

## Planning Advisory Committee

**June 15, 2017 – 9:00 a.m.**

**Sonoma County Transportation Authority**

SCTA Large Conference Room  
490 Mendocino Avenue, Suite 206  
Santa Rosa, California 95401

### ITEM

1. Introductions
  2. Public Comment
  3. Administrative
    - 3.1. Approval of the agenda – changes, additional discussion items- ACTION
    - 3.2. Review Meeting Notes from May 18, 2017\* – ACTION
  4. SHIFT Plan presentation\*
  5. SB 743 – VMT Mapping Resources\*
  6. Sonoma County Travel Model Update – Draft 2015 Existing Conditions and Status Report\*
  7. Climate Action 2020 update – no updates at present
  8. Round table members discussion
  9. Grant opportunities
  10. Upcoming Events INFORMATION
  11. Other Business /Next agenda
  12. Adjourn
- \*Attachment

---

The next **SCTA** meeting will be held **July 10, 2017**

The next **PAC** meeting will be held **August 17, 2017**

DISABLED ACCOMMODATION: If you have a disability that requires the agenda materials to be in an alternate format or that requires an interpreter or other person to assist you while attending this meeting, please contact SCTA/RCPA at least 72 hours prior to the meeting to ensure arrangements for accommodation.

SB 343 DOCUMENTS RELATED TO OPEN SESSION AGENDAS: Materials related to an item on this agenda submitted to the Transit-Technical Advisory Committee after distribution of the agenda packet are available for public inspection in the Sonoma County Transportation Authority office at 490 Mendocino Ave., Suite 206, during normal business hours.

Pagers, cellular telephones and all other communication devices should be turned off during the committee meeting to avoid electrical interference with the sound recording system. TO REDUCE GHG EMISSIONS: Please consider carpooling or taking transit to this meeting. For more information check [www.511.org](http://www.511.org), [www.srcty.org/citybus](http://www.srcty.org/citybus), [www.sctransit.com](http://www.sctransit.com) or <https://carmacarpool.com/sfbay>

## PLANNING ADVISORY COMMITTEE MEETING NOTES

### Meeting Notes of May 18 2017

#### ITEM

##### 1. Introductions

Meeting called to order at 9:14 a.m. by Janet Spilman.

Members Present: Scott Duiven, City of Petaluma; Jessica Jones, City of Santa Rosa; Clare Hartman, City of Santa Rosa.

Staff: Janet Spilman; Dana Turrey; Chris Barney; Drew Nichols.

##### 2. Public Comment

N/A

##### 3. Administrative

- a. Approval of the agenda – changes, additional discussion items-

##### **ACTION**

Approved as submitted.

- b. Review Meeting Notes from December 16, 2016\* – **ACTION**

The meeting notes were approved upon correcting Jessica Jones as the Supervising Planner.

##### 4. MTC/ABAG PDA Investment and Growth Strategy Update\*

Janet Spilman distributed a draft copy of the PDA Investment and Growth Strategy. It was requested of the committee to review the report for accuracy, and a discussion around the ideas in the report were held.

Scott Duiven spoke on the absence of redevelopment taxes. These taxes are currently facilitated through the state and county, and not through the cities; they were able to help with investing in redevelopment. This tax assisted in meeting the requirements from the state and regional agencies.

Clare Hartman spoke on efforts the City of Santa Rosa has done in relation to PDAs, noting affordable and inclusionary housing.

Discussion continued on housing, rentals, and section 8 vouchers.

Ms. Spilman asked how MTC's high density infill development is helping with affordable housing in the jurisdictions.

Mr. Duiven said the Downtown Petaluma PDA makes sense, because the proximity to the SMART station and transit mall. Living in downtown Petaluma is desirable and due to this, the rental rates are increasing.

Mr. Duiven simplified the housing crisis in Sonoma County to supply and demand.

Ms. Spilman asked if the same sentiment is shared for downtown Santa Rosa.

Clare Hartman responded there is a wish for people to live in Santa Rosa, however there is no space available for housing.

Chris Barney discussed housing and job forecasts and referenced MTC/ABAG parcel level data, stating wrong assumptions were made and data was incomplete, SCTA staff is working with MTC to correct these errors and will forward updated land use information from the current model update to be incorporated into the regional model and forecast. The group discussed the need to improve forecasts before the next regional plan update and release of new RHNA targets.

**5. Round table members discussion**  
Included during Item 4.

**6. Grant Opportunities**

N/A

**7. Upcoming Events – INFORMATION**

**7.1. Plan Bay Area**

The Open house will be on May 22 at 6:00p.m. at the Finley Center in Santa Rosa.

**7.2. 2017 CA Transportation Planning Conference**

**8. State Policy update SB 743 – no updates at present**

Chris Barney will be presenting updates on SB 743 and the travel model forecast next month.

**9. Climate Action 2020 – no updates at present**

N/A

**10. Other Business /Next agenda**

N/A

**11. Adjourn**

The meeting adjourned at 10:13a.m.

## Staff Report

**To:** Planning Advisory Committee  
**From:** Chris Barney, Senior Transportation Planner  
**Item:** SB743 Implementation – Draft VMT map  
**Date:** June 15, 2017

---

### Issue:

A number of tools are available which can be used to help evaluate VMT impacts at various levels of geography. These tools may be useful for estimating VMT impacts, quick screening to determine if a project is located in a high or low VMT area, and setting VMT thresholds of significance as required by SB 743.

### Background:

Senate Bill 743 will require lead agencies to replace level of service (LOS) estimates with vehicle miles of travel (VMT) estimates when evaluating transportation impacts in CEQA.

A number of datasets and data viewers are available which could be used to help assess VMT impacts of projects and could be useful for setting thresholds of significance. Development projects that are expected to generate automobile VMT greater than 15% below existing city-wide or regional values for similar land use types may impose a significant impact according to the Office of Planning and Research (OPR) draft SB743 guidance. OPR has indicated that lead agencies may use maps identifying areas that generate below threshold VMT to screen residential and office projects which may or may not require a detailed VMT analysis. The justification for this is based on the assumption that new residential and office projects that locate in areas that currently generate low VMT and that are similar to existing uses in that area will also generate low VMT. Draft guidance states that travel demand model or travel survey data can be used to generate maps that identify areas that generate VMT below accepted thresholds. Per capita or per employee measures limited to household VMT are recommended by current draft guidance.

### Caltrans California Statewide Travel Demand Model (CSTDm) VMT estimates:

Caltrans has posted a web map traffic analysis zone viewer which can be used in conjunction with CSTDm VMT, trip length, and population estimates to estimate project location average VMT. CSTDm TAZs are quite large in Sonoma County so the level of detail provided by these resources are generalized. This viewer and model data can be accessed here:

<http://www.dot.ca.gov/hq/tpp/offices/omsp/SB743.html>

### Metropolitan Transportation Commission Travel Model One Bay Area Regional VMT estimates:

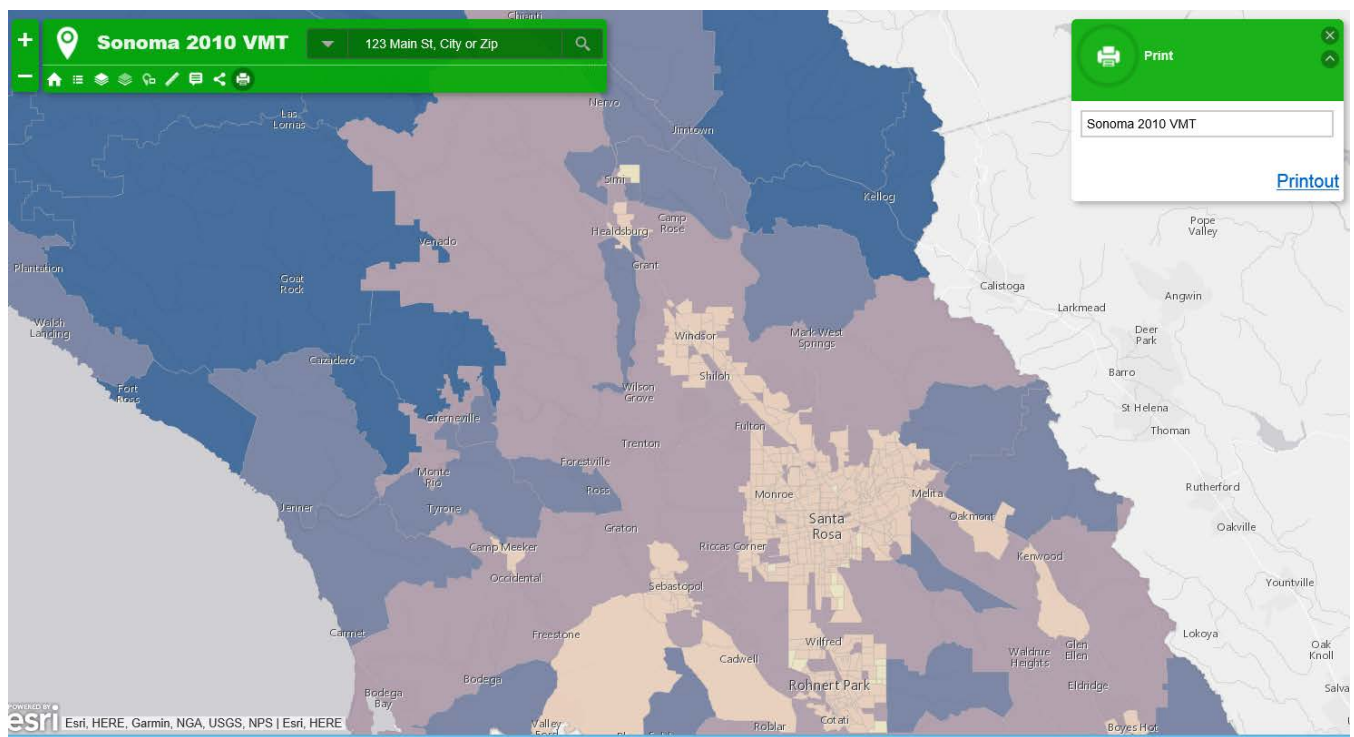
MTC has generated an online map providing estimates of per capita VMT generated by the regional MTC travel model. The map legend provides a summary of regional average per capita VMT for each scenario year. This online map can be accessed online here:

<http://www.arcgis.com/apps/OnePane/basicviewer/index.html?appid=d16904ee97dc4c589897cd2b9b573089>

Sonoma County Transportation Authority - Sonoma County Travel Model Countywide VMT estimates:

SCTA has developed an online map providing estimates of VMT per person trip, total VMT, vehicle and person trips, and average trip length in miles as exported by the countywide Sonoma County Travel Model. Staff is investigating providing household only per-capita and per-employee VMT in a similar format. SCTM VMT estimates are available for more detailed geographic locations and include more detail than CSTDM and MTC model estimates of VMT and provide more detailed estimates of local road VMT. The draft SCTM VMT viewer can be accessed online at the following location:

<http://arcg.is/2s5XTBm>



**Policy Impacts:** VMT estimates summarized by the tools listed in this report could help with SB 743 implementation.

**Fiscal Impacts:** No fiscal impacts at this time.

**Staff Recommendation:** Provide feedback on draft SCTA – SCTM VMT map.

## Staff Report

**To:** Planning Advisory Committee

**From:** Chris Barney, Senior Transportation Planner

**Item:** Sonoma County Travel Model – DRAFT 2015 Existing Conditions, 2040 Housing and Employment Forecast Update

**Date:** June 15, 2017

---

**Issue:**

What is the status of the Sonoma County Travel Model Update?

**Background:**

Staff is in the process of updating travel model land use inputs in preparation of recalibrating and revalidating the Sonoma County Travel Model to a base year of 2015. The calibration and validation of travel demand models is important if the model is intended to reasonably estimate current and future travel. SCTM was last calibrated and validated to a base year of 2010 using data from that year. SCTM will be calibrated and validated to a base year of 2015 using travel survey, traffic counts, transit ridership surveys and counts, and updated trip generation estimates from 2015. A number of evaluation and reasonableness checks will be performed to enhance the model's forecasting ability, and validation work will follow the guidelines provided in *Travel Model Validation and Reasonableness Checking Manual Second Edition (2010)*.

**Existing Conditions Update (2010 – 2015):**

Existing land use conditions representing existing housing and employment locations and intensities have been updated from 2010 to 2015. Existing conditions have been updated using the following data sources in priority order:

- 2015 existing conditions data provided at the parcel or TAZ level in tabular or GIS format
- 2010 – 2015 construction activity and permitting information provided by PAC members and local planning staff
- 2015 assessor's parcel data: 2015 assessor's parcel data was compared to 2010 model land use estimates when local data was not provided.
- Other federal, state, and local data sources (US Census, Sonoma EDB, State Education databases, etc.)

The accuracy and quality of model output is critically dependent on the quality of input data. SCTA uses the SCTM primarily to evaluate the performance of the SCTA Comprehensive Transportation Plan, to provide countywide and regional estimates of travel and transportation flows, and to evaluate the performance of SCTA and CTP projects. The model is also used to estimate the travel demand impacts of population and

employment, transportation impacts of development projects, road improvements, and planning documents. Staff uses primarily countywide and regional data to validate and check model inputs and relies on local planning and public works staff to provide detailed local estimates of existing land uses, future development projects and patterns, and specifics about the local transportation network including roadway speeds, functional classifications, and transit stop locations and schedules.

Draft versions of updated housing and employment estimates are provided in this report summarized at the jurisdictional level. Detailed summaries are available at the parcel and traffic analysis zone level in tabular or GIS format upon request if they have not already been provided to local staff. Staff intends to update and revise the draft 2015 existing conditions estimates based on feedback from PAC members and other local planning staff.

**Housing:**

The Sonoma County Travel Model stratifies population into three different housing unit types including single family housing units, multi-family housing units, and senior/group housing. Housing unit type and number are used to determine the number of trips or amount of travel that is generated from each unit. Trip generation estimates are based on Institute of Transportation Engineer (ITE) trip generation rates.

	SF 2010	SF2015	MF 2010	MF2015	SH 2010	SH 2015	HU 2010	HU 2015	HU 2040 - SCS
Cloverdale	2,663	2,677	741	813	72	72	3,476	3,562	4,900
Cotati**	2,189	2,295	1,074	1,093	6	6	3,269	3,394	4,100
Healdsburg*	3,807	3,969	876	1,029	175	149	4,858	5,147	4,600
Petaluma	17,871	18,583	2,764	3,057	1,554	1,662	22,189	23,302	24,500
Rohnert Park**	9,101	7,751	6,689	8,621	475	262	16,265	16,634	21,000
Santa Rosa	45,528	46,161	20,618	21,856	5,547	6,956	71,693	74,973	80,000
Sebastopol	2,298	2,315	969	1,283	260	200	3,527	3,798	3,800
Sonoma	3,421	3,451	1,446	1,576	226	226	5,093	5,253	5,300
Windsor	7,665	7,686	1,355	1,361	59	59	9,079	9,106	10,800
Unincorporated Sonoma County	44,143	TBD	4,688	TBD	207	TBD	49,038	TBD	60,000

*\*Note: Healdsburg starting housing estimate and growth have already exceeded regional 2040 estimate. Regional Estimate below Census and SCTM housing estimates.*

*\*\*Note: Rohnert Park and Cotati housing types adjusted to better match census housing type distribution.*

**Retail/Commercial:**

The model includes the following four categories of commercial or retail uses: office square feet, hotel rooms, strip commercial square feet (dispersed or lower intensity retail or commercial uses), and shopping center commercial square feet (highly concentrated or large retail centers or concentrations of other commercial activities). The model estimates trip attractions and productions to and from these locations using ITE trip generation rates.

	Office Sq. Ft		Hotel Rooms		Strip Commercial Sq. Ft		Shopping Center Sq. Ft	
	2010 OFF	2015 OFF	2010 HOTEL	2015 HOTEL	2010 STC	2015 STC	2010 SC	2015 SC
Cloverdale	52,411	64,089	231	243	297,368	325,465	128,856	137,076
Cotati	135,478	135,478	0	0	312,273	312,273	317,511	317,511
Healdsburg	420,566	472,796	591	591	763,536	935,164	242,167	242,167
Petaluma	1,961,680	3,460,482	682	682	2,565,114	2,598,847	1,748,765	2,387,682
Rohnert Park	1,309,991	1,543,980	938	938	857,453	877,808	1,635,879	1,791,681
Santa Rosa	6,899,426	6,610,989	1,930	1,980	5,580,340	5,646,728	4,484,285	4,754,662
Sebastopol	533,097	659,963	113	113	408,708	559,632	300,084	183,359
Sonoma	562,830	584,132	501	509	454,023	481,170	372,387	410,361
Windsor	447,998	461,984	330	330	292,273	292,273	663,860	663,860
Unincorporated Sonoma County	1,337,078	TBD	3,650	TBD	2,004,447	TBD	396,486	TBD

Industrial:

The travel model segments industrial uses into three different industrial uses. These industrial uses are differentiated by intensity of use and travel to and from these work locations. ITE trip generation rates are used to estimate travel to and from these industrial locations.

Community	Light Industrial Sq. Ft		Heavy Industrial Sq. Ft		Warehouse Sq. Ft	
	2010 LI	2015 LI	2010 HI	2015 HI	2010 WH	2015 WH
Cloverdale	238,817	246,101	270,511	270,511	385,593	427,840
Cotati	343,328	343,328	14,305	14,305	616,032	616,032
Healdsburg	684,030	778,572	81,787	64,610	724,856	805,392
Petaluma	3,052,498	4,746,917	1,016,440	1,070,282	811,855	1,829,440
Rohnert Park	857,453	1,249,947	83,994	83,994	1,841,577	1,788,234
Santa Rosa	4,788,455	4,763,871	250,150	253,924	5,652,249	6,404,183
Sebastopol	177,930	75,618	61,410	6,094	223,534	201,453
Sonoma	230,375	230,375	0	0	68,704	68,704
Windsor	805,619	845,066	115,827	115,827	1,459,056	1,501,436
Unincorporated Sonoma County	4,074,497	TBD	3,676,648	TBD	2,442,885	TBD

Education/Rec/Institutional:

The travel model includes a number of land use categories that represent major travel attractions in the county which do not fit into other employment related categories. These include educational, institutional, and recreational uses. Trip attractions and productions for these uses are estimated using the number of students enrolled at an educational location, the number of square feet of institutional uses, and acres of



recreation areas. ITE trip generation rates have been used to estimate travel to and from these locations.

Community	Education Students		Institutional Sq. Ft		Recreation Acres	
	2010 EDU	2015 EDU	2010 INST	2015 INST	2010 REC	2015 REC
Cloverdale	1,490	1,366	257,805	257,805	44	44
Cotati	326	526	202,890	202,890	54	54
Healdsburg	2,883	2,607	384,291	381,477	87	87
Petaluma	18,036	18,136	1,500,418	1,417,758	761	803
Rohnert Park	15,436	15,355	380,724	262,968	425	428
Santa Rosa	58,692	65,921	2,333,552	2,922,699	1,820	1,864
Sebastopol	2,549	2,555	330,255	312,150	19	19
Sonoma	2,813	3,005	485,288	485,288	189	189
Windsor	5,447	5,242	374,926	374,926	433	433
Unincorporated Sonoma County	14,505	TBD	2,287,898	TBD	15,512	TBD

Special Generators:

Special generators in the Sonoma County Travel Model are intended to account for trips that are not primarily related to employment, school enrollment, or park acreage and which do not easily fit in the existing model land use categories such as wineries and tasting rooms. Special generator trip generation estimates are provided by local planning staff and are generally based on project traffic studies or analysis for specific projects. If you are aware of any important projects in your jurisdictions that do not easily fit into the standard model categories please provide contact SCTA staff to discuss including those projects in the travel model as special generators.

2040 Forecast Scenario Development:

Future land use forecasts will build upon existing land use estimates and will use local forecasts, zoning, build-out potential, and other relevant data to adjust land use estimates up to 2040. SCTA’s 2040 forecast scenario must be consistent with the most recent version of MTC/ABAG’s forecast (Sustainable Communities Strategy or SCS) for comprehensive transportation planning analysis (within +/- 1%), and a final adjustment will be made to ensure that SCTA’s land use assumptions are consistent with the regional forecast.

MTC modeling staff provide forecast data at the census tract, jurisdiction, and county level to be incorporated into county level travel models. Regional housing and employment forecasts are generally below or near general plan build-out estimates but are not always consistent with local planning assumptions. SCTA staff will develop the final 2040 land use scenario by adjusting general plan build-out estimates based on jurisdiction or county planning area control totals from the regional forecast. Local approved or permitted projects will be included in the final 2040 scenario if they are submitted to SCTA staff for inclusion in the model. This approach ensures that the final 2040 scenario follows local planning policy as closely as possible and allocates future housing and employment growth consistent with local planning documents and zoning.

The following simple formula approximates the calculation that is used to estimate 2040 land use:

$$\mathbf{2040\ Land\ use = General\ Plan\ Build-out * (MTC\ estimate/General\ Plan\ Build-out\ estimate)}$$

General Plan Build-out:

Many jurisdictions have requested that a general plan build-out scenario is included in the model as future year alternative. MTC/ABAG forecasts, which are used to develop SCTM future year land use forecasts, do consider local general plans, land use policies, and zoning in their growth estimates, but also consider market and regional policies in their forecasts that may not be completely consistent with local planning assumptions and planning documents. The planning horizon for many local planning documents is also often shorter than the 2040 planning horizon considered by the SCTM.

Local agencies often wish to test local project impacts under general plan build-conditions. The inclusion of a general plan build-out scenario in the SCTM allows build-out analysis to be done without requiring custom land use scenarios to be developed for this sort of work. Jurisdictions that wish to use the model to estimate or evaluate general plan build out for local planning or to evaluate the transportation impacts of local projects should provide estimates of general plan build-out and development potential at the TAZ, parcel, or jurisdictional level. SCTA staff can assist local staff with developing general plan build-out estimates if detailed zoning information and lists of pipeline, pending, and permitted projects are provided.

Policy Impacts:

SCTA uses the Sonoma County Travel Model to estimate the performance of the SCTA Comprehensive Transportation Plan including the policies and projects included therein. Regional and state modeling consistency guidelines require that the model is consistent with the Regional Transportation Plan and Sustainable Communities Strategy. The model is also maintained as a service to local jurisdictions and is routinely used to evaluate transportation impacts of local projects and planning activities, but additional validation and evaluation of model outputs may be necessary when applying the countywide travel model at a local level.

Fiscal Impacts:

The model land use update is performed in house by SCTA staff. Model validation and calibration will be performed by outside modeling consultants. Staff intends to release an RFP for this work in late 2017 once the model land use update is complete.

Staff Recommendation:

Please review 2015 existing conditions summaries for accuracy and reasonableness. Provide additional 2015 existing conditions data as soon as possible if it has not already been provided to SCTA staff. Provide general plan build-out estimates at the parcel, TAZ, or jurisdiction level and a list of approved and pending permitted projects to be included in the 2040 forecast by the next PAC meeting (July 20, 2017).