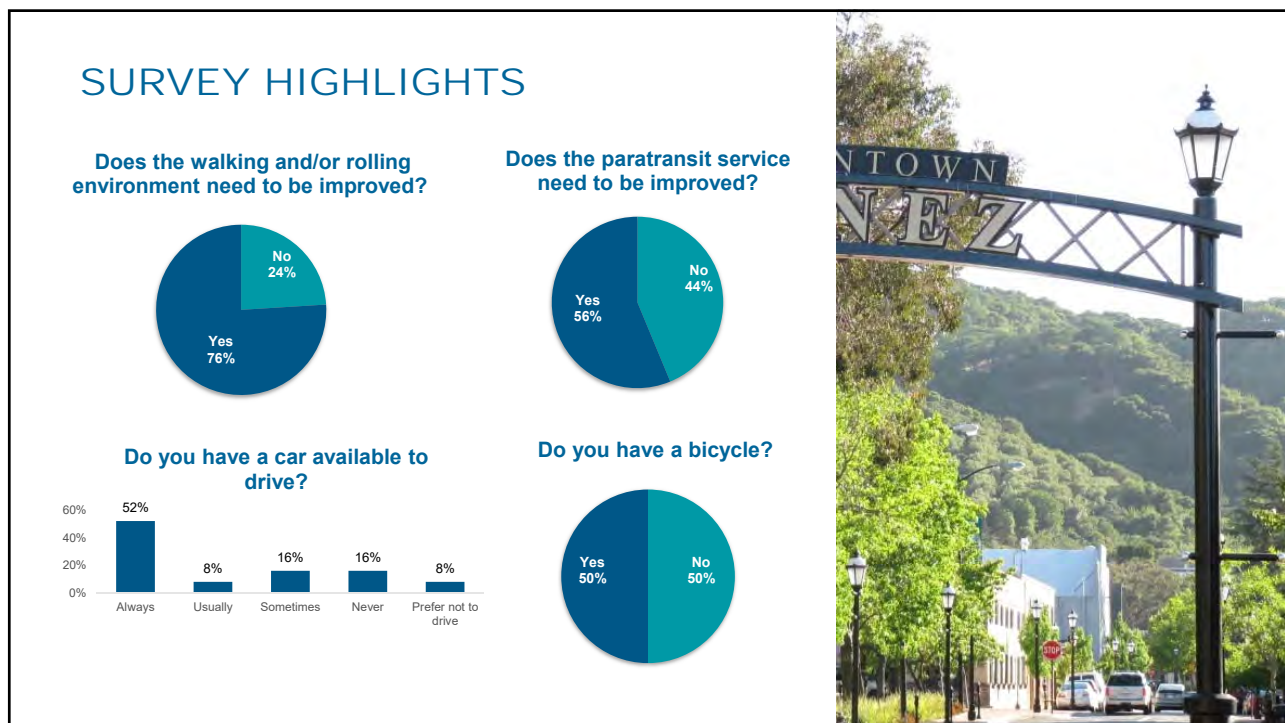
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APPENDIX C

Survey Graphics to Committees



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DEMOGRAPHICS

Age Distribution

Age Group	Percentage
Less than 5	6%
5 to 17	14%
18 to 34	39%
35 to 64	31%
65-80	10%
80+	1%

Poverty Status

Below 200% of the Poverty Level (2017)	53%
At or Above 200% of the Poverty Level	47%
Population for whom poverty status is determined	935
Median Household Income <small>(2013-2017 5 Year ACS)</small>	\$31,042

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MOBILE PHONE AND PAYMENT ACCESS – OPEN HOUSE*

Mobile phone

Mobile Phone Type	Percentage
Smart phone	72%
No mobile phone	14%
Flip phone	14%

Favorite payment method for transportation

Payment Method	Percentage
Clipper	50%
Cash	25%
Credit Card	25%

*These responses correspond to a small number of residents who attended the Open House, where they all provided data

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APPENDIX D

Open House Boards

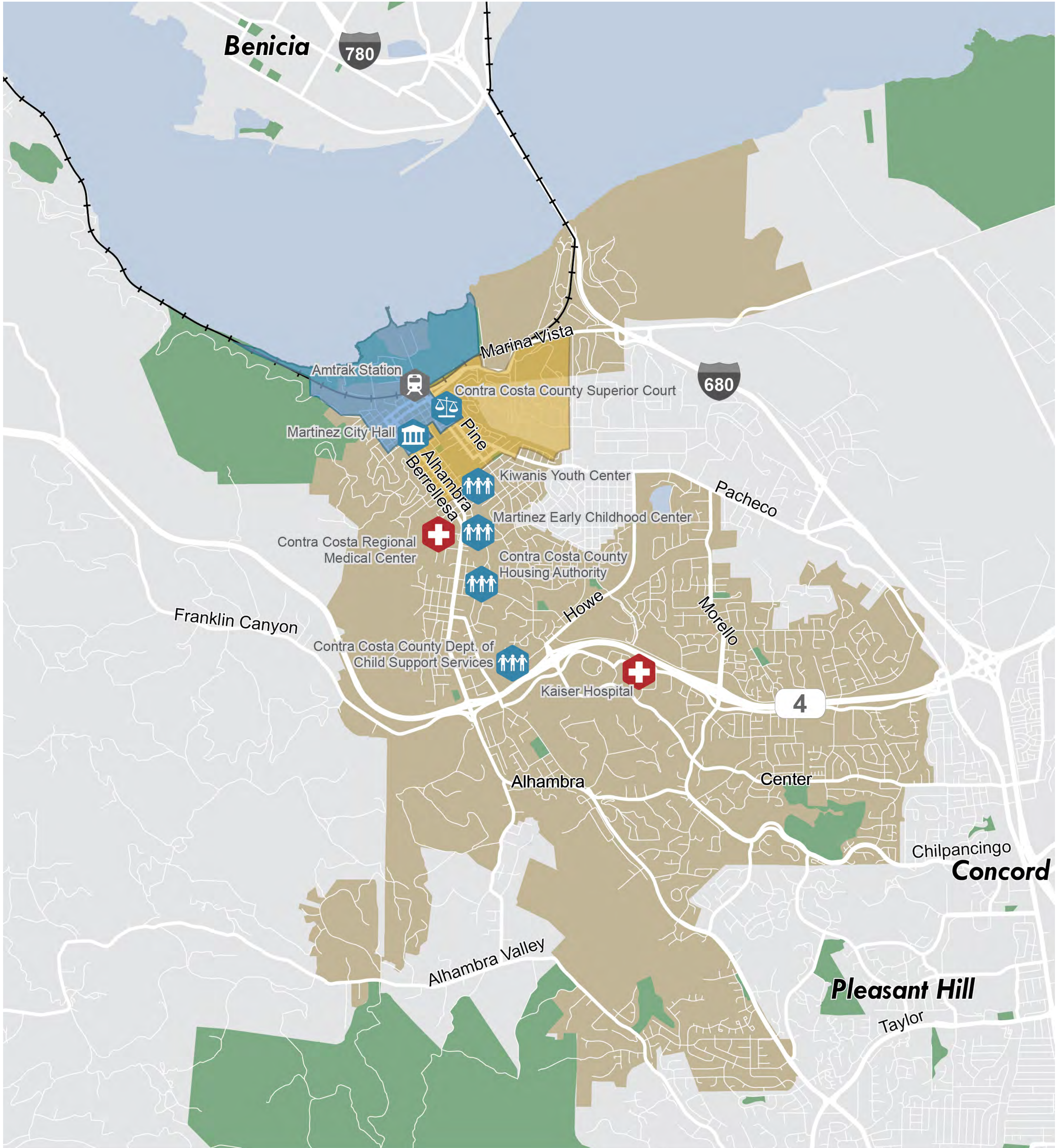
DOWNTOWN MARTINEZ COMMUNITY-BASED TRANSPORTATION PLAN

DESTINATIONS & DIFFICULTIES

Please show us:

 Where you go regularly

 Where you have trouble getting to



Data Sources: Contra Costa County, Metropolitan Transportation Commission, ESRI

-  Study Area
-  Sphere of Influence
-  City of Martinez
-  Amtrak Station
-  Amtrak
-  Parks
-  Medical Facility
-  Community Facility
-  Courthouse
-  City Hall



Miles 0 0.5 1

DOWNTOWN MARTINEZ COMMUNITY-BASED TRANSPORTATION PLAN

TRAVEL BARRIERS

Select up to 4 barriers and put a sticker or note next to each one.

BARRIER

Cost
(Transit, Paratransit, Driving, Biking)

Stickers/Comments

Transit	Paratransit	Driving	Biking
---------	-------------	---------	--------

Bus Doesn't Go
Where I Want

Stickers/Comments

Bus Takes
Too Long

Stickers/Comments

Train Takes
Too Long

Stickers/Comments

Paratransit Doesn't
Offer Same-Day
Service

Stickers/Comments

Poor Sidewalks
(Uneven Surface,
Missing, No Curb
Ramps)

Stickers/Comments

Cannot Find Info In
Language I Need

Stickers/Comments

BARRIER

Safety
(Transit, Paratransit,
Driving, Biking,
Walking)

Stickers/Comments

Transit	Paratransit	Driving	Biking	Walking
---------	-------------	---------	--------	---------

Bus Stop
Too Far Away

Stickers/Comments

Bus Doesn't Run
When I Need It

Stickers/Comments

Train Doesn't Run
When I Need It

Stickers/Comments

Travel Time Is
Unreliable

Stickers/Comments

No Access
To Car

Stickers/Comments

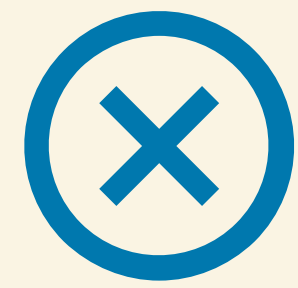
Other

Stickers/Comments

TECHNOLOGY

Select 1 for each. Add a sticker or note if you would like to tell us more.

What kind of mobile phone do you have?



No mobile phone

Stickers/Comments



Flip phone

Stickers/Comments



Smart phone

Stickers/Comments



Cash

Stickers/Comments



Credit Card

Stickers/Comments



Debit Card

Stickers/Comments



Clipper Card

Stickers/Comments



Apple Pay/
Google Pay

Stickers/Comments

What's your favorite payment method for transportation?

DOWNTOWN MARTINEZ COMMUNITY-BASED TRANSPORTATION PLAN

IMPROVEMENTS

Select up to 4 improvements and put a sticker or note next to each one.

IMPROVEMENT



Stickers/Comments



Stickers/Comments



Stickers/Comments



Stickers/Comments

IMPROVEMENT



Stickers/Comments



Stickers/Comments



Stickers/Comments

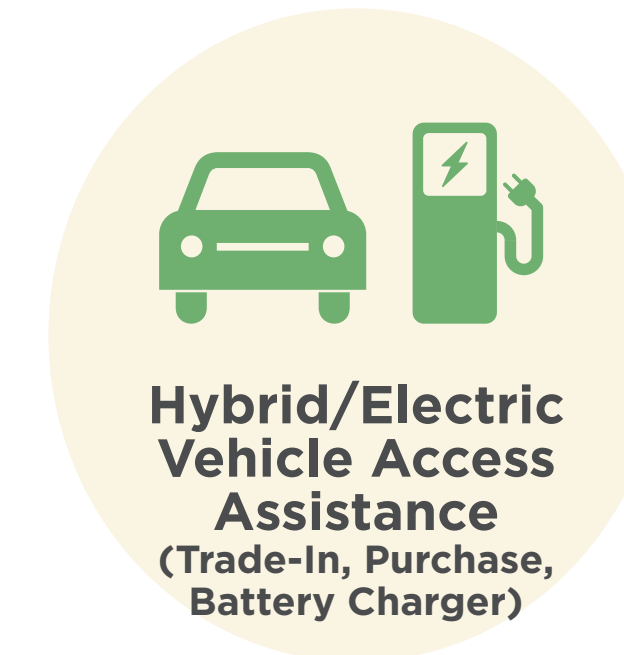


Stickers/Comments

IMPROVEMENT



Stickers/Comments



Stickers/Comments



Stickers/Comments



Stickers/Comments

DOWNTOWN MARTINEZ COMMUNITY-BASED TRANSPORTATION PLAN

IMPROVEMENTS

Select up to 4 improvements and put a sticker or note next to each one.

IMPROVEMENT

Improve Public Amenities
(Benches and Green Spaces)

Stickers/Comments

Smart phone training
to access mobility information

Stickers/Comments

Subsidized Smart Phone

Stickers/Comments

Transit Fare Subsidies

Stickers/Comments

Payment Assistance for Bicycles

Stickers/Comments

IMPROVEMENT

Assistance Finding Multi-Lingual Information

Stickers/Comments

Trip Planning Assistance/ Transit Training

Stickers/Comments

Discounts on Rideshare Services

Stickers/Comments

Vehicle/Loan Payment Assistance

Stickers/Comments

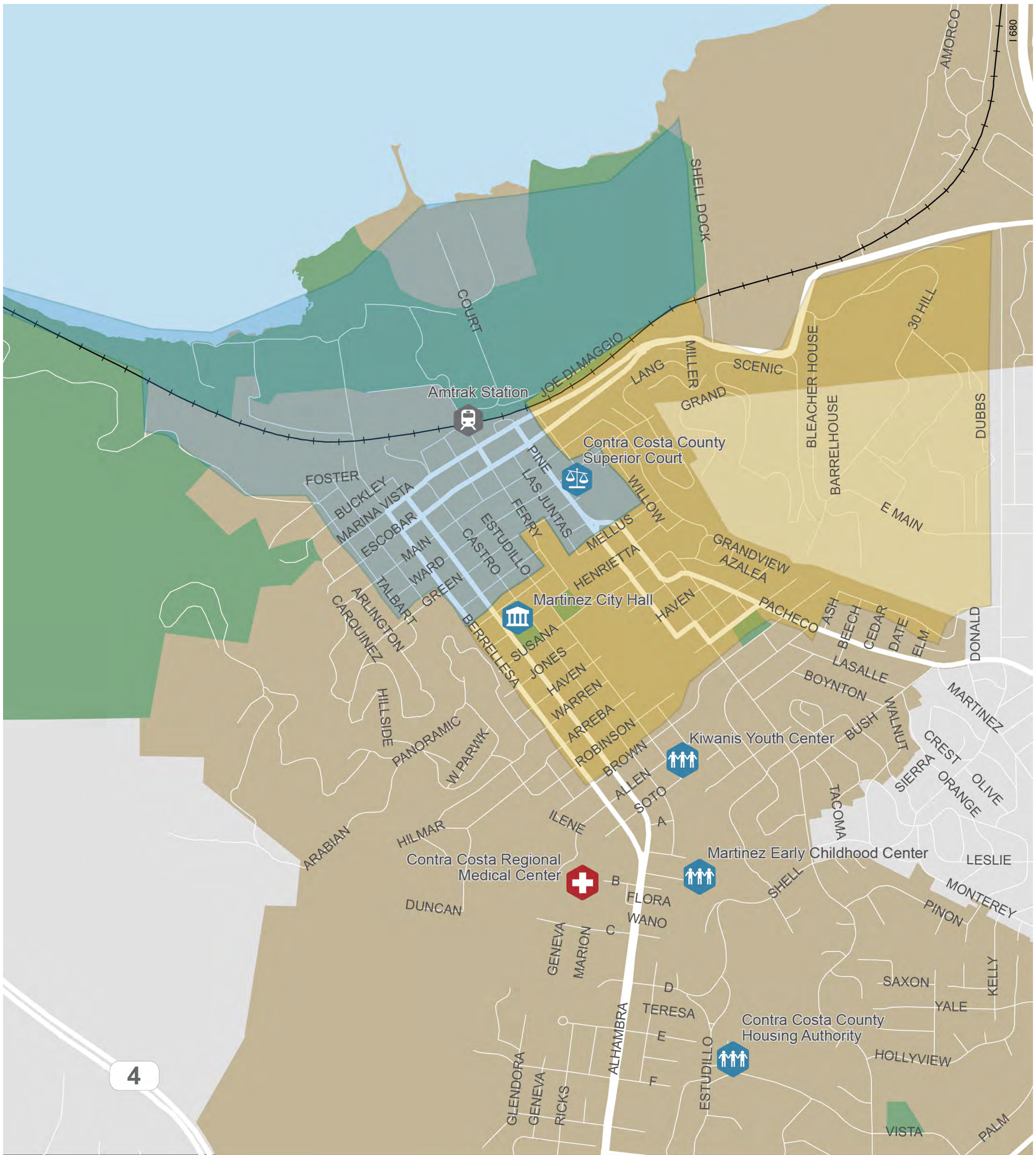
Other

Stickers/Comments

DOWNTOWN MARTINEZ COMMUNITY-BASED TRANSPORTATION PLAN

PROBLEM AREAS

Show us areas (intersections, streets, corners) that are unsafe.



Data Sources: Contra Costa County, Metropolitan Transportation Commission, ESRI

- | | | | | | |
|---|---------------------|---|----------------|---|--------------------|
|  | Study Area |  | Amtrak Station |  | Medical Facility |
|  | Sphere of Influence |  | Amtrak |  | Community Facility |
|  | City of Martinez |  | Parks |  | Courthouse |
| | | | |  | City Hall |

Miles 0 0.15 0.3



DOWNTOWN MARTINEZ COMMUNITY-BASED TRANSPORTATION PLAN

DESTINATIONS & DIFFICULTIES

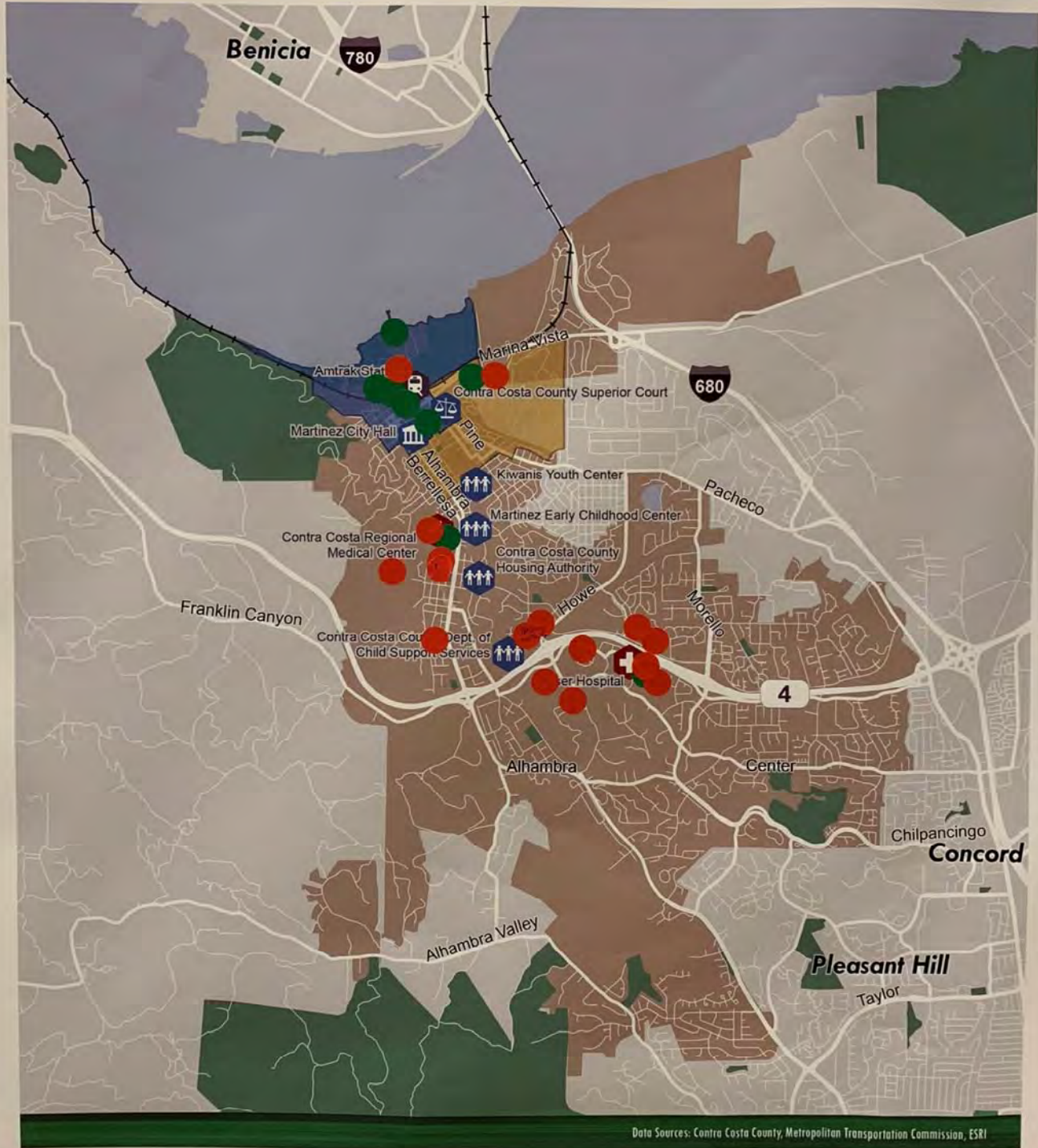
Please show us:



Where you go regularly



Where you have trouble getting to



Data Sources: Contra Costa County, Metropolitan Transportation Commission, ESRI

- | | | |
|---------------------|----------------|--------------------|
| Study Area | Amtrak Station | Medical Facility |
| Sphere of Influence | Amtrak | Community Facility |
| City of Martinez | Parks | Courthouse |
| | | City Hall |



Miles 0 0.5 1

Handwritten note on a yellow sticky note:
Please show us
1. where you go regularly
2. where you have trouble getting to

DOWNTOWN MARTINEZ COMMUNITY-BASED TRANSPORTATION PLAN

PROBLEM AREAS

Show us areas (intersections, streets, corners) that are unsafe.



UPPER THIRD
SOUTH ST. MOST
OF STREETS
UNSAFE - INTERSECTION

1) look to cross south
of 1st - Kelly

1) identify intersection
that users (walkers)
2) look for signs or
infrastructure +
amenities

1) identify all
- walk, run
- wheelchair
2) identify hazards
- sidewalks
- wheelchair ramps
3) identify/locate
- wheelchair

1) identify all
- wheelchair
2) identify hazards
- sidewalks
- wheelchair ramps
3) identify/locate
- wheelchair

1) identify all
- wheelchair
2) identify hazards
- sidewalks
- wheelchair ramps
3) identify/locate
- wheelchair

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APPENDIX E

Strategy Prioritization Criteria

TRANSPORTATION STRATEGY EVALUATION CRITERIA

The following criteria are proposed as a guide for evaluating strategies, recommended by the public, by stakeholders and by the consultant, based on the transportation gaps identified in this Community-Based Transportation Plan (CBTP). The order of presentation does not correspond to order of importance—no one category is considered more important than the others.

These criteria may also be used to evaluate projects resulting from the strategies arrived at through this process, and the criteria below use the terms “strategy” and “project” interchangeably. In evaluating projects, specific funding requirements for particular sources are also considered. As a result, projects meeting these requirements might be ranked higher than those that do not.

There are four groups of evaluation criteria: financial, implementation, transportation benefit, and community benefit criteria.

Financial Criteria

Cost: Is the overall cost within a range that can realistically be funded with available sources, taking into account MTC funds, grants from the private or public sector or user fares/fees?

Cost per beneficiary: A broad range of a small to a large number of beneficiaries is compared to the cost of a program. For example, even though a program’s total cost is low, if it reaches very few people it might still have a high cost per beneficiary. This would not necessarily eliminate a strategy from consideration if it ranked highly on other criteria including those listed under “Transportation Benefits Criteria” and “Community Benefit Criteria.” Similarly, even though a program’s total cost is high, if it reaches many people it might still have a low cost per beneficiary.

Funding availability and sustainability: To the degree possible, strategies and related projects should have stable sources of funding to cover match requirements. In the case of pilot, demonstration, or capital projects, there should be reasonable likelihood of continued funding for operations. It is recognized that continued funding can never be guaranteed, as it is subject to budget processes, as well as decisions and priorities of funders.

Leveraging resources: It is desirable for strategies and projects to help tap into other funding sources, especially new sources not previously available. Displacing existing funding is discouraged.

Implementation Criteria

Implementation time frame: Strategies that will produce results quickly are preferred, as long as they are also sustainable. Projects with long-term payoffs should have some form of measurable accomplishments in the short run.

Staging: Strategies that can be implemented in stages will receive a higher score.

Coordination: Strategies that involve coordination, for example multiple organizations working together to address a need, may be desirable.

Transportation Benefits Criteria

Number of problems and trip types: Strategies that address multiple problems and serve multiple customer groups and trip purposes are preferred.

Number of beneficiaries: In general, improvements that benefit many people are preferred to those that benefit few. However, the needs of relatively small groups might be considered particularly critical based on criteria under the heading “Community.”

Underserved needs: Projects are preferred that address gaps left by other services rather than duplicating, overlapping with, or competing with other services. Note that the relative importance of various needs is a matter for local priorities as addressed under “Community Benefits.”

Measurable benefits: As much as possible, there should be ways to measure how a strategy is benefiting target groups (low-income residents, seniors, veterans, people with disabilities), whether in terms of numbers of people served, numbers of trips provided, improved measures of service quality, etc.

Community Benefit Criteria

Community support: Community support may take the form of formal endorsement by organizations and individuals, support by elected governing bodies, a potential project sponsor (“champion”) with staff, vehicles, resources and connections to adopted plans to carry out the strategy. Input from community outreach and stakeholder interviews conducted this past summer will be taken into account.

Acceptability: While a strategy may look good “on paper”, there may be more subtle reasons – for example, cultural, practical, or financial – that would result in it not being successful if implemented. The strategy must be acceptable to the target population. That is, will the target population actually use this service being offered?

Acute needs: The importance of needs will normally be reflected in community support, but also in priority designation in locally-adopted plans or policies. Acute needs may include needs of small groups who have been left underserved by other programs due to expense or other difficulties.

Underserved groups: Identifiable groups that are not able to use existing services may include people who face language and cultural barriers.

SUMMARY OF EVALUATION CRITERIA FOR TRANSPORTATION STRATEGIES

Evaluation Category	Points	Definition
COMMUNITY BENEFIT		
Level of community support, serves greatest need, serves needs of diverse community, accepted by target population		
High ranking	4-5	High community support and serves greatest need
Medium ranking	2-3	Moderate community support and serves greatest need
Low ranking	1	Low community support
TRANSPORTATION BENEFITS		
Number of beneficiaries, number of problems solved, measurable solutions		
High ranking	4-5	Large number of residents benefit, addresses multiple concerns, growth potential
Medium ranking	2-3	Moderate number of residents benefit, addresses multiple concerns
Low ranking	1	Small number of residents benefit, addresses one concern
FINANCIAL		
Overall cost, cost per beneficiary, funding availability and sustainability (start-up and annual operating and capital)		
Highest ranking	5	Lowest cost to implement (under \$50,000), most cost effective and financially feasible
High ranking	4	Low cost to implement (\$50,000 to \$100,000), cost effective and financially feasible
Medium ranking	3	Medium cost to implement (\$100,000 - \$250,000), moderately cost effective and feasible
Low ranking	2	High cost to implement (\$250,000 to \$750,000), high cost per beneficiary
Lowest ranking	1	Highest cost to implement (over \$750,000), highest cost per beneficiary
IMPLEMENTATION		
Implementation time-frame, staging, and coordination		
High ranking	4-5	Short term (1-2 years), or capable of being implemented in stages, potential for community coordination increases likelihood of implementation
Medium ranking	2-3	Medium term (3-4 years), less coordination potential
Low ranking	1	Long term (5+ years), may require large costs upfront and/or continual basis (annually, et al), least coordination potential

