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# PLAN VISION AND GOALS



# VISION STATEMENT

**Purpose:** This chapter outlines the vision, goals, and policies that guide this *Active Transportation Plan*.

**Why it matters:** By establishing consensus around a vision for how the City's active transportation network should operate, the City can prioritize investments that help realize its goals.

The vision and goals of the Emeryville *Active Transportation Plan* are drawn largely from community and Bicycle and Pedestrian Advisory Committee (BPAC) input, along with the current Emeryville General Plan and 2012 Pedestrian and Bicycle Plan. General Plan Guiding Principles related to biking, walking, and rolling are paraphrased as follows:

- ▶ **A connected place:** New and safe bicycle and pedestrian linkages across town and to the San Francisco Bay
- ▶ **Enhanced and connected open space network and green streets:** Building on the strength and connectivity of the city's greenways
- ▶ **A diversity of transportation modes and choices:** Fosters and provides incentives for active transportation modes



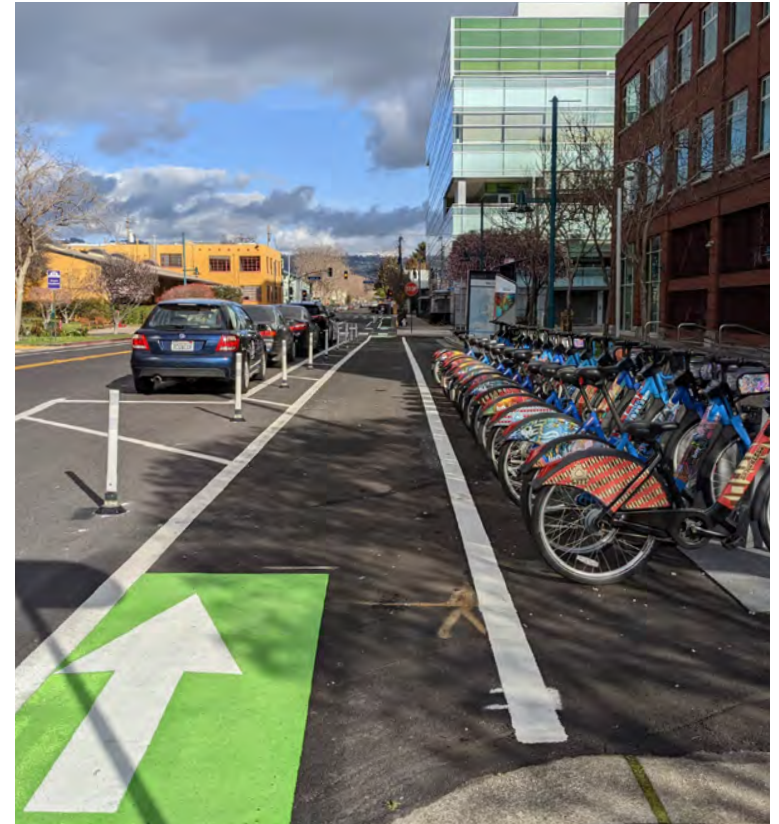
*Improving car-free ways to access the waterfront is a priority for Emeryville residents and visitors.*

## Vision

The vision statement expresses what biking, walking, and rolling will be like in Emeryville in the future if the City successfully implements this *Active Transportation Plan*. The updated vision statement is:

*The City of Emeryville is a community where active, sustainable transportation is the easy choice: it is safe, comfortable, equitable, and accessible to all.*

The continuous, connected network of world-class facilities eliminates the necessity of driving a car and makes active transportation accessible to people of all identities (race, ethnicity, age, gender, socio-economic status, ability, or orientation). The City promotes active travel through infrastructure, education, and encouragement programs. The City inspires other communities with its visionary and forward-thinking commitment to active transportation.



*The separated bikeway on 59th Street and Bay Wheels bike share station provide safe, comfortable, equitable, and accessible ways to get to the Amtrak station.*



# GOALS



## Comfortable

The active transportation network is easy to navigate, including for parents, children, and seniors. Best practices in infrastructure design and programming reduces the risk of serious injury while biking, walking, or rolling throughout Emeryville.



## Connected

The active transportation network is seamlessly integrated both within Emeryville and externally to neighboring communities. It allows for intermodal connectivity. Reaching destinations is direct and barrier-free.



## Joyful

Traveling along well-designed routes in the active transportation network is an enjoyable and attractive experience. People feel connected to one another and take pride in their streets and trails as public spaces and desirable destinations.



## Equitable

The needs of the less resourced, whether by income, ability, employment access, education, age or another characteristic where disparity exists, are centered in project and program planning, prioritization, and implementation and given equal weight to residents' more resourced counterparts.<sup>1</sup>



## Sustainable

To help mitigate the climate crisis and reduce local pollution, the active transportation network encourages mode shift to zero-emission travel (biking, walking, rolling, and public transit) and helps lower the carbon footprint of those living and working in Emeryville. It includes other environmental benefits by increasing the number of shade trees and acreage of green stormwater infrastructure.

<sup>1</sup> Equity addresses the differences in lived experiences that may affect access to the active transportation network. Disadvantaged communities have a disproportionate burden of adverse environmental conditions, socioeconomic factors, and prevalence of certain health conditions.



## Implementable

The City incorporates active transportation network improvements into all aspects of the planning, development and construction process, including new private development projects. The City tackles complex and simple problems alike, allocating appropriate resources and creativity to each. The City leverages opportunities, large and small, to prioritize and implement any aspect of the active transportation network.

# RELATIONSHIP TO OTHER DOCUMENTS

Emeryville's [General Plan](#) (Updated 2019) guides the physical development of the City and sets out five guiding principles:

## 1. A cohesive city of distinctive districts and livable neighborhoods.

Emeryville's growth is shaped—through land use, urban form, and design—to create a tapestry of distinctive districts, and neighborhoods with a full complement of uses and easy access to parks, stores, and other amenities of everyday living.

**2. A connected place.** The General Plan fosters new connections—for automobiles, pedestrians, and bicyclists—between the western and eastern halves of the city; better connections to the Peninsula; and new and safe pedestrian and bicycle linkages to the San Francisco Bay.

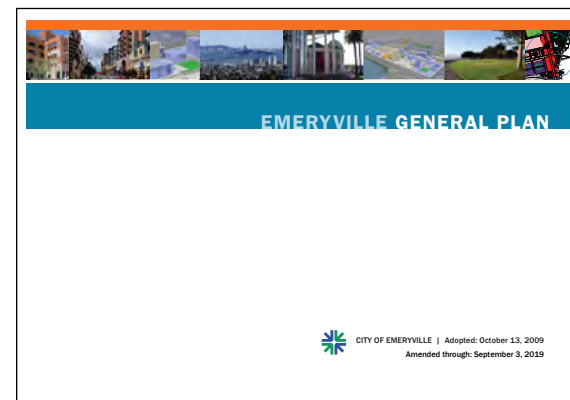
## 3. Enhanced and connected open space network and green streets.

The General Plan outlines strategies for an expanded public realm, building on the strength and connectivity of the city's greenways, with a range of new parks, plazas, community commons, and recreational paths.

## 4. A walkable, fine-grained city, emphasizing pedestrians.

The General Plan establishes that all of Emeryville will be easily traversed on foot.

**5. A diversity of transportation modes and choices.** The General Plan fosters and provides incentives for alternative transportation modes, including transit, car/vanpooling, bicycling, walking, and telecommuting.



The *Active Transportation Plan* helps the City realize these guiding principles along with implementing goals, policies, and recommendations adopted through complementary City planning efforts such as the City's [Climate Action Plan 2.0](#), Citywide [Planning Regulations](#) and [Design Guidelines](#), [Sustainable Transportation Plan](#), and [Complete Streets Policy](#) (Resolution 13-03).

In addition, the City should consult the Alameda CTC [Countywide Bikeways Design Guide](#) as a resource for implementing recommendations in the Active Transportation Plan.

## Climate Action Plan 2.0

The long term goal is to reduce Emeryville's GHG emissions to 80% below 2004 baseline levels by the year 2050 while creating a more vibrant, sustainable, and equitable city. Transportation is the single largest contributor to Emeryville's community GHG emissions, particularly considering the highways running through the city. Reducing transportation-related emissions will not only involve improving low-carbon transportation related to bicycles and buses, but also coordinating land-use policies to promote a denser, more walkable community with jobs and housing located close to other necessities.

The [Climate Action Plan](#) details 17 different objectives to achieve the goal of a 40% reduction in emissions by 2030. The three objectives related to the *Active Transportation Plan* include:

1. Create vibrant neighborhoods where residents can easily walk to their basic daily needs.
2. Reduce the total vehicle miles traveled on local roads by 30%.
3. Reduce the carbon intensity of vehicles through cleaner fuels and electrification by 30%.

The City of Emeryville Climate Action Plan 2.0 2016



*The time to act on reducing greenhouse gas emissions  
and our carbon footprint is now*

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## Sustainable Transportation Plan

The Emeryville [Sustainable Transportation Plan](#) (2012) aims to implement the transportation goals established in the General Plan and achieve Emeryville's overall vision of having a transportation system that:

1. Reduces greenhouse gas emissions,
2. Moves the most people in the least space with the least energy, and
3. Promotes public health through exercise.

The Sustainable Transportation Plan establishes a total of 71 strategies aimed to shift Emeryville residents, employees, and visitors toward sustainable modes of transportation. The strategies are broken into categories related to transit, transportation demand management, parking, wayfinding, and bicycle and pedestrian improvements. The *Active Transportation Plan* will promote strategies categorized under Pedestrian Connectivity and Safety and Bicycle Connectivity and Safety.



## Emeryville Complete Streets Policy

The City of Emeryville envisions a transportation system that encourages healthy, active living, promotes transportation options, reduces environmental impact, mitigates climate change, and supports greater social interaction and community identity by providing safe and convenient travel along and access streets through a comprehensive, integrated transportation network for pedestrians, bicyclists, public transportation riders, motorists, emergency responders, and people of all ages and abilities, including children youth, families, older adults, and individuals with disabilities. All transportation improvements will be planned, funded,

designed, constructed, operated, and maintained to provide safe mobility for all users appropriate to the function and context of the facility. The City's Complete Streets policy expresses a commitment to creating and maintaining Complete Streets that provide safe, comfortable, and convenient travel—for all categories of users, including pedestrians, bicyclists, persons with disabilities, motorists, movers of commercial goods, users, and operators of public transportation, emergency responders, seniors, children, youth, and families. The full policy can be found in **Appendix A: Emeryville Complete Streets Policy.**

The *Active Transportation Plan* also helps the City do its part to achieve larger regional and state goals embraced in Alameda Countywide Transportation Plan 2020, Alameda Countywide Active Transportation Plan, San Pablo Avenue

Corridor Project, Plan Bay Area 2050, Caltrans District 4 Bicycle Plan, and Toward an Active California: State Bicycle and Pedestrian Plan.



## Emeryville Public Arts Master Plan

The Arts Master Plan aims to define the focus of the Art in Public Places Program and enhance quality of life for Emeryville's community through art and creative opportunities. The Emeryville Greenway is identified in the Plan as an opportunity area for the implementation of people-centric art that is engaging. The *Active Transportation Plan* seeks to promote the Art in Public Places Program by proposing biking and walking infrastructure improvements. As outlined in the Arts Master Plan, biking and walking infrastructure provides opportunities to integrate art.

[Link to plan](#)

## North Alameda County Core Connections Plan (NACCP)

The NACCP assesses performance and identifies regionally significant projects in Northern Alameda County, including Emeryville, Southwest Berkeley, and West and Downtown Oakland. The Plan highlights projects that are designed to reduce congestion by providing access to sustainable, safe, and efficient multimodal transportation options.

The *Active Transportation Plan* will promote multimodal projects identified in the NACCP that are located in Emeryville.

[Link to plan](#)

## Alameda CTC Countywide Bikeways Network

The Countywide Bikeways Network identifies 400 miles of conceptual corridors throughout Alameda County as a vision for an all ages and abilities network.

The bike network will:

- ▶ Address Equity
- ▶ Improve Connectivity
- ▶ Improve Safety
- ▶ Connect Activity Centers
- ▶ Close Gaps and Barriers

Several corridors identified in the Countywide Bikeways Network are located within Emeryville including San Pablo Avenue, the Emeryville Greenway, Stanford Avenue, 65th Street, Powell Street, and 40th Street. The *Active Transportation Plan* will focus on multimodal improvements to these corridors.

[Link to plan](#)