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, www.srcity.org/citybus, 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:
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.

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

*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.
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.

<table>
<thead>
<tr>
<th>Community</th>
<th>Light Industrial Sq. Ft</th>
<th>Heavy Industrial Sq. Ft</th>
<th>Warehouse Sq. Ft</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloverdale</td>
<td>238,817</td>
<td>246,101</td>
<td>270,511</td>
</tr>
<tr>
<td>Cotati</td>
<td>343,328</td>
<td>343,328</td>
<td>14,305</td>
</tr>
<tr>
<td>Healdsburg</td>
<td>684,030</td>
<td>778,572</td>
<td>81,787</td>
</tr>
<tr>
<td>Petaluma</td>
<td>3,052,498</td>
<td>4,746,917</td>
<td>1,016,440</td>
</tr>
<tr>
<td>Rohnert Park</td>
<td>857,453</td>
<td>1,249,947</td>
<td>83,994</td>
</tr>
<tr>
<td>Santa Rosa</td>
<td>4,788,455</td>
<td>4,763,871</td>
<td>250,150</td>
</tr>
<tr>
<td>Sebastopol</td>
<td>177,930</td>
<td>75,618</td>
<td>61,410</td>
</tr>
<tr>
<td>Sonoma</td>
<td>230,375</td>
<td>230,375</td>
<td>0</td>
</tr>
<tr>
<td>Windsor</td>
<td>805,619</td>
<td>845,066</td>
<td>115,827</td>
</tr>
<tr>
<td>Unincorporated Sonoma County</td>
<td>4,074,497</td>
<td>TBD</td>
<td>3,676,648</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Community</th>
<th>Education Students</th>
<th>Institutional Sq. Ft</th>
<th>Recreation Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2010 EDU</td>
<td>2015 EDU</td>
<td>2010 INST</td>
</tr>
<tr>
<td>Cloverdale</td>
<td>1,490</td>
<td>1,366</td>
<td>257,805</td>
</tr>
<tr>
<td>Cotati</td>
<td>326</td>
<td>526</td>
<td>202,890</td>
</tr>
<tr>
<td>Healdsburg</td>
<td>2,883</td>
<td>2,607</td>
<td>384,291</td>
</tr>
<tr>
<td>Petaluma</td>
<td>18,036</td>
<td>18,136</td>
<td>1,500,418</td>
</tr>
<tr>
<td>Rohnert Park</td>
<td>15,436</td>
<td>15,355</td>
<td>380,724</td>
</tr>
<tr>
<td>Santa Rosa</td>
<td>58,692</td>
<td>65,921</td>
<td>2,333,552</td>
</tr>
<tr>
<td>Sebastopol</td>
<td>2,549</td>
<td>2,555</td>
<td>330,255</td>
</tr>
<tr>
<td>Sonoma</td>
<td>2,813</td>
<td>3,005</td>
<td>485,288</td>
</tr>
<tr>
<td>Windsor</td>
<td>5,447</td>
<td>5,242</td>
<td>374,926</td>
</tr>
<tr>
<td>Unincorporated</td>
<td>14,505</td>
<td>TBD</td>
<td>2,287,898</td>
</tr>
<tr>
<td>Sonoma County</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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:

$$2040 \text{ Land use} = \text{General Plan Build-out} \times \frac{\text{MTC estimate}}{\text{General Plan Build-out estimate}}$$

**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).