



GOALS, POLICIES AND ACTIONS

Building on the Vision and Principles, the next step in activating the Master Plan is to set forth the Goals and implementing Policies and Actions. The following text was recommended for use in the Rancho Cordova General Plan. While these texts were not incorporated in the General Plan, the thinking provides valuable direction in the development of future transit plan efforts.

Goals

Establish a high quality transit system that, connects all parts of the city, serves neighborhoods, meets the needs of special populations, and links to regional destinations

Policies and Actions

Policy 1.0 Develop a transit system to meet the multiple mobility needs of Rancho Cordova residents.

- Action 1.1.** Create, implement, and regularly update a Transit Master Plan for Rancho Cordova that identifies the type of system desired for the City. Transit routes should serve major destinations for office employment and shopping, convention, sports and entertainment venues, major institutions, concentrations of multi-family housing, and other land uses likely to attract public transit ridership.
- Action 1.2.** Develop three types of transit service – City, Neighborhood, and Region.
- Action 1.3.** For City and neighborhood service, evaluate the use of buses, streetcars, shuttles, and vans.
- Action 1.4.** Identify a “Signature” transit route that sets the standard for transit service in the City. This route combines premium transit service (more than one mode) with quality urban design applications and streetscape amenities. The preferred mode for the Signature Route is the streetcar. This route gives visual identity and reality that transit is an essential means of travel. The balance of the City’s system is built from this route.
- Action 1.5.** Regardless of mode, promote the use of environmentally friendly fuels to support improved regional air quality.
- Action 1.6.** Evaluate alternative organization and management arrangements for the delivery of transit service within the City. Such alternatives range from all services provided by



RT, to all services provided by a City-owned and operated system, or to a mix of service options based on scale and type of service required, including public-private partnerships.

- Action 1.7.** Work with transit provider(s) to develop and implement the Transit Master Plan and any additional transit services within the City that are timely, cost-effective, coordinated with growth patterns, and responsive to existing and future transit demand.
- Action 1.8.** Pursue all available sources of local, state, federal and private funding for capital and operating expenses. Evaluate the City’s current transit impact fee based on future service demands.
- Action 1.9.** Ensure that transit service corresponds with, and provides for regional plans and policies that support regional and citywide mobility.
- Action 1.10.** Coordinate with RT staff on the review of development projects near station areas to ensure both transit and development needs are met.

Policy 2.0

Promote transit-supportive land use at all scales to increase transit ridership, support economic development, and create livable neighborhoods.

- Action 2.1.** Take advantage of the role of transit as a new form of “access” to increase economic development and redevelopment opportunities.
- Action 2.2.** Provide high capacity transit access to employment and commercial centers to reduce congestion. Promote the use of employee shuttles as an interim service until circulators develop.
- Action 2.3.** Develop walkable, mixed-use developments that take advantage of the existing and proposed transit investments.
- Action 2.4.** Accommodate all modes of transit in village centers, and local and regional town centers. Use transit in these centers to promote pedestrian activity and civic pride. Ensure street and sidewalk connectivity between stations and retail, office, and residential uses.
- Action 2.5.** Prepare station area plans and implementing regulations for each station (regardless of mode). Focus on ¼- and ½-mile radii around the stations, with the highest densities and intensities located in the ¼-mile radius.



Policy 3.0

Maintain and improve access and mobility for seniors, youth, the disabled, and the economically disadvantaged.

Action 3.1. Encourage paratransit service within the City by working with service providers to better identify service gaps and resources, and to improve response times.

Action 3.2. Continually evaluate the use and potential expansion of dial-a-ride and other on-demand services to serve the mobility needs of seniors and disabled residents.

Action 3.3. Explore the use of multiple providers for this service, including RT and private service companies.