From: Board.Secretary

Sent: Thursday, November 05, 2015 12:38 PM

To: VTA Board of Directors

Subject: VTA Information: Ridership Memo for September 2015

VTA Board of Directors:

Attached is a memorandum from Chief Operating Officer Inez Evans regarding VTA ridership for September 2015.

Thank you.

Office of the Board Secretary Santa Clara Valley Transportation Authority 3331 N. First Street San Jose, CA 95134 408.321.5680 board.secretary@vta.org



MEMORANDUM

Writer's Direct Telephone: (408) 321-7005

TO: VTA Board of Directors

THROUGH: Nuria I. Fernandez

General Manager

FROM: Inez Evans

Chief Operating Officer

DATE: November 5, 2015

SUBJECT: VTA Ridership for September 2015

September 2015 total monthly system ridership for bus and light rail was 3,919,053, an increase of 5.9% compared to August 2015. The 5.9% increase is better than the typical +2% change from August to September recorded in the past two years.

Bus average weekday ridership was 116,506 an increase of 11.6% compared to August 2015. Light rail average weekday ridership was 38,946, an increase of 13.6% over August 2015. Factors contributing to the increased weekday ridership are the good performances recorded by the Core and Express bus routes and the additional riders gained during the two weekday 49ers games at Levi's Stadium.

September 2015 had the same number of weekdays (21) compared to August 2014.

Ridership	September 2015	August 2015	Percent Change
Bus	2,938,534	2,738,889	7.3%
Light Rail	980,519	960,680	2.1%
System	3,919,053	3,699,569	5.9%

From: Board.Secretary

Sent: Friday, November 06, 2015 6:08 PM

To: VTA Board of Directors

Subject: VTA Correspondence: Prioritizing Pedestrian, Bicycle and Public Transit Access in Cupertino and

Letter Introducing Alum Rock Santa Clara Street Business Association

VTA Board of Directors:

We are forwarding you the following:

From	Topic
Members of the Public	Prioritizing Pedestrian, Bicycle and Public Transit Access in Cupertino
Jesus Flores, President of Alum Rock Santa Clara Street Business Association	Alum Rock-Santa Clara BRT Project - Letter was distributed to the Board of Directors at the 11/5/15 meeting

Thank you.

Office of the Board Secretary Santa Clara Valley Transportation Authority 3331 N. First Street San Jose, CA 95134 408.321.5680 board.secretary@vta.org ----Original Message-----

From: Wilson

Sent: Wednesday, October 28, 2015 9:14 PM

To: rmoulds@shpco.com; dyoung@irvinecompany.com; cmarsh@irvinecompany.com; applecampus2@apple.com; davids@cupertino.org; SAbbas@sunnyvale.ca.gov; colin@bikesiliconvalley.org; mark@bikewalk.org; perry.woodward; Board.Secretary; paula.bawer@dot.gov

Cc: Tiffanyb@cupertino.org; piug@cupertino.org; ken.alex@gov.ca.gov; planning@cupertino.org; Reed Moulds; commute@apple.com; Mark.Rosekind@dot.gov; Community.Outreach; info@walkfriendly.org; prevent@preventioninstitute.org Subject: Prioritizing Pedestrian, Bicycle and Public Transit Access in Cupertino, CA

Reed Moulds Managing Director Sand Hill Property Company, Vallco

Daniel Young Community Development Irvine Company, The Hamptons

Chris Marsh Apartment Development Irvine Company, The Hamptons

Edith Sandoval Project Coordinator Apple Inc., Apple Campus 2

Tiffany Brown Piu Ghosh Project Managers City of Cupertino

David Stillman Senior Civil Engineer City of Cupertino

Shahid Abbas, Traffic and Transportation Manager City of Sunnyvale

Colin Heyne Deputy Director Silicon Valley Bike Coalition Mark Plotz Program Manager The National Center for Bicycling & Walking

Perry Woodward
Office of the Board Secretary
Santa Clara Valley Transportation Authority

Alex Ken Director Governor's Office of Planning and Research

Paula Bawer Program Manager National Highway Traffic Safety Administration

Dear All,

My family has lived in Cupertino for the past 15 years and we are excited for the billion dollar developments being planned, particularly the Apple Campus 2, The Hills at Vallco and The Hamptons apartments. Interestingly, these three projects have in common a close proximity to N Wolfe Road and the ramp exit to Interstate 280. Hence, a coordinated effort by all involved to minimize traffic congestion and ensure the safety of pedestrians and bicyclists is crucial. [please see "3 projects on Wolfe.jpg" and "280 entrance.png" below]

http://thehillsatvallco.com http://www.hamptonscupertino.com

To that end, it is commendable that both The Hills and The Hamptons will offer additional residential units, which is critical in establishing a city where people can live in close proximity to their workplace, thus minimizing vehicle traffic. Integrating housing with business development is smart design, and it will ensure that Cupertino remains a community rather than a business park filled with parking lots. More diverse housing options are clearly needed, and home ownership increased, to create a stable community.

But in order to really integrate large development projects into the neighborhoods nearby, pedestrian and bicycle paths need to be widely and safely available.

As you may be aware, a large number of people who live and work in Cupertino walk or use bicycles. Apple's bicycle sharing program alone means that thousands of employees are cycling on the roads, and with the construction of Apple 2, thousands more will be added. The area around Apple's campus 1 near N De Anza Blvd is often filled with pedestrian and bicycle traffic, including children on their way to and from school.

https://www.apple.com/environment/pdf/Apple_Facilities_Report_2013.pdf

http://www.bizjournals.com/sanjose/news/2013/06/05/cost-of-getting-apple-employees-out-of.html

Ensuring that sidewalks and bike paths are part of all neighborhoods in Cupertino must, therefore, be a top priority.

There should be sidewalks and bike lanes on both sides of N. Wolfe Road so that employees and residents from the surrounding neighborhoods can walk or bike to The Hills at Vallco and nearby businesses for dining, shopping or entertainment. Not including safe pedestrian and bike paths will necessarily mean more car traffic and will cause a segmentation of Cupertino that is not conducive to community living. We hope that installing sidewalks and bike lanes on N. Wolfe Road can be done without building an unsightly and massive highway that would discourage people – be it an elderly couple, a mother with a stroller, a child with a dog, a person in a wheelchair – from using N Wolfe Rd without a car. For this reason, keeping N Wolfe Rd close to the existing size would be ideal. Hopefully the addition of public transportation by VTA in the form of more frequent buses and shuttles will also aid in keeping N Wolfe Rd close to its existing size and 280 less congested. Perhaps just the addition of a crosswalk button and lights that allow pedestrians to cross the entrance to 280 safely, as well as better marked bike lanes, will be enough. [please see "280 cross.jpg" below]

In addition to ensuring that pedestrians and bicyclists can access The Hills at Vallco and beyond via N. Wolfe Rd, another path should be created for non-car traffic by opening the wall along Perimeter Rd. and Amherst Dr. to allow people on foot or on bicycles from nearby neighborhoods to safely reach the Vallco shopping area. [please see "Amherst Dr wall.jpg" "Perimeter & Amherst Dr.png" and "Amherst & Perimeter Rd.png" below]

A great model for this is the discrete opening along the wall at the east end of Greenleaf Dr. that separates residences from Bandley Dr. and Mariani Avenue, where many businesses, including Apple offices, schools, bus stops and restaurants are located. Because of this wall opening, many students and employees can access these areas safely, quickly and without a car, while blocking car traffic preserves the peace and tranquility of the residential areas. [please see "Greenleaf & Mariani & Bandley.jpg" and "Greenleaf & Bandley Dr.png" below]

Literally connecting all new construction projects to existing neighborhoods via sidewalks and bike paths will make Cupertino more environmentally friendly, more cohesive and safer. Not only because the infrastructure will be there to discourage single occupancy car traffic that creates congestion and isolation, but because a real community will be formed by allowing people to meet their neighbors on the sidewalk, to do their shopping on foot, to exercise outdoors, to walk to restaurants or entertainment, to walk or bike to work or bus terminals, and to form a human presence on the street that discourages burglaries and robberies.

A walkable, bike friendly and interconnected Cupertino will promote a "small town feel" that increases quality of life and well being for all. Currently many streets do not have sidewalks or marked bike paths. Please invest in building and maintaining these vital resources, which are made even more essential by new construction projects.

http://preventioninstitute.org/component/jlibrary/article/id-345/127.html

Thank you very much for your time and consideration.

Sincerely,

Dr. and Mrs. Wilson Cupertino, CA

Walk On: STRATEGIES TO PROMOTE

A Prevention Institute Brief

WALKABLE COMMUNITIES







Walking is gaining momentum in communities across the country. Michelle Obama, business leaders and healthcare providers like Kaiser Permanente are making the case that regular walking is a great way to improve health and that communities can play a big role in creating the conditions that encourage people to stroll. There's plenty of evidence that regular walking:

- Prevents the development of chronic diseases, such as coronary heart disease, high blood pressure, breast and colon cancer and type-2 diabetes.^{1,2}
- Reduces unhealthy weight. For each 6/10 of a mile that an individual walks per day, their risk of obesity is decreased by 5 percent.^{3,4}
- Reduces rates of depression and improves cognition, especially in children, by improving concentration, enhancing memory, creativity and learning.⁵

Increasing walking can also be a strategy for achieving equity both by reducing unequal burdens of disease and reducing transportation costs. Low-income people are more likely to live in communities where walking infrastructure is either unsafe or absent all together. Families in the lowest economic quartile spend 42 percent of their total annual income on transportation, while middle-income households spend only 22 percent.* People who live in low-income communities have been found to have higher rates of chronic disease.⁶

Walkable communities also bring an economic benefit to community members. Walking, biking and trail infrastructure is cheaper to build than roads and reduces the need for new highways. Active transportation infrastructure creates more jobs per dollar than highway projects, attracts business investments, and increases revenue for small businesses as local residents and tourist explore their community on foot.⁷

^{*} Sierra Club. Transit in the United States. 2003. http://www.sierraclub.org/sprawl/reports/transit_factsheet.pdf



ELEMENTS OF A WALKABLE COMMUNITY

On the surface, walking also seems to present few barriers to participation. If we want more people to walk, we need to first create community conditions that make it easy and pleasant for people to do so. Research shows there are several key factors that make communities more walkable. They include:

Design and Destinations: Land use and community design decisions that consider pedestrian use can increase levels of physical activity, according to reviews by the Institute of Medicine and the Task Force for Community Preventive Services ^{8,9}. In particular, land use patterns that integrate street and pathway connectivity and ensure the proximity of housing, schools, transportation hubs, jobs, and community resources to one another have been shown to positively impact how much community members walk.

Infrastructure: By creating, improving and promoting places to be physically active, it is possible to increase the number of residents who exercise at least three times per week. ¹⁰ In particular, evidence highlights the important role that adequate sidewalks, access to well-maintained parks, and mixed development can have in facilitating increased exercise and physical activity. ^{11,12}

Safety: People are less likely to walk in their communities if they experience them as unsafe.

Low rates of crime, low measures of perceived violence, and high levels of neighborhood trust are all correlated with high rates of walking and physical activity. Decreased rates of pedestrian injury from vehicle crashes and the use of crosswalks, signal lights, traffic calming and other kinds of pedestrian safety infrastructure are also strongly associated with increased walking. 15

Programs and social supports: People are much more likely to engage in recreational walking if it's done in tandem or with a group. ¹⁶ Structured programs, such as walking groups, can positively influence walking behavior. When people perceive their neighbors as being active, and when they're exposed to positive messages about walking, it provides encouragement. ¹⁷

PLANNING AND POLICIES THAT PROMOTE WALKING

There are a number of approaches that can help ensure that community design plans promote pedestrian use. The following should be central to efforts to increase walking:

• Complete Streets Policies

"Complete Streets are streets for everyone.
They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities."

— National Complete Streets Coalition

State or municipal policies can guide transportation planners and engineers on how to design, maintain, upgrade and operate streets that enable safe and equal access for all users, regardless of age, ability, income or mode of transportation. There is no singular design prescription for complete streets; rather there is a set of principles that can be applied to any local context.

General/Comprehensive Plans

General plans outline acceptable land uses in specific jurisdictions in order to guide growth and land development in communities. By incorporating walking policies into general plans, cities and counties can lay out a broad vision and be accountable for investing in walking infrastructure.



Pedestrian Master Plans

Many cities have adopted Pedestrian Master Plans with the goal of creating quality pedestrian environments. Plans can guide and mandate the creation of public spaces and insure that streets and paths offer a level of convenience, safety, and attractiveness that encourage pedestrians to walk.¹⁸

Safe Routes to School (SRTS) Policies and Programs

SRTS is focused on creating safe and convenient ways for children to walk or ride bikes to and from school by improving pedestrian and bicycle infrastructure and managing auto traffic in

areas near schools. SRTS is growing to encompass the variety of destinations students must go on their way to and from school such as libraries and recreation centers. Increasingly, SRTS policies and programs incorporate strategies to address both traffic and violence concerns. Children who actively commute to and from school obtain more physical activity than those who ride in a car or a bus.¹⁹

• Crime Prevention through Environmental Design (CPTED)

CPTED is a multi-disciplinary approach to creating safer environments that includes a focus on both community design (adequate lighting, "eyes on the street"), neighborhood aesthetics (graffiti removal, attractive streetscapes) and community identity and cohesion (defined gathering places, community signage) which has demonstrated positive impacts on pedestrian and bike activity.²⁰

Transit-oriented Development (TOD) and Mixed-Use Zoning

TOD and mixed-use zoning are approaches that integrate affordable housing, retail, quality employment, educational, service, recreational, and transportation resources in comprehensive neighborhood design. Neighborhoods that employ TOD and mixed-use zoning principles have been shown to increase the likelihood that residents will engage in recommended levels of physical activity.^{21,22} Additionally, increasing the number of retail destinations, parks, and recreation facilities within walking distance of public transit and housing encourages walking, just as increased walking also leads to economic growth.23 TOD can happen along light rail and bus corridors where pedestrians need good connections, quality health-promoting infrastructure and affordability.

CASE STUDIES: COMMUNITIES THAT WALK THE TALK

There are many ways to change community environments and support walking. Below are brief sketches of several innovative efforts that have had a significant impact.

Urban Communities

Evergreen Cemetery Jogging Path Boyle Heights, CA



Residents of the Boyle Heights neighborhood in Los Angeles collaborated with The Latino Urban Forum (LUF)

to find ways to encourage physical activity in their community. With open space limited, the community

formed the Evergreen Jogging Path Coalition and transformed a cracked sidewalk around the cemetery into a 1.5 mile rubberized jogging path. Since its inception, daily use of the path has increased. Not only does the path increase physical activity, it also creates a stronger sense of identity for residents and the community as a whole.

ADDITIONAL COMMUNITY EXAMPLES:

Active Transporatation Alliance Chicago, Illinois

<u>CALTrans Community Planning Project</u> Cutler/Orosi, California

Rural Communities

Get Moving Kern and Greenfield Walking Group Kern County, CA

The Greenfield Walking Group is an active group of parents who identify barriers to safe physical activity and discuss solutions as they walk through their neighborhood in Kern County, California. In conjunction with the Central California Regional Obesity Prevention Program (CCROPP), the Greenfield Walking Group set up a task force for the community to gather and discuss meaningful ways to improve the health and safety of their community. Walking Group members conducted a walkability assessment of their neighborhood and then recommended steps to improving the walking environment. The group also provides support and technical assistance to residents and organizations throughout Kern County on how to transform their communities. They group produced a fotonovela an illustrated pamphlet with photographs and



dialogue bubbles—that offers guidance to community members on ways to work with politicians to discuss the issues, develop solutions and create change.

ADDITIONAL COMMUNITY EXAMPLES:

Active Living by Design — Slavic Village Development Cleveland, Ohio

<u>Teton Valley Trails and Path Ways</u> Grant Tetons, Teton Valley, Idaho

CASE STUDIES: COMMUNITIES THAT WALK THE TALK

Walking School Buses

Cities and Towns in MA, FL, NJ, OR, PA, WA, AL, SD



Two decades ago, parents in Australia recognized that fewer children were walking and biking to school

due to safety concerns and developed the concept of walking school buses. Since then, the idea has spread around the world and to communities across the U.S. A walking school bus uses one or more adults to accompany groups of children as they walk to and from school. It promotes walking for children and for parents as well. High-visibility walking activity such as walking school buses also build the perception that physical activity is encouraged and helps it become a shared value within a community.

Engaged Business

The Fenway Alliance Boston, MA

The Fenway Alliance is a coalition of Boston cultural institutions focused on "achieving an improved physical environment, sense of community, and quality of life for members, residents and constituent patrons of the Fenway Cultural District." The Alliance has been working to improve the walkability of the community by pushing for pedestrian and bike infrastructure in

the Muddy River restoration and Riverway Park. The group has also lobbied for pedestrian enhancements to major roadways by widening sidewalks, adding stop signs, planting trees, and installing streetlights, public art, and outdoor furniture for pedestrians to enjoy the outdoors.

ADDITIONAL COMMUNITY EXAMPLE:

Creating the Will and the Way: Expanding Access to Healthy Eating and Active Living
New York City, New York

POLICY RECOMMENDATIONS

Health Care

- 1. Locate health care institutions, such as hospitals and clinics, in walkable areas that are transit-oriented. Waive minimum parking requirements when they act as a barrier to placing health care institutions in walkable, transit-rich neighborhoods.
- 2. Encourage doctors to supply patients who would benefit with "walking prescriptions" as a legitimate way to promote their health and prevent disease. Accompany this with advocacy and planning to enhance the walkability of neighborhoods where patients live.

Community

1. Promote the steps described in the section on building blocks of community walkability above.

Increase access to trails and pathways as a way
to help people commute between connecting
neighborhoods, parks, schools, and workplaces
and incorporate physical activity into daily
routines. Encourage states and municipalities to
finance new trail and pathway infrastructure and
maintenance costs.

Schools

- 1. Increase joint-use agreements in communities that lack access to parks, trails, and other physical activity facilities. School facilities that are open to the public will increase access to open green spaces and walking tracks.
- 2. Invest in making schools and surrounding areas walkable and bike-friendly to encourage students and faculty to travel to school by foot or bicycle. This is especially important for schools in lowincome communities.

ADDITIONAL RESOURCES: Articles on Walkability

The Economic Benefits of Walkable Communities

Published by the Local Government Commission Center for Livable Communities

Walk this Way: The Economic Promise of Walkable Places in Metropolitan Washington, D.C.

Published by Brookings

The Case for Walkability as an Economic Development Tool

Published by the Atlantic Cities, Kaid Benfield

Contributors: Cindy Phan, Manal J. Aboelata, Jeremy Cantor, Sandra Viera and Rob Waters.

Prevention Institute would like to thank The California Endowment for its support. Prevention Institute is solely responsible for the content.

Photo Credits: Cover: Courtesy of Beach Cities Health District, Pages 1 and 4: Courtesy of Central California Regional Obesity Prevention Program, Courtesy of the "Evergreen Jogging Path Coalition", Page 5: Courtesy of saferoutestoschool.ca.

ENDNOTES

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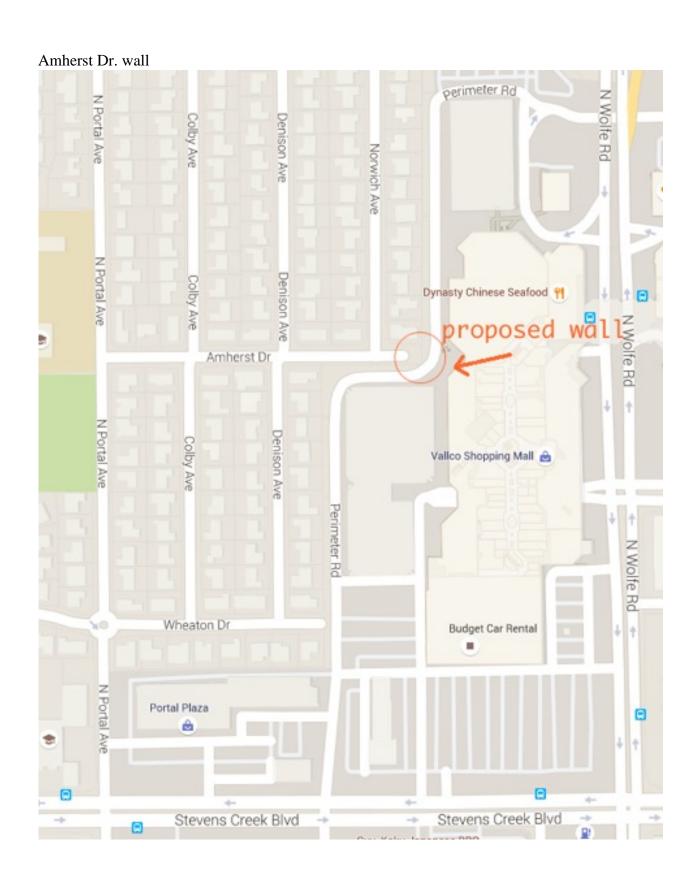


280 entrance



280 cross





Perimeter & Amherst Dr.



Amherst & Perimeter Rd.



