

PART I

Yolo County Transportation District Vision

Yolo County Transportation District: A leader for a balanced, efficient, effective community transportation system.

YCTD Mission Statement

The Yolo County Transportation District values excellence as we:

1. Coordinate cost effective transportation planning and funding, and aggressively seek funding opportunities.
2. Provide alternative transportation options that increase mobility and improve environmental quality.
3. Advocate for transportation projects and services affecting Yolo County jurisdictions.

YCTD Top Priorities

1. Sustain/maintain existing transportation investments.
2. Focus efforts on influencing Transportation Authorizations and funding opportunities at local, regional, state, federal levels.
 - a. Increase public outreach and education efforts, develop and enhance partnerships.
 - b. Establish strategies for affecting legislative outcomes.
 - c. Recognize and utilize different funding mechanisms for different modes.
3. Develop Updated Transportation Plans (e.g. Countywide Transportation Expenditure Plan, Short & Long Range Transit Plans).
4. Prioritize Projects, as noted in the goals and implementation strategies below.

PART II

YCTD Strategic Goals *and* Implementation Strategies

AS CONGESTION MANAGEMENT AGENCY:

Goal 1: Develop strategies for updating Countywide Transportation Related Plans

- A. Update list and description of transportation projects, including available transportation expenditures and revenues, versus needs and projects already in the implementation phase.
- B. Work with jurisdictions to prioritize transportation projects at three levels; namely, within each jurisdiction, countywide, and regionally.
- C. Address long-term equity issues.
- D. If authorized, facilitate updated public opinion polling regarding transportation projects.
- E. Perform educational outreach.
- F. Develop and update a Countywide Transportation Expenditure Plan.

Goal 2: Develop strategies for promoting, advocating, and funding projects in the Transportation Expenditure Plan

- A. Advocate and promote projects that are complementary with goals established in SACOG's adopted Blueprint, AB 32 and SB 375, AB 1358, and other initiatives and mandates.
- B. Propose alternatives and strategies for funding transportation projects, including, but not limited to:
 - 1. Revenues from member jurisdictions such as development impact fees, general funds, redevelopment funds, and others.
 - 2. Funds made available from federal transportation legislation that will be competitively solicited and programmed by SACOG.
 - 3. State and Federal demonstration grants and ongoing provision of maintenance funds.
 - 4. Federal Earmarks (reauthorization and annual appropriations) for capital investments.
 - 5. Countywide or Regional Initiatives with operating and capital funds allocated for projects that have high public support.
 - 6. Revenues from other public institutions.
 - 7. Contributions from major employers, commercial developments and other private sector entities
 - 8. Designated funding for RUCS (Rural-Urban Connections Strategy) implementation and goods movement, including farm-to-market.
 - 9. Revenues for other transportation improvements (e.g. safety, accessibility).
- C. Aggressively pursue and/or support transportation discretionary monies and other funds on behalf of member jurisdictions.
- D. Increase YCTD participation in local, regional, state and federal meetings related to the securement of transportation funding.
- E. Propose legislative assistance where appropriate.

Goal 3: Develop strategies for promoting greater involvement in development reviews

- A. Assist jurisdictions by suggesting standards, thresholds, and a feasible list of mitigation measures for development reviews.
- B. Suggest a process for performing development reviews.
- C. Provide timely staffing assistance to member jurisdictions in reviewing and responding to development proposals.
- D. Where appropriate, propose a methodology for a revenue stream associated with traffic mitigation efforts tied to developments.

AS TRANSIT AGENCY:

Goal 1: Provide the appropriate level and type of service to meet countywide diverse needs

- A. Design and/or promote transit services to meet or exceed SACOG's Blueprint mode split goals, AB 32, SB 375, AB 1358, and other initiatives and mandates, subject to available funding.
- B. Expand service to focus on infill and new developments, as well as on expanding market share.

- C. Work with local governments to support transit oriented/friendly development to encourage and promote transit and other alternative transportation programs.
 1. Support safe and convenient access to transit (e.g. walking, bicycling, feeder services), and implementation of “complete streets” and transit friendly land use patterns for new and existing developments.
 2. Work to eliminate both physical and cultural barriers to transit and other alternative transportation modes.
 3. Coordinate with Yolo Climate Change Compact to explore opportunities to reduce greenhouse gases.
- D. Consider alternatives for improved coordination and delivery of service, both short and long-term (e.g., explore options for the provision of customer service, service operations and maintenance).
- E. Develop plans for phasing in Street Car, Bus Rapid Transit service, and other alternative transportation modes into YCTD jurisdictions where appropriate.
- F. Continue to support the use of clean transportation fuels and technologies.

Goal 2: Develop service strategies for emerging markets, increase market share, ensure strong transit services recognition:

1. *Seniors*
2. *Persons with disabilities*
3. *High density (infill) developments*
4. *Low density (outlying) developments*
5. *Low and moderate income population*
6. *Commuters*
7. *Students*

- A. Develop measurable marketing strategies.
- B. Conduct an analysis of the senior community needs to better identify opportunities and constraints for all transportation modes (includes fixed route transit, demand response service, walking, bicycling, etc).
- C. Develop and implement a plan to implement senior mobility strategies.
- D. Provide productivity oriented fixed route transit service in high density areas.
- E. Whenever reasonable, provide effective coverage oriented service in low-density areas.
- F. Continue to provide express service from local communities to downtown Sacramento.
- G. Promote vanpools and other forms of ridesharing to the extent reasonable and where bus service cannot be efficiently or effectively provided.
- H. Explore opportunities for service with the Yolo Transportation Management Association and major employers to provide low cost service and promote public/private partnerships.
- I. Encourage employers to participate in a transit subsidy program.
- J. Encourage schools to sell transit tickets and passes on site.
- K. Develop information and advertising campaign to increase awareness and familiarity with YCTD and other alternative transportation services.
- L. Participate in SACOG’s regional “Connect Card” pass program to the extent reasonable.
- M. Establish an ongoing communication program for potential riders with Limited English Proficiency.

Goal 3: Identify and secure additional funds to support and expand the transit network

- A. Develop and implement short and long range transit operating and capital plans.
(Initial focus on sustainability for operating & capital)

- B. To enhance service, explore and advocate for local, regional, state and federal traditional public fund sources as well as innovative and private funds.
- C. As Community Transportation Services Agency (CTSA), assist member jurisdictions in aggressively pursuing funding for senior transportation and special needs transportation programs.

Goal 4: Develop strategies for improving cost effectiveness of demand responsive services

- A. Conduct evaluation of ADA eligibility process and criteria. Consider revising process to ensure only those truly eligible for ADA services have access to it.
- B. Explore strategies to more closely align with ADA regulations. This could include reducing the service area, adjusting fares and offering alternatives to demand response services.
- C. Develop strategies and incentives for maximizing productivity.
- D. Develop quality of service standards and explore the feasibility of introducing cost-savings and no-cost alternatives, such as taxi subsidy and volunteer driver programs, partnerships with other entities and other outsourcing opportunities.