



Central Coast Coalition
Driving California's Economy



US 101 Business Plan

TRANSPORTATION AGENCY FOR MONTEREY COUNTY

JANUARY 25TH, 2023

Introduction

What is the US 101 **Business Plan**?

Approach to achieving the corridor's goals

Corridor plans build the foundation

Prioritizing investments

Integrated benefits

Financial plan




US 101 Business Plan Segments

Segmentation Methodology

- Traffic flow
- Land use




Charter

US 101 Business Plan Charter

Background	The US 101 Central Coast Coalition (Coalition) formed to raise awareness of the US 101 Corridor within the boundaries of Caltrans District 5 as a major economic asset to the state and nation and encourage investment on the corridor.
Purpose	The purpose of the US 101 Business Plan is to provide the data strategy, and community support needed to secure needed financial investment in the corridor.
Goal and Objectives	<p>The goal is to create a multi-modal investment strategy with mutual support of the Coalition.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • Build upon success of the Coalition and continue to raise the profile of the region at the state and national levels. • Inform statewide priorities for investment including, but not limited to the California Transportation Strategic Plan, the 2021 Interregional Transportation Strategic Plan, and the California Freight Mobility Plan. • State a business case for making investments in the US 101 corridor and be useful as a marketing tool. • Develop a financial plan that identifies total funding needs, gaps and potential funding sources. • Engage stakeholders, including the business community and major regional industries. • Identify improvement categories, performance criteria and priority projects. • Follow strategic direction established by Governor's Executive Order N-19-19, which requires "every aspect of state government redouble its efforts to reduce greenhouse gas emissions and mitigate the impacts of climate change while building a sustainable, inclusive economy." • Consider transportation issues and needs on key routes connecting to US 101.



US 101 Business Plan Charter

Timeframe	Completion Winter 2020
Roles and Responsibilities	Caltrans will lead the Business Plan efforts with full participation by the Central Coast Coalition members. Coalition members agree to participate in the collaborative planning stages.
Steering Committee	The Steering Committee is composed of the Coalition MPO/RTPA Executive Directors and the Caltrans District Director.
Document Approval	Endorsed by all Coalition member agencies.



US 101 Business Plan Charter

Approvals

MARJEAN KIRN
Executive Director, Santa Barbara County Association of Governments
Date: 12/6/19

Peter Rodgers
Executive Director, San Luis Obispo Council of Governments
Date: 12/6/19

Jebbie Hale
Executive Director, Transportation Agency for Monterey County
Date: 12/6/19

Maura Twomey
Executive Director, Association of Monterey Bay Area Governments
Date: 12-6-19

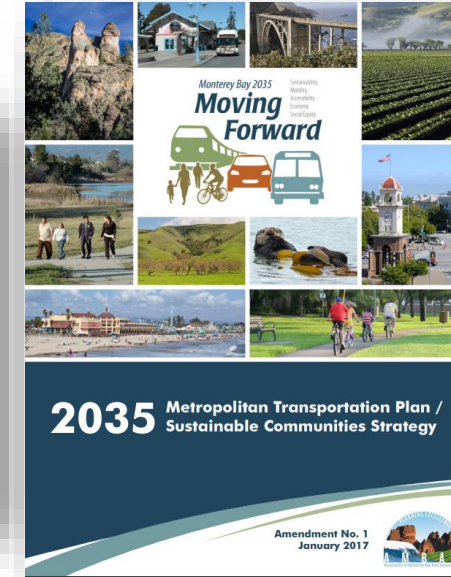
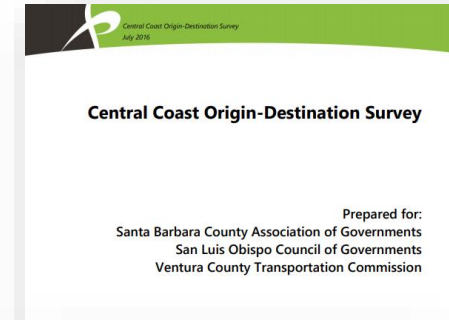
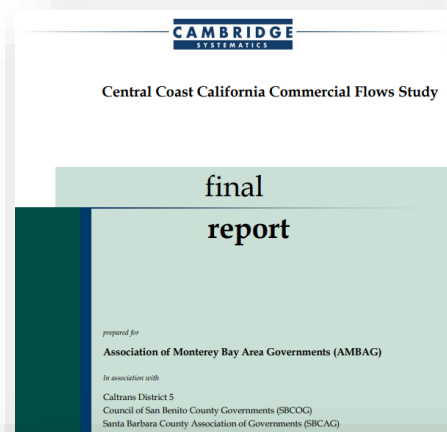
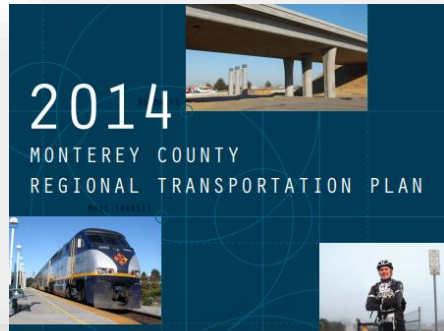
Mary Gilbert
Executive Director, Council of San Benito County Governments
Date: 12/6/19

Jay Preston
Executive Director, Santa Cruz County Regional Transportation Commission
Date: 12/10/19

Timothy M. Gubbins
District Director, Caltrans District 5
Date: 12/6/19

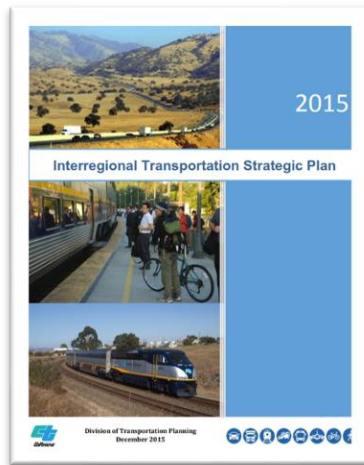


Foundational Documents



Intended Outcomes

Input to plans



Priority for future Investment



Intended Outcomes - Project Example

- Identifies US 101 South of Salinas Improvement Project
- Data Driven Support
- Leverage Local/Regional Funds



Goals

Safety & Health

Provide safety for all users of the transportation system and promote public health.



Sustainability & Climate Change

Practice environmental stewardship, preserve the transportation system, reduce pollution, and mitigate impacts of climate change.



Economy

Manage the corridor's assets, support the economy, and enhance the region's livability.



Mobility

Provide a reliable and efficient transportation system for all people and goods.



Equity

Promote social equity and ensure all socio-economic groups have accessible and equitable level of transportation services.



Priority Project Types

Operational Improvements and Conflict Point Reduction Points.



Alternative Fuel Charging Stations and Air Pollutant Reduction Points.



Freight & Goods Movement Improvements.



Freeway Conversion and New Interchanges



Bike, Ped, Transit, Rail, and Park & Ride Improvements.



US 101 BP Project Considerations (Highway)

- Will the project?
 - Improve/create a park & ride lot or safety roadside rest area?
 - Support bicycle travel/safety (e.g. flashing beacons, shoulder widening, bicycle connection)?
 - Be close to infill areas?
 - Enhance transit/rail (provide a peak period passenger rail service)?
 - Implement TDM/TSM/carpool/vanpool/ITS strategies?
 - Include the interchange/ramp/auxiliary lane/operational improvements?
 - Accommodate future growth (of US 101 and surrounding areas)?
 - Include viable ramp metering?
 - Facilitate an integrated, sustainable, and efficient transportation system?
 - Convert the roadway to a freeway?
 - Facilitate access management improvements?
 - Reconfigure interchange strategies?
 - Optimize mobility?
 - Remove conflict points?
 - improve/maintain US 101 pedestrian over/under crossings?

US 101 BP Project Considerations (Non-Hwy)

- Is the project?

- Located on a parallel facility/alternative route to US 101?
- Located in a commercial/industrial area that receives freight products that travel via US 101?
- Improving access to an Alternative Fuel station?
- Improving access to any employment centers?

- Will the project?

- Divert any traffic away from US 101?
- Benefits reach US 101 users?
- Have a portion of users who use US 101 as well?
- Improve the connection to US 101?

Contact Info

Madilyn Jacobsen

madilyn.jacobsen@dot.ca.gov
(805) 835-6287

Matt Welker

matthew.welker@dot.ca.gov
(805) 556-5464