

## Appendix A. LISTS OF PROJECTS

### i. Strategies Matrix

#### STRATEGIES MATRIX

STRATEGIES AND ACTIONS	COST	BENEFITS	IMPLEMENTING PARTY	IMPLEMENTATION NEEDS	IMPLEMENTATION TIME FRAME	EXAMPLES OF IMPLEMENTATION
<b>BICYCLE AND PEDESTRIAN MEASURES</b>						
Improve Roadway Bicycle Facilities and Bike Paths	Moderate	3.5	Local Jurisdictions, SCTA	Funding, Bike Plan Updates	Medium	Local Projects, Davis, Portland, Boulder
Improve Transit and Bicycle Integration	Low	3.5	Transit Providers, SCTA	Integration Plan, Funding	Short	Sonoma County Transit
Require Bicycle Lockers/Racks at Park & Ride Lots	Low	2.9	Transit Providers, SCTA	Funding	Short	
Require Bicycle Facilities and Showers at new Developments	Low	2.9	Local Jurisdictions	Local Ordinances and Support, Funding	Short	
Improve Pedestrian Facilities at Activity Centers	Moderate	3.5	Local Jurisdictions, SCTA	Funding, Pedestrian plans	Short	TLC Projects–Bay Area
Promote and Seek Funding Safe Routes to Schools Project	Low	3.8	Local Jurisdictions, School Districts, Non-profits, SCTA	Coordination with potential project sponsors, funding	Medium	Marin County
<b>TRANSIT MEASURES</b>						
Increase and Improve Bus Transit Service	Moderate	3.8	Transit Providers, SCTA	Funding, Ridership Surveys, Implementation Plan	Medium, depends upon availability of capital and operating funds	
Implement Bus Rapid Transit (BRT) and Express Bus Service	Moderate	3.5	Transit Providers, Caltrans, Local Jurisdictions, SCTA	Transit Priority Measures, funding, feasibility study	Short/Long depending on extent of implementation	VTA, Muni, Eugene
Implement Rail Transit Service (SMART)	High	3.4	SMART/SCTA	Funding	Long	Seattle
Implement Ferry Service	High	2.4	To be determined	Feasibility Studies, Funding	Long	Larkspur, other bay area
Implement Preferential Treatment for Buses on local roadways (queue jump lanes, signal preemption etc.)	Moderate	3.1	Local Jurisdictions, Caltrans, SCTA	Feasibility Studies, Funding, Implementation Plans	Medium	Ottawa, Ontario; San Francisco

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Improve Transit Marketing and Information	Low	2.6	Transit Providers, SCTA	Funding	Short	Ongoing Sonoma County, Santa Rosa and Petaluma
Lower Price for Transit Tickets to Encourage Ridership	Moderate	2.9	Transit Providers, SCTA	Funding, Feasibility Study	Medium, depends upon finding additional operating funds	Spare the Air Days, Free Transit Service, Chapel Hill, NC
Improve Transit Amenities (bus shelters, bulbouts, real time information)	Low/Moderate	2.9	Transit Providers, SCTA	Funding, Implementation Plan	Medium	Santa Rosa CityBus
<b>LAND USE MEASURES</b>						
Cluster High Density Housing & Services Near Transit Hubs and promote compact mixed use development	Low for public sector	4.4	Local Jurisdictions, Private Sector	Land Use Policy Reform, Zoning Reform, Marketing, Public Sector buy-in	Long	Bart Station Examples, San Diego, Portland
Develop Transportation Investment Criteria that supports 4-d Development Strategy (density, diversity, design, destinations)	Low	4.5	Local Jurisdictions, Private Sector	Policy	Long	MTC
Encourage Infill Development and Carbon Efficient Design	Low	3.3	Local Jurisdictions, Private Sector	Policy	Long	
Work to overcome Jobs Housing imbalance. New job development should be accompanied by new housing suitable for jobs added.	Low for public sector	3.8	Local/Regional Government, Private Sector	Land Use/Zoning Reform, Affordable Housing, Policy	Long	
Encourage smaller less centralized locations for daily goods and services (small neighborhood groceries, clinics providing daily/routine procedures away from hospitals, etc.).	Low for public sector	3.8	Local/Regional Government, Private Sector	Land Use/Zoning Reform, Affordable Housing, Policy, Private Sector Buy-in	Long	
Implement Housing Assistance Program to provide appropriate employee housing near employer	Moderate/high depending on extent of the program	3.4	SCTA, Local Jurisdictions, Regional/State/Federal Government	Land Use Policy, Zoning Reform, Marketing, Public Sector Role, Funding	Medium/Long	ABAG, SCAG, Fannie Mae, Freddie Mac

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<b>RIDESHARING</b>						
Increase Ridematching Services	Low	2.8	Transit Providers, SCTA, MTC	Funding, Outreach	Short, depending on funding	
Increase the number of park and ride facilities	Moderate	2.6	Transit Providers, Caltrans, Local Jurisdictions, SCTA	Funding	Medium, dependent on funding and identifying appropriate sites	
<b>Travel Demand Management</b>						
Conduct outreach and provide incentives for employers to implement TDM	Low	3.0	Local Jurisdictions, SCTA, MTC	Funding, Implementation Plan, Staff	Short	Denver, North Central Texas COG, Tucson
Conduct Public Education Programs such as Travel Choice	Low	3.3	Local Jurisdictions, SCTA, MTC	Funding, Implementation Plan, Staff	Short	
Promote Telecommuting	Low	3.8	Local Jurisdictions, SCTA, MTC	Funding, Implementation Plan, Staff, Marketing/Outreach	Short	Washington-Commuter Challenge
Promote school based TDM (school pool, Safe Routes to Schools)	Low	3.9	Local Jurisdictions, SCTA, MTC	Funding, Implementation Plan	Short	Marin County
Implement Carsharing Programs	Low, covered by car-sharing operator	3.1	Private Sector, Non-profits with Public Sector Support	Policy Reform, funding, marketing, support of private sector	Short	Bay Area
<b>PRICING</b>						
Implement HOT Lanes on major highways	N/A should generate revenue	2.0	Caltrans, SCTA, MTC	Funding, Policy Reform	Long	So. California, Bay Area, Virginia, Texas
Charge for Parking at activity centers (employers, shopping centers, etc.)	N/A should generate revenue	2.3	Local Jurisdictions, SCTA	Policy Reform	Long needs much public outreach	SF, Berkeley, Oakland
Implement Congestion Pricing	N/A	3.0	Local Jurisdictions, SCTA	Funding for Infrastructure, Feasibility study, policy reform	Medium/Long	London
Support Increases in Gas Tax or User Fees on regional, state, and federal level	N/A	3.4	SCTA	Policy Change	Unknown	Europe, Japan

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TRAFFIC FLOW IMPROVEMENTS						
Preferential Treatment of HOVs	Moderate	3.0	Local Jurisdictions, Caltrans, SCTA	Funding	Medium	Existing HOV networks
Incident Management Programs	Low	2.0	Local Jurisdictions, Caltrans, SCTA	Funding	Medium	Caltrans, other state DOTs
Implement/Improve traveler information programs	Moderate	2.5	Caltrans, SCTA, MTC	Funding	Medium	Caltrans, other state DOTs
Signalization Improvements or Computerized Traffic and Transit Control on Arterials and other ITS improvements	Moderate	2.4	Local Jurisdictions, Caltrans, SCTA	Funding	Medium	Santa Rosa
Add Traffic Circles and other traffic calming measures		2.4				
Turn Restrictions at Intersections	Low/Moderate	2.5	Local Jurisdictions, Caltrans, SCTA	Funding	Short	Reno, Nevada
Goods Movement Improvements	Depends on implementation strategy	2.9	SCTA, Regional, State, Federal Government	Funding, Policy	Long	
Transportation Technology Improvements						
Increase Fuel Efficiencies	Low for public sector	2.8	State, Federal Government	Policy	Long/Medium	Europe, Japan
Improve Fuels/Biofuels	Low for public sector	2.8	State, Federal Government, Private Sector	Policy	Long/Medium	
Accelerated School Bus Replacement	Moderate	2.4	School Districts, SCTA, State/Federal Government	Funding, Policy	Medium	
Provide Fuel at Stabilized cost	Moderate/high depending on extent of the program	2.0	Federal/State Government	Technology Change, Market Stabilization, Energy Policy	Short/Medium	

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Carbon Offsets	Moderate/high depending on extent of the program	2.0	Local Jurisdictions, SCTA, Private Sector	Funding, Policy	Short/Medium	Local programs
<b>MAINTAINANCE</b>						
Maintain State Highway System	Moderate	2.0	State/local government	Funding, Policy	Short/Medium	
Improve Local Streets/Roads PCI	Moderate	2.3	Local government	Funding, Policy	Short/Medium	
Improve Condition/Maint. Of Bike/Ped Facilities	Low/Moderate	3.5	Local government	Funding, Policy	Short	
Maintain Transit LOS	Moderate	3.1	State/local government	Funding, Policy	Short/Medium	
System Expansion						
Expand Highway Capacity	High	1.8	Caltrans/SCTA	Funding, Policy	Long	
Expand Local Streets/Roads Capacity	Moderate/high depending on extent of the program	1.9	SCTA/Local Jurisdictions	Funding, Policy	Long	
Expand Transit Capacity	Moderate/high depending on extent of the program	3.3	SCTA/Transit Providers	Funding, Policy	Long	
Cost Range Definition: Low: \$0-\$1 Million, Moderate: \$1-\$25 Million, High: \$25 Million +						
Benefit Definition: VMT Reduced, Emissions Reduced, Mobility Improved, Health Benefits, Environmental Justice, Revenue Generating, Cost, Energy Stabilization						
Time Frame: Short: 1 year, Medium: 1-3 years, Long: 3-5 years						