



A Transportation Strategic Plan for the City of Walnut Creek



www.RethinkingMobilityWC.com

Rethinking Mobility is a strategic plan to reduce automobile trips and manage parking demand while enhancing safety, convenience, and access for those walking, bicycling, and using public transit. The plan will focus on the following key areas:



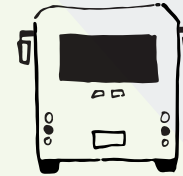
Developing programs and policies to reduce automobile trips and traffic congestion:

the City's General Plan 2025 recommends the development and adoption of a Transportation Demand Management (TDM) program to decrease the use of the automobile and reduce peak-period traffic congestion.



Improving mobility and access for walking, bicycling, public transit, ridesharing, and other shared mobility services (e.g., bikeshare and scooter share):

this will build on existing downtown parking management strategies, the Bicycle and Pedestrian Master Plans, and data from existing shared mobility pilot programs.



"Transit First" – improving public transit service and promoting it as a "first choice" mobility option:

this includes potential expansion of city-supported free bus routes and improvements to transit stops and amenities as well as programs to incentivize and promote transit use.

The City's Community & Economic Development Department is leading plan development with consultant support from Fehr & Peers.

Headquartered in Walnut Creek, Fehr & Peers is a Transportation Consulting Firm that has contributed numerous City projects, including the City's Pedestrian Master Plan, North Downtown Specific Plan, West Downtown Specific Plan, Rossmoor Short Range Transit Plan, downtown parking management planning, and planning for the John Muir Health campus.



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01 PLAN KICK-OFF

- » **Launch plan website:**
www.RethinkingMobilityWC.com
- » **Public engagement:** First Wednesdays, Farmers' Market – Nov/Dec, 2018
- » **Transportation Commission** – Sep 20, 2018
- » **Planning Commission** – Oct 25, 2018
- » **City Council** – Dec 18, 2018

02 TDM STRATEGIES REPORT

- » **Summary of key findings** and initial community and stakeholder outreach
- » **Potential goals, objectives and performance measures**
- » **Evaluation of potential strategies** to include in the draft and final plan
- » **Public engagement:** online & social media, community events
- » **Stakeholder meetings** to receive feedback on the Strategies Report
- » **Transportation Commission** – Spring 2019
- » **Planning Commission** – Spring 2019
- » **City Council** – Spring 2019

03 FINAL TRANSPORTATION STRATEGIC PLAN

- » **City Council adoption of Final Plan**
- » **Plan implementation commences** – Summer/Fall 2019

RETHINKING MOBILITY

04 TRANSPORTATION NEEDS, OPPORTUNITIES AND CHALLENGES

- » **Online report** with interactive web maps and graphics
- » Addresses driving, parking, public transit, walking, bicycling, existing TDM programs and policies, and new mobility options
- » **Public engagement:** online & social media, community events
- » **Stakeholder meetings** – Winter 2019
- » **Transportation Commission** – Winter 2019
- » **Planning Commission** – Winter 2019
- » **City Council** – Winter 2019

05 DRAFT TRANSPORTATION STRATEGIC PLAN

- » **Goals, objectives and performance measures**
- » **Preferred TDM strategies**
- » **Implementation and funding strategy for the Plan**
- » **Public engagement:** online & social media, community events
- » **Stakeholder meetings** to receive feedback on the Draft Plan
- » **Transportation Commission** – Spring/Summer 2019
- » **Planning Commission** – Spring/Summer 2019
- » **City Council** – Spring/Summer 2019