



MEMORANDUM

Date: March 6, 2017
To: Charlie Knox, Placeworks and Heather Adamson, AMBAG
From: Charlie Coles, David Wasserman and Matt Haynes, Fehr & Peers
Subject: **AMBAG SCS Implementation Project: Proposed Opportunity Areas**

SJ15-1579

EXECUTIVE SUMMARY

This memorandum describes the evaluation and identification of Opportunity Areas as part of the AMBAG Sustainable Communities Strategy (SCS) Implementation Project. AMBAG's Metropolitan Transportation Plan (MTP), Moving Forward 2035 Monterey Bay, was adopted in June 2014. The MTP included a SCS which is a coordinated regional land use and transportation approach. Preferred land use patterns and complementary transportation projects are identified within the MTP/SCS. In order to identify regional land use patterns using a regionally consistent set of land use definitions, AMBAG developed a Place Type typology system. Place Types were initially applied to city and county General Plans which represented baseline conditions. The baseline conditions were adjusted in coordination with the cities and counties in the region to develop a 2035 land use pattern for the SCS. Transportation projects that support those land use pattern were then identified.

The next MTP/SCS will use the same process to identify land use patterns and supporting transportation projects. However, the timing of this MTP allows for a more iterative process where transportation projects and infrastructure can inform land use patterns and land use patterns can inform transportation projects.

The first step in this process is to connect AMBAG's Place Type typologies to sets of transportation improvements that facilitate improved mobility, access and circulation for the region's residents. To accomplish this, we have identified an initial set of Opportunity Areas, designated as either "existing/planned" or "potential," that help inform appropriate transportation investments and the identification of Transit Priority Projects (TPPs) in the AMBAG region.



Opportunity Areas are places in the region with the highest chance for successful sustainable growth in the future; they are generally located where Transit Priority Areas (TPAs) and Economic Development Areas (EDAs) within the AMBAG region overlap. This analysis defines a Transit Priority Area as a location that has both supportive land use densities and high quality transit service/connections. Economic Development Areas are locations that support future land use development opportunities, support a major employment center, and/or are areas with populations that would benefit from new economic opportunities. The results of this analysis provide AMBAG with an initial set of Opportunity Areas, which include proposed boundaries, underlying land use Place Types, supporting graphics and an explanation justifying the selection. Opportunity Areas were designated as either “existing/planned” or “potential”:

- Opportunity Areas designated as “existing/planned” were identified as both a TPA and an EDA.
- Opportunity Areas designated as “potential” were identified as either:
 - A TPA or an EDA where the other designation may also be possible to achieve, or
 - Neither a TPA nor an EDA, but with a potential to become both a TPA and EDA in the future.

Opportunity Areas are used to identify a set of potential Transit Priority Projects that will support AMBAG’s SCS.

The remainder of this memorandum presents the evaluation factors, draft proposed Opportunity Areas, summary table of evaluation, Opportunity Area evaluation results, and next steps. To accompany this memorandum, we have developed an initial color map package that will serve as stand-alone materials to support collaboration and feedback between stakeholders, as well as maps for the updated MTP/SCS and website. **Appendix A** shows the list of figures included in the initial map package, which is attached to this memorandum.

Appendices B and C present Opportunity Areas by Place Type and by jurisdiction, respectively. **Appendix D** presents a draft set of associated Transit Priority Projects that may be considered within identified Opportunity Areas.



EVALUATION FACTORS

Several related factors were considered to support the basis for recommending Opportunity Areas. These factors are summarized here and referred to later in the Evaluation Summary (**Table 2**). In addition, locations identified as a Transit Priority Area (TPA) and/or Economic Development Area (EDA) were based on evaluation factors of transit thresholds, social equity, demographics, and Place Types, respectively.

Transit Thresholds

Existing Transit Frequency (>15 trips/hour)

Existing transit frequency identifies the number of trips per hour for existing transit stops/stations within the AMBAG region. Opportunity Areas featuring transit stops/stations that had collective aggregate frequencies of more than 15 trips per hour met the threshold.

Existing Transit Walkshed (>30 trips/hour)

We have completed an access to transit analysis, which includes walksheds to transit stops to ensure Opportunity Areas include factors affecting accessibility to existing transit stops/stations. Opportunity Areas with that had a walkshed with collective aggregate frequencies more than 30 departing trips per hour in any met the threshold.

Proximity to Future High Quality Transit (<1/2 mile)

We identified existing high quality transit corridors and transit stop locations throughout the region to ensure Opportunity Areas support these future transit systems. Opportunity Areas within ½ mile buffer around future high quality transit stop/station locations met the threshold.

Social Equity

We used Census Block Group data to ensure the identification of Opportunity Areas consider places with higher percentages of minority populations and families that are below poverty level, and median household income levels. Specific thresholds for social equity factors were regionally adjusted, so these social equity factors were organized and displayed as low, medium and high in order to observe where relative differences occur throughout the AMBAG region.



Percent Minority Population

We identified areas with high percentages of minority populations throughout the region to ensure Opportunity Areas included minority populations where possible. The finalized minority population percentage thresholds were high (>65% minority population), medium (30-65% minority populations), and low (<30% minority population).

Percent of Families below Poverty Line

We identified areas with high percentages of families below the poverty line throughout the region to ensure Opportunity Areas included impoverished populations where possible. The finalized percentage of families in poverty percentage thresholds were high (>35% families below poverty line), medium (20-35% families below poverty line), and low (<20% families below poverty line).

Median Household Income

We identified areas with low median household incomes throughout the region to ensure Opportunity Areas included low income populations where possible. The finalized thresholds for median household income were low (median income for census block group <\$35,000), medium (median income for census block group \$35,000-\$75,000), and high (median income for census block group >\$75,000).

Demographics

Gross Residential Density

We used residential data by Census tract for the tri-county area to ensure Opportunity Areas consider where people live. Specific thresholds for gross residential density were not set, rather residential densities were grouped and displayed as low (<4 dwelling units per acre), medium (4-8 dwelling units per acre), and high (>8 dwelling units per acre) in order to observe where relative differences occur throughout the AMBAG region.

Gross Employment Density

We used employment data by Census tract for the tri-county area to ensure Opportunity Areas include job centers. Specific thresholds for gross employment density were not set. Instead employment densities were grouped and displayed as low (<5 jobs per acre), medium (5-15 jobs per acre), and high (>15 jobs per acre) in order to observe where relative differences occur throughout the AMBAG region.



Gross Activity Density

We used activity data, which combines gross residential and employment density, by Census tract for the tri-county area to ensure Opportunity Areas include locations where activity occurs. As with residential and employment density, specific thresholds for gross activity density were not set but were grouped and displayed as low (<8 dwelling units + jobs per acre), medium (8-20 dwelling units + jobs per acre) and high (>20 dwelling units + jobs per acre) in order to observe where relative differences occur throughout the AMBAG region.

Place Types

We used the Place Types developed by AMBAG to be a strong indicator of where future growth will be focused and inform the types of improvements that might be appropriate. Place Types were consolidated into High Intensity Mixed Use/Commercial, Low Intensity Commercial, High Intensity Residential, Low Intensity Residential, Open Space/Recreational, Agriculture, Institutional and Other.

PROPOSED OPPORTUNITY AREAS

This section introduces the initial Opportunity Areas. **Table 1** provides the names and notation of proposed Opportunity Areas, as well as whether the Opportunity Area was identified as existing/planned or potential.

Appendix B and **Appendix C** organizes proposed Opportunity Areas based on Place Types and jurisdictions, respectively. Opportunity Areas are organized based on proximity to future high quality transit, jurisdiction, demographic criteria, and Place Types.

TABLE 1: PROPOSED OPPORTUNITY AREAS

	Name	Notation	Existing/Planned or Potential
1.	City of Scotts Valley, along Mt. Hermon Road and Scotts Valley Drive	SV-1	Potential
2.	City of Santa Cruz, intersected by State Route (SR) 1 and Bay Street	SC-1	Potential
3.	City of Santa Cruz, Downtown including Water Street and Soquel Avenue	SC-2	Existing/Planned
4.	Santa Cruz County (Unincorporated), between north of SR 1 and Soquel Drive from Dominican Hospital perimeter to Capitola Avenue	SC-UN-1	Existing/Planned



TABLE 1: PROPOSED OPPORTUNITY AREAS

	Name	Notation	Existing/Planned or Potential
5.	City of Capitola, intersected by 41 st Avenue and Capitola Road	CA-1	Existing/Planned
6.	Santa Cruz County (Unincorporated), between north of SR 1 and Soquel Drive from Cabrillo College perimeter to Aptos Street	SC-UN-2	Existing/Planned
7.	City of Watsonville, along Freedom Boulevard between Green Valley Road and Main Street	WA-1	Potential
8.	City of Watsonville, along Main Street between Main Street/Freedom Boulevard intersection and Pajaro River	WA-2	Existing/Planned
9.	City of San Juan Bautista, north of SR 156 bounded by Monterey Street, 2 nd Street and The Alameda	SJB-1	Potential
10.	City of Hollister, west of McCray Street between Santa Ana Road and Tres Pinos Road	HO-1	Potential
11.	Monterey County (Unincorporated), south of SR 156 and bordered by a Census Designated Place boundary	MC-UN-1	Existing/Planned
12.	City of Salinas, along N Main Street between E Boronda Road and Salinas Amtrak Station	SA-1	Existing/Planned
13.	City of Salinas, along S Main Street between Salinas Amtrak Station and Blanco Road	SA-2	Existing/Planned
14.	City of Salinas, along E Alisal Street east of US 101 to John Street	SA-3	Existing/Planned
15.	City of Salinas, between E Boronda Road and City of Salinas limits	SA-4	Potential
16.	City of Marina, along Reservation Road between Lake Drive and Salinas Avenue	MA-1	Existing/Planned
17.	City of Marina, east of SR 1 bounded by Patton Parkway and Divarty Street, and including CSU Monterey Bay	MA-2	Potential
18.	City of Seaside, includes the City limits of Sand City and extends eastward	SE-1	Existing/Planned
19.	City of Seaside, bounded by City limits of Seaside and Gigling Road, and including CSU Monterey Bay	SE-2	Potential
20.	City of Monterey, along Fremont Street west of SR 1	MO-1	Existing/Planned
21.	City of Monterey, from Municipal Wharfs 1 and 2 bounded by El Dorado Street, Camino El Estero and Larkin Street.	MO-2	Existing/Planned
22.	City of Monterey, along Lighthouse Avenue bounded by David Avenue, Archer Street and Presidio of Monterey	MO-3	Existing/Planned
23.	City of Pacific Grove, along Lighthouse Avenue bounded by David Avenue, Pine Avenue and Del Monte Boulevard	PG-1	Potential



TABLE 1: PROPOSED OPPORTUNITY AREAS

	Name	Notation	Existing/Planned or Potential
24.	City of Carmel By-The-Sea, bordered by 3 rd Avenue, Torres Street, and Cassanova north of Ocean Avenue, and the City limits and 11 th Street south of Ocean Avenue	CM-1	Potential
25.	City of Gonzales, east of Alta Street bounded by 10 th Street, Fanoie Road/Herold Parkway and Jersey Drive	GO-1	Potential
26.	City of Soledad, east of US 101 and south of SR 146 bounded by East Street and the City limits	SO-1	Potential
27.	City of Greenfield, west of US 101 boarded by Walnut Avenue, 12 th Street and Elm Avenue	GR-1	Potential
28.	City of King City, Canal Street, King Street, the City limits and Division Street	KC-1	Potential
29.			

Source: Fehr & Peers, 2017

We have developed a series of color maps for each County and jurisdiction containing an Opportunity Area. **Appendix A** provides the list of the initial map package that was created based on feedback and approval by AMBAG. The initial set of maps is attached to the end of this memorandum.

EVALUATION SUMMARY TABLES

Tables 2, 3 and **4** summarize the evaluation factors for Santa Cruz, San Benito and Monterey counties, respectively, that were used to develop the formation of each Opportunity Area's boundary. These include information on location for each area, as well as transit thresholds, social equity, demographics, and Place Types considerations used throughout the evaluation. We identified a factor as being considered if that evaluation factor was used in the analysis for formulating an Opportunity Area's boundary.



TABLE 2: SANTA CRUZ COUNTY OPPORTUNITY AREAS EVALUATION

Evaluation Factors and Thresholds		SV-1	SC-1	SC-2	SC-UN-1	CA-1	SC-UN-2	WA-1	WA-2
Location	Jurisdiction	Scotts Valley	Santa Cruz	Santa Cruz	Unincorporated	Capitola	Unincorporated	Watsonville	Watsonville
	County	Santa Cruz	Santa Cruz	Santa Cruz	Santa Cruz	Santa Cruz	Santa Cruz	Santa Cruz	Santa Cruz
TPA/EDA	Transit Priority Area (TPA)	X		X		X	X		X
	Economic Development Area (EDA)			X	X	X	X	X	X
Transit Thresholds	Existing Transit (> 15.0 trips/hr)	X	X				X		X
	Existing Transit Walkshed (> 30 trips/hr)			X		X	X		X
	Proximity to Future High Quality Transit (< 1/2 mile)	X	X	X	X	X	X	X	X
Social Equity	Percent Minority Population (non-white)				X			X	X
	Percent of Families that are Below Poverty Level				X		X		X
	Median Household Income			X	X	X	X	X	X
Demographics	Gross Residential Density		X	X		X			X
	Gross Employment Density		X	X	X	X	X		X
	Gross Activity Density			X		X	X	X	X
Predominant Place Types	Urban			X					X
	Suburban	X			X	X	X	X	
	Town		X						
	Non-Urban								
	Other								

Source: Fehr & Peers, 2017.



TABLE 3: SAN BENITO COUNTY OPPORTUNITY AREAS EVALUATION

Evaluation Factors and Thresholds		SJB-1	HO-1
Location	Jurisdiction	San Juan Bautista	Hollister
	County	San Benito	San Benito
TPA/EDA	Transit Priority Area (TPA)		
	Economic Development Area (EDA)		X
Transit Thresholds	Existing Transit (> 15.0 trips/hr)		
	Existing Transit Walkshed (> 30 trips/hr)		
	Proximity to Future High Quality Transit (< 1/2 mile)		X
Social Equity	Percent Minority Population (non-white)		X
	Percent of Families that are Below Poverty Level		X
	Median Household Income		X
Demographics	Gross Residential Density		
	Gross Employment Density		X
	Gross Activity Density		X
Predominant Place Types	Urban		
	Suburban	X	
	Town		X
	Non-Urban		
	Other		

Source: Fehr & Peers, 2017.



TABLE 4: MONTEREY COUNTY OPPORTUNITY AREAS EVALUATION

		MC-UN-1	SA-1	SA-2	SA-3	SA-4	MA-1	MA-2	SE-1	SE-2	MO-1	MO-2	MO-3	PG-1	CM-1	GO-1	SO-1	GR-1	KC-1
Location	Jurisdiction	Unincorporated	Salinas	Salinas	Salinas	Salinas	Marina	Marina	Seaside	Seaside	Monterey	Monterey	Monterey	Pacific Grove	Carmel	Gonzales	Soledad	Greenfield	King City
	County	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey
TPA/EDA	Transit Priority Area (TPA)	X	X	X	X		X		X		X	X	X						
	Economic Development Area (EDA)	X	X	X	X	X	X		X		X	X	X		X	X	X	X	X
Transit Thresholds	Existing Transit (> 15.0 trips/hr)	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X
	Existing Transit Walkshed (> 30 trips/hr)	X	X	X	X		X	X	X	X	X	X	X	X	X				
	Proximity to Future High Quality Transit (< 1/2 mile)	X	X	X	X		X	X	X	X	X	X	X	X		X	X	X	X
Social Equity	Percent Minority Population (non-white)	X	X	X	X	X	X		X	X	X						X	X	
	Percent of Families that are Below Poverty Level	X			X			X	X							X	X	X	X



TABLE 4: MONTEREY COUNTY OPPORTUNITY AREAS EVALUATION

		MC-UN-1	SA-1	SA-2	SA-3	SA-4	MA-1	MA-2	SE-1	SE-2	MO-1	MO-2	MO-3	PG-1	CM-1	GO-1	SO-1	GR-1	KC-1
Location	Jurisdiction	Unincorporated	Salinas	Salinas	Salinas	Salinas	Marina	Marina	Seaside	Seaside	Monterey	Monterey	Monterey	Pacific Grove	Carmel	Gonzales	Soledad	Greenfield	King City
	County	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey	Monterey
Demo.	Median Household Income	X	X	X	X		X		X		X	X	X		X	X	X	X	X
	Gross Residential Density	X		X	X		X		X		X		X	X	X		X	X	X
	Gross Employment Density	X		X			X		X		X	X	X	X			X	X	X
	Gross Activity Density	X	X	X	X		X		X		X	X	X	X	X		X	X	X
Predominant Place Types	Urban			X								X	X						
	Suburban		X				X		X							X	X		
	Town				X	X		X			X			X	X			X	X
	Non-Urban																		
	Other	X								X									

Source: Fehr & Peers, 2017.



OPPORTUNITY AREA EVALUATION RESULTS

This section provides a write-up for the proposed Opportunity Areas describing the evaluation and justification for their selection.

Opportunity Area SV-1: City of Scotts Valley, along Mt. Hermon Road and Scotts Valley Drive

Opportunity Area SV-1 is located in the City of Scotts Valley in Santa Cruz County. Key factors considered in Opportunity Area SV-1's boundaries were existing transit and proximity to future high quality transit thresholds and Place Types. A series of existing transit stops and proposed high quality transit stops are located along and adjacent to Mt. Hermon Road and Scotts Valley Drive, identifying this area as a TPA.

Social equity and demographics data were not identified as significant factors in this area; however, the majority of the proposed boundary consists of Suburban Place Types. Opportunity Area SV-1 was not identified as an EDA, but could easily become one once residential and employment densities increase in the area. As a result, Opportunity Area SV-1 is designated as a potential Opportunity Area.

Opportunity Area SC-1: City of Santa Cruz, intersected by State Route (SR) 1 and Bay Street

Opportunity Area SC-1 is located in the City of Santa Cruz in Santa Cruz County. Key factors considered in Opportunity Area SC-1's boundaries were existing transit and proximity to future high quality transit thresholds, residential, employment and activity density, and Place Types. A series of existing transit stops and proposed high quality transit stops are located along SR 1 and Bay Street, however, the transit walkshed threshold was not met in the majority of this area. Based on our analysis, there is a gap in transit walksheds between Opportunity Area SC-2 and roadways leading towards UC Santa Cruz, which suggests this area is not a TPA, but could easily become one with additional transit service.

Place Types in the area are primarily Town and Suburban with some Urban land uses, which support the moderate to high activity densities identified in the area. Median household income data was identified as an issue only in a small portion of the area, while other social equity factors did not meet target thresholds. Opportunity Area SC-1 was not identified as an EDA, but could easily become one once employment densities increase in the area. As a result, Opportunity Area SC-1 is designated as a potential Opportunity Area.



Opportunity Area SC-2: City of Santa Cruz, Downtown including Water Street and Soquel Avenue

Opportunity Area SC-2 is located in the City of Santa Cruz in Santa Cruz County. Key factors considered in Opportunity Area SC-2's boundaries were existing transit and walksheds, and future high quality transit thresholds, median household income, residential density, activity density, and Place Types. A series of existing transit and proposed high quality transit stops were identified throughout the area, primarily along Soquel Avenue, Water Street, and in Downtown Santa Cruz. Transit walksheds meeting the established thresholds were also identified in the area.

Place Types identified were primarily Urban, Town and Suburban, which support the high activity densities identified in the area. Opportunity Area SC-2 encompasses many routes and locations centrally located within the City of Santa Cruz and features characteristics of both a TPA and an EDA. As a result, Opportunity Area SC-2 is designated as an existing/planned Opportunity Area.

Opportunity Area SC-UN-1: Santa Cruz County (Unincorporated), between north of SR 1 and Soquel Drive from Dominican Hospital to Capitola Avenue

Opportunity Area SC-UN-1 is located in the Live Oak and Soquel areas of Santa Cruz County. Key factors considered in Opportunity Area SC-UN-1's boundaries were existing transit service and transit walksheds, and proximity to future high quality transit thresholds, employment, density, percent minority populations (non-white), percent of families below poverty level and median household income and Place Types. A series of existing transit stops and proposed high quality transit stops are located along Soquel Drive. Based on our analysis, the transit walkshed threshold was only within a portion of the area, which suggests this area is not a TPA but could easily become one with some transit service changes.

Opportunity Area SC-UN-1 was identified as an EDA due to the percent minority populations (non-white), percent of families below poverty level, and median household income social equity factors. Opportunity Area SC-UN-1 encompasses many routes and locations centrally located within the communities of Live Oak and Soquel. SC-UN-1 was also identified as a TPA as result of its employment density, proximity to adequate existing transit, and its proximity to planned high quality transit. As a result, Opportunity Area SC-UN-1 is designated as an existing/planned Opportunity Area.

Opportunity Area CA-1: City of Capitola, intersected by 41st Avenue and Capitola Road

Opportunity Area CA-1 is located in the City of Capitola in Santa Cruz County. Key factors considered in Opportunity Area CA-1's boundaries were existing transit walksheds, and proximity



to future high quality transit thresholds, median household income, residential density, employment density, activity density and Place Types. A series of existing transit stops and proposed high quality transit stops are located along 41st Avenue and Capitola Road. In addition, the transit walkshed threshold was met in the majority of this area, identifying Opportunity Area CA-1 as a TPA.

Place Types identified were primarily Suburban and Town, which support the moderate activity densities identified in the area. The area was identified as an EDA due to median household income levels. Opportunity Area CA-1 encompasses many routes and locations centrally located within the City of Capitola and features characteristics of both a TPA and an EDA. As a result, Opportunity Area CA-1 is designated as an existing/planned Opportunity Area.

Opportunity Area SC-UN-2: Santa Cruz County (Unincorporated), between north of SR 1 and Soquel Drive from Cabrillo College perimeter to Aptos Street

Opportunity Area SC-UN-2 is located in Aptos, a census-designated place in Santa Cruz County. Key factors considered in Opportunity Area SC-UN-2's boundaries were existing transit service and transit walksheds, and proximity to future high quality transit thresholds, median household income, employment and activity densities and Place Types. A series of existing transit stops and proposed high quality transit stops are located along Soquel Drive, however, the transit walkshed threshold was not met in the entire area. Based on our analysis, the observed gap within Opportunity Area SC-UN-2 and roadways leading towards Cabrillo College, suggesting this area is a TPA that could be further improved with additional transit service.

Opportunity Area SC-UN-2 was identified as an EDA, due to the percent of families that are below poverty level and median household income social equity factors. Opportunity Area SC-UN-2 encompasses many routes and locations centrally located within the Aptos community and features characteristics of both a TPA and an EDA. As a result, Opportunity Area SC-UN-2 is designated as an existing/planned Opportunity Area.

Opportunity Area WA-1: City of Watsonville, along Freedom Boulevard between Green Valley Road and Main Street

Opportunity Area WA-1 is located in the City of Watsonville in Santa Cruz County. Key factors considered in Opportunity Area WA-1's boundaries were proximity to future high quality transit, percent minority population (non-white), median household income, activity density and Place Types. A series of existing transit stops and proposed high quality transit stops are located along Freedom Boulevard and Clifford Drive; however, the transit walkshed threshold was not met in the



majority of this area due to a gap in transit walksheds between the northern and southern portions of the City. As a result, this area is not a TPA but could become one with additional supportive transit service.

Place Types identified were primarily Suburban and Town, which support the moderate activity densities identified in the area. The area was identified as an EDA, due to the median household income levels most clearly identified in the southern-most portion of the area and the observed percent minority population (non-white). Opportunity Area WA-1 encompasses many routes and locations centrally located within the City of Watsonville and feature characteristics of an EDA and potential to become a TPA in the future. As a result, Opportunity Area WA-1 is designated as a potential Opportunity Area.

Opportunity Area WA-2: City of Watsonville, along Main Street between Main Street / Freedom Boulevard intersection and Pajaro River

Opportunity Area WA-2 is located in the City of Watsonville in Santa Cruz County. Key factors considered in Opportunity Area WA-2's boundaries were existing transit service and transit walksheds, and proximity to future high quality transit thresholds, median household income, percent minority population (non-white), residential density, employment density, activity density and Place Types. A series of existing transit and proposed high quality transit stops are located within Opportunity Area WA-2, identifying this area as a TPA.

Opportunity Area WA-2 was identified as an EDA, due to all social equity factors observed in the area, especially, median household income levels. Place Types identified were primarily Urban with Suburban, which support the high activity densities identified in the area. Opportunity Area WA-2 encompasses many routes and locations centrally located within the City of Watsonville and features characteristics of both a TPA and an EDA. As a result, Opportunity Area WA-2 is designated as an existing/planned Opportunity Area.

Opportunity Area SJB-1: City of San Juan Bautista, north of SR 156 bounded by Monterey Street, 2nd Street and The Alameda

Opportunity Area SJB-1 is located in the City of San Juan Batista in San Benito County. The key factor considered in Opportunity Area SJB-1's boundaries were Place Types, which were primarily Suburban and Town. Transit thresholds, social equity and demographics factors were not identified to be significant in San Juan Bautista relative to other AMBAG jurisdictions; therefore, Opportunity Area SJB-1 is neither a TPA nor an EDA at this time. As a result, Opportunity Area SJB-1 is designated as a potential Opportunity Area.



Opportunity Area HO-1: City of Hollister, west of McCray Street between Santa Ana Road and Tres Pinos Road

Opportunity Area HO-1 is located in the City of Hollister in San Benito County. Key factors considered in Opportunity Area HO-1's boundaries were proximity to future high quality transit, percent of families below poverty level, median household income, percent minority population (non-white), employment and activity densities and Place Types. Place Types identified were primarily Town with Suburban, which support the moderate employment and activity densities identified in the area. A high quality transit stop is proposed near the 4th Street/San Benito Street intersection; however, minimum existing transit frequencies and walksheds were not met. As a result, Opportunity Area HO-1 was not identified as a TPA.

Opportunity Area HO-1 was identified as an EDA due to the percent minority population (non-white), percent of families that are below poverty level, and median household income levels observed relative to other AMBAG jurisdictions. As a result, Opportunity Area HO-1 is designated as a potential Opportunity Area.

Opportunity Area MC-UN-1: Monterey County Unincorporated (Castroville), south of SR 156 and bordered by Census Designated Place boundary

Opportunity Area MC-UN-1 is located in the community of Castroville in Monterey County. Key factors considered in Opportunity Area MC-UN-1's boundaries were existing transit service and transit walksheds, and proximity to future high quality transit thresholds, percent minority population (non-white), percent of families below poverty level, median household income and Place Types. A series of existing transit stops are located along Merritt Street; however, the transit walkshed threshold was not met in the entire area. In addition, a high quality transit stop is proposed along Castroville's boundary to the east. Based on our analysis, the existing transit services coupled with the proposed high quality transit stop identifies this area as a TPA.

Opportunity Area MC-UN-1 was identified as an EDA due to the percent of minority populations, families that are below poverty level, and median household income social equity factors. Place Types identified were primarily Other and Non-Urban, which suggests there is an opportunity for development as future transit plans are implemented. Opportunity Area MC-UN-1 encompasses many routes and locations within the existing Castroville community and features characteristics of both a TPA and an EDA. As a result, Opportunity Area MC-UN-1 is designated as an existing/planned Opportunity Area.



Opportunity Area SA-1: City of Salinas, along N Main Street between E Boronda Road and Salinas Amtrak Station

Opportunity Area SA-1 is located in the City of Salinas in Monterey County. Key factors considered in Opportunity Area SA-1's boundaries were existing transit service and transit walksheds, and proximity to future high quality transit thresholds, percent of families below poverty level, median household income, percent minority population (non-white), activity density and Place Types. A series of existing transit stops and proposed high quality transit stops are located along Main Street; however, the transit walkshed threshold was not met in some locations between West Alven Drive and Larkin Drive. Based on our analysis, there is a gap in transit walksheds between northern and southern-most portions of Opportunity Area SA-1 that can be improved with more transit service and better pedestrian connections. With the northern and southern portions of meeting our transit service and transit walkshed thresholds and the planned placement of high quality transit along the North Main Street corridor we have classified SA-1 as a TPA.

Opportunity Area SA-1 was identified as an EDA, due to the percent minority population (non-white), percent of families below poverty level, and median household income social equity levels observed in the area compared to other AMBAG jurisdictions. Place Types identified were primarily Suburban and Town, which supports the moderate activity densities identified in the area. Opportunity Area SA-1 encompasses many routes and locations within the City of Salinas and features characteristics of an EDA and a TPA. As a result, Opportunity Area SA-1 is designated as an existing/planned Opportunity Area.

Opportunity Area SA-2: City of Salinas, along S Main Street between Salinas Amtrak Station and Blanco Road

Opportunity Area SA-2 is located in the City of Salinas in Monterey County. Key factors considered in Opportunity Area SA-2's boundaries were existing transit service and transit walksheds, and proximity to future high quality transit thresholds, median household income, percent minority population (non-white), residential, employment and activity densities and Place Types. Transit walksheds meeting the established thresholds were identified in the area. In addition, a series of existing transit and proposed high quality transit stops are located within Opportunity Area SA-2, identifying this area as a TPA.

Opportunity Area SA-2 was identified as an EDA due to median household income and the percent minority population (non-white) social equity levels observed in the area compared to other AMBAG jurisdictions. Place Types identified were primarily Urban, Town and Suburban, which support the high activity densities identified in the area. Opportunity Area SA-2 encompasses many



routes and locations centrally located within the City of Salinas and features characteristics of both a TPA and an EDA. As a result, Opportunity Area SA-2 is designated as an existing/planned Opportunity Area.

Opportunity Area SA-3: City of Salinas, along E Alisal Street east of US 101 to John Street

Opportunity Area SA-3 is located in the City of Salinas in Monterey County. Key factors considered in Opportunity Area SA-3's boundaries were existing transit service and transit walksheds, and proximity to future high quality transit thresholds, percent minority population (non-white), percent of families below poverty and median household income levels, residential and activity densities and Place Types. Transit walksheds meeting the established thresholds were identified in the area. In addition, a series of existing transit and proposed high quality transit stops are located within Opportunity Area SA-3, identifying this area as a TPA.

Opportunity Area SA-3 was identified as an EDA due to median household income, percent minority population (non-white), and percent of families that are below poverty social equity levels in the area compared to other AMBAG jurisdictions. Place Types identified were primarily, Town with some Suburban, which support the moderate activity densities identified in the area. Opportunity Area SA-3 encompasses many transit routes and is centrally located within the City of Salinas. Because it features characteristics of both a TPA and an EDA, Opportunity Area SA-3 is designated as an existing/planned Opportunity Area.

Opportunity Area SA-4: City of Salinas, between E Boronda Road and City of Salinas limits

Opportunity Area SA-4 is located in the City of Salinas in Monterey County. Key factors considered in Opportunity Area SA-4's boundaries were its designation by the City as anticipated to receive the majority of new growth in the area and its high percent of minority population.

Place Types identified were primarily Town with some Suburban, which support the moderate activity densities identified in the area. Opportunity Area SA-4 did not meet thresholds for transit service, social equity, or relative employment and land use density. Because it does not feature characteristics of either a TPA or an EDA, Opportunity Area SA-4 is designated as a potential Opportunity Area.



Opportunity Area MA-1: City of Marina, along Reservation Road between Lake Drive and Salinas Avenue

Opportunity Area MA-1 is located in the City of Marina in Monterey County. Key factors considered in Opportunity Area MA-1's boundaries were existing transit service and transit walksheds, and proximity to future high quality transit thresholds, median household income, residential, employment and activity densities and Place Types. Transit walksheds greater than the established thresholds were identified along Reservation Road and Del Monte Boulevard in the area. In addition, a series of existing transit and proposed high quality transit stops are located within Opportunity Area MA-1, which designated this area as a TPA.

Opportunity Area MA-1 was identified as an EDA due to median household income levels in the area compared to other AMBAG jurisdictions. Place Types identified were primarily Suburban, which support the moderate activity densities identified in the area. Opportunity Area MA-1 encompasses many routes and land uses within the City of Marina and features characteristics of both a TPA and an EDA. As a result, Opportunity Area MA-1 is designated as an existing/planned Opportunity Area.

Opportunity Area MA-2: City of Marina, east of SR 1 bounded by Patton Parkway and Divarty Street, and including CSU Monterey Bay

Opportunity Area MA-2 is located in the City of Marina in Monterey County. Key factors considered in Opportunity Area MA-2's boundaries were existing transit service and transit walksheds, and proximity to future high quality transit thresholds, percent of families below poverty level, and Place Types. A series of existing transit stops and proposed high quality transit stops are located within portions of the proposed area. Existing transit walkshed thresholds were observed in a portion of the proposed area. Based on our analysis, there is a gap in transit walksheds between Opportunity Area MA-1 and roadways leading towards CSUMB, which suggests this area is not a TPA but could become one with supportive transit service.

Opportunity Area MA-2 was observed to have a high percent of families that are below poverty levels, however, residential and activity densities are low relative to other AMBAG jurisdictions. As a result, Opportunity Area MA-2 is not designated as an EDA, but has the potential to become one as activity densities increase. Place Types identified were Suburban and Other, which support the low activity densities identified in the area. Opportunity Area MA-2 encompasses many routes and locations within the City of Marina and provides a potential connection between Opportunity Area MA-1 and CSUMB. However, because it currently does not feature characteristics of both a TPA and an EDA, Opportunity Area MA-2 is designated as a potential Opportunity Area.



Opportunity Area SE-1: City of Seaside, includes the City limits of Sand City and extends eastward

Opportunity Area SE-1 is located in the Cities of Seaside and San City in Monterey County. Key factors considered in Opportunity Area SE-1's boundaries were existing transit service and transit walksheds, and proximity to future high quality transit, percent of families below poverty level, median household income, percent minority population (non-white), residential, employment and activity densities and Place Types. A series of existing transit stops and proposed high quality transit stops are located throughout the proposed area. In addition, the established transit walkshed threshold was met throughout most of Opportunity Area SE-1.

Opportunity Area SE-1 was identified as an EDA, due to the percent minority population (non-white), percent of families that are below poverty level, and median household income factors compared to other AMBAG jurisdictions. Place Types identified were primarily Suburban and Town, which support the moderate to high activity densities identified in the area. Opportunity Area SE-1 encompasses many routes and locations within the Cities of Sand City and Seaside and features characteristics of both a TPA and an EDA. As a result, Opportunity Area SE-1 is designated as an existing/planned Opportunity Area.

Opportunity Area SE-2: City of Seaside, bounded by City limits of Seaside and Gigling Road, and including CSU Monterey Bay

Opportunity Area SE-2 is located in the Cities of Seaside and San City in Monterey County. Key factors considered in Opportunity Area SE-2 were existing transit service and transit walk sheds, percent minority population (non-white), and proximity to future high quality transit.

Opportunity Area SE-2. Place Types identified were primarily Other and some Suburban, which supports low to moderate activity densities identified in the area. Opportunity Area SE-2 has portions of its area covered by planned high frequency transit and existing transits service that meet service thresholds and provides a connection to CSUMB to the north. However, because it currently does not feature characteristics of both a TPA and an EDA, Opportunity Area SE-2 is designated as a potential Opportunity Area.

Opportunity Area MO-1: City of Monterey, along Fremont Street west of SR 1

Opportunity Area MO-1 is located in the City of Monterey in Monterey County. Key factors considered in Opportunity Area MO-1's boundaries were existing transit service and transit walksheds, and proximity to future high quality transit thresholds, percent minority population (non-white), median household income, residential density, employment density, activity density



and Place Types. A series of existing transit stops and proposed high quality transit stops are located along Fremont Street within the proposed area. In addition, the established transit walkshed threshold was met throughout most of Opportunity Area MO-1, which designated this area as a TPA.

Opportunity Area MO-1 was identified as an EDA due to the percent minority population (non-white) and the median household income levels that were observed compared to other AMBAG jurisdictions. Place Types identified were primarily Town with minimal suburban, which support the moderate to high activity densities identified in the area. Opportunity Area MO-1 encompasses a significant corridor and includes many destinations within the City of Monterey. As a result, because it features characteristics of both a TPA and an EDA, Opportunity Area MO-1 is designated as an existing/planned Opportunity Area.

Opportunity Area MO-2: City of Monterey, from Municipal Wharfs 1 and 2 bounded by El Dorado Street, Camino El Estero, and Larkin Street.

Opportunity Area MO-2 is located in the City of Monterey in Monterey County. Key factors considered in Opportunity Area MO-2's boundaries were existing transit service and transit walksheds, and proximity to future high quality transit thresholds, median household income, employment and activity densities, and Place Types. A series of existing transit stops and proposed high quality transit stops are located throughout the proposed area. In addition, the established transit walkshed threshold was met throughout the entire area, which designated Opportunity Area MO-2 as a TPA.

Opportunity Area MO-2 was identified as an EDA due to its median household income levels observed relative to other AMBAG jurisdictions. Place Types identified were primarily Urban, which support the high activity densities identified in the area. Opportunity Area MO-2 encompasses a many routes and includes numerous destinations within the City of Monterey. As a result, Opportunity Area MO-2 is designated as an existing/planned Opportunity Area.

Opportunity Area MO-3: City of Monterey, along Lighthouse Avenue bounded by David Avenue, Archer Street, and Presidio of Monterey

Opportunity Area MO-3 is located in the City of Monterey in Monterey County. Key factors considered in Opportunity Area MO-3's boundaries were existing transit service and transit walksheds, and proximity to future high quality transit thresholds, median household income, residential, employment, and activity densities and Place Types. A series of existing transit stops and proposed high quality transit stops are located throughout the proposed area. In addition, the



established transit walkshed threshold was met throughout the entire area, which designated Opportunity Area MO-3 as a TPA.

Opportunity Area MO-3 was identified as an EDA due to its median household income levels compared to other AMBAG jurisdictions. Place Types identified were primarily Urban, which support the high activity densities identified in the area. Opportunity Area MO-3 encompasses a many routes and is centrally located within the City of Monterey. As a result, Opportunity Area MO-3 is designated as an existing/planned Opportunity Area.

Opportunity Area PG-1: City of Pacific Grove, along Lighthouse Avenue bounded by David Avenue, Pine Avenue, and Del Monte Boulevard

Opportunity Area PG-1 is located in the City of Pacific Grove in Monterey County. Key factors considered in Opportunity Area PG-1's boundaries were existing transit service and transit walksheds, and proximity to future high quality transit thresholds, residential, employment, and activity densities and Place Types. A series of existing transit stops are located along Lighthouse Avenue and Fountain Avenue, with proposed high quality transit stops located just outside of the area boundary. The established transit walkshed threshold was not met in most of Opportunity Area PG-1; as a result, this area was not designated as a TPA, but may easily become one as transit service is improved along Lighthouse and Fountain.

Opportunity Area PG-1 was also not identified as an EDA due to its social equity factors relative to other AMBAG jurisdictions. Place Types identified were primarily Town, which support the moderate activity densities identified in the area. Opportunity Area PG-1 does not currently feature characteristics of a TPA or an EDA, and as a result is designated as a potential Opportunity Area.

Opportunity Area CM-1: City of Carmel By-The-Sea, bordered by 3rd Avenue, Torres Street, and Cassanova north of Ocean Avenue, and the City limits and 11th Street south of Ocean Avenue

Opportunity Area CM-1 is located in the City of Carmel in Monterey County. Key factors considered in Opportunity Area CM-1's boundaries were existing transit service and transit walksheds, residential and activity densities and Place Types. A series of transit stops currently exist within the proposed area, with only partial transit walkshed coverage observed. In addition, there are no proposed future high quality transit stops in Opportunity Area CM-1. As a result, Opportunity Area CM-1 was not designated as a TPA, but could become one with the support of future high quality transit.



Opportunity Area CM-1 was identified as an EDA due to the median household income levels observed compared to other AMBAG jurisdictions. Place Types identified were primarily Town, which support the moderate activity densities identified in the area. Because Opportunity Area CM-1 does not currently feature characteristics of a TPA, it is designated as a potential Opportunity Area.

Opportunity Area GO-1: City of Gonzales, east of Alta Street bounded by 10th Street, Fanoe Road / Herold Parkway, and Jersey Drive

Opportunity Area GO-1 is located in the City of Gonzales in Monterey County. Key factors considered in Opportunity Area GO-1's boundaries were existing transit service and proximity to future high quality transit, percent of families below poverty level and median household income levels, and Place Types. A series of existing transit stops and proposed high quality transit stops are located throughout the proposed area, however, the established transit walkshed threshold was not met. As a result, Opportunity Area GO-1 was not designated as a TPA, but it could become one with the support of future transit service.

Opportunity Area GO-1 was identified as an EDA due to the percent of families that are below the poverty level and median household income levels that were to other AMBAG jurisdictions. Place Types identified were primarily Suburban. Opportunity Area GO-1 is designated as a potential Opportunity Area.

Opportunity Area SO-1: City of Soledad, east of US 101 and south of SR 146 bounded by East Street and the City limits

Opportunity Area SO-1 is located in the City of Soledad in Monterey County. Key factors considered in Opportunity Area SO-1's boundaries were existing transit service and proximity to future high quality transit, percent minority population (non-white), percent of families below poverty level and median household income levels, residential, employment and activity densities and Place Types. Two existing transit stops and two proposed high quality transit stops are located within the proposed area; however, the established transit walkshed threshold was not met. As a result, Opportunity Area SO-1 was not designated as a TPA, but could become one with the support of future transit service.

Opportunity Area SO-1 was identified as an EDA, due to the percent of families that are below the poverty level and median household income levels that were observed relative to other AMBAG jurisdictions. Place Types identified were primarily Suburban, which support the moderate activity densities identified in the area. Opportunity Area SO-1 encompasses many routes and is centrally



located within the City of Soledad. However, because it does not currently feature characteristics of a TPA, Opportunity Area SO-1 is designated as a potential Opportunity Area.

Opportunity Area GR-1: City of Greenfield, west of US 101 boarded by Walnut Avenue, 12th Street and Elm Avenue

Opportunity Area GR-1 is located in the City of Greenfield in Monterey County. Key factors considered in Opportunity Area GR-1's boundaries were existing transit service and proximity to future high quality transit, percent minority population (non-white), percent of families below poverty level and median household income levels, residential, employment and activity densities and Place Types. A series of existing transit stops and proposed high quality transit stops are located throughout the proposed area, however, the established transit walkshed threshold was not met. As a result, Opportunity Area GR-1 was not designated as a TPA, but it could become one with the support of future transit service.

Opportunity Area GR-1 was identified as an EDA, due to the percent minority population (non-white), percent of families that are below the poverty level, and median household income levels that were observed relative to other AMBAG jurisdictions. Place Types identified were primarily Town, which support the moderate activity densities identified in the area. Opportunity Area GR-1 does not currently feature characteristics of a TPA, and as a result is designated as a potential Opportunity Area.

Opportunity Area KC-1: City of King City, Canal Street, King Street, the City limits and Division Street

Opportunity Area KC-1 is located in the City of King City in Monterey County. Key factors considered in Opportunity Area KC-1's boundaries were existing transit service and proximity to future high quality transit, percent of families below poverty level and median household income levels, residential, employment and activity densities and Place Types. A series of existing transit stops and proposed high quality transit stops are located throughout the proposed area, however, the established transit walkshed threshold was not met. As a result, Opportunity Area KC-1 was not designated as a TPA, but it could become one with additional future transit service.

Opportunity Area KC-1 was identified as an EDA due to the percent of families that are below the poverty level and median household income levels observed relative to other AMBAG jurisdictions. Place Types identified were primarily Town, which support the moderate activity densities identified in the area. Opportunity Area KC-1 encompasses many routes and is centrally located within the



City of King City, it but does not currently feature characteristics of a TPA. As a result, Opportunity Area KC-1 is designated as a potential Opportunity Area.

NEXT STEPS

This memorandum has been updated based on comments received on the initial set of draft Opportunity Areas identified in this memorandum. Results have been integrated into this final memorandum, with associated maps, that can be used by project stakeholders.



APPENDIX A: INITIAL MAP PACKAGE

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Figure 4	AMBAG Region Future Transit Layers
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Source: Fehr & Peers, 2016



APPENDIX B: OPPORTUNITY AREAS BY PLACE TYPE

Place Types	Opportunity Areas	
	Existing/Planned	Potential
Urban (5) TOTAL		
Existing/Planned: 5	SC-2	
Potential: 0	WA-2	
	SA-2	
	MO-2	
	MO-3	
Suburban (12) TOTAL		
Existing/Planned: 6	CA-1	SV-1
Potential: 6	SC-UN-2	SC-UN-1
	MA-1	WA-1
	SE-1	SJB-1
	MA-1	GO-1
	SA-1	SO-1
Town (10) TOTAL		
Existing/Planned: 2	SA-3	SC-1
Potential: 8	MO-1	HO-1
		MA-2
		PG-1
		CM-1
		GR-1
		KC-1
		SA-4
Non-Urban (0) TOTAL		
Existing/Planned: 0		
Potential: 0		



APPENDIX B: OPPORTUNITY AREAS BY PLACE TYPE

Place Types	Opportunity Areas	
	Existing/Planned	Potential
Other (2) TOTAL		
Existing/Planned: 1	MC-UN-1	SE-2
Potential: 1		

Source: Fehr & Peers, 2016



APPENDIX C: OPPORTUNITY AREAS BY JURISDICTION

Jurisdiction	Opportunity Areas	
	Existing/Planned	Potential
Santa Cruz County		
Scotts Valley (1) TOTAL		
Existing/Planned: 0		SV-1
Potential: 1		
Santa Cruz (2) TOTAL		
Existing/Planned: 1	SC-1	SC-2
Potential: 1		
Capitola (1) TOTAL		
Existing/Planned: 1	CA-1	
Potential: 0		
Watsonville (2) TOTAL		
Existing/Planned: 2	WA-2	WA-1
Potential: 0		
Unincorporated (2) TOTAL		
Existing/Planned: 2	SC-UN-2	SC-UN-1
Potential: 0		
San Benito County		
San Juan Bautista (1) TOTAL		
Existing/Planned: 0		SJB-1
Potential: 1		
Hollister (1) TOTAL		
Existing/Planned: 1		HO-1
Potential: 0		
Monterey County		
Castroville (1) TOTAL		
Existing/Planned: 1	MC-UN-1	
Potential: 0		



APPENDIX C: OPPORTUNITY AREAS BY JURISDICTION

Jurisdiction	Opportunity Areas	
	Existing/Planned	Potential
Salinas (4) TOTAL		
Existing/Planned: 3	SA-1	SA-4
Potential: 1	SA-2	
	SA-3	
Marina (2) TOTAL		
Existing/Planned: 1	MA-1	MA-2
Potential: 1		
Seaside (2) TOTAL		
Existing/Planned: 1	SE-1	SE-2
Potential: 1		
Del Rey Oaks (0) TOTAL		
Existing/Planned: 0		
Potential: 0		
Monterey (3) TOTAL		
Existing/Planned: 3	MO-1	
Potential: 0	MO-2	
	MO-3	
Pacific Grove (1) TOTAL		
Existing/Planned: 0		PG-1
Potential: 1		
Carmel (1) TOTAL		
Existing/Planned: 0		CM-1
Potential: 1		
Gonzales (1) TOTAL		
Existing/Planned: 1		GO-1
Potential: 0		
Soledad (1) TOTAL		



APPENDIX C: OPPORTUNITY AREAS BY JURISDICTION

Jurisdiction	Opportunity Areas	
	Existing/Planned	Potential
Existing/Planned: 1		SO-1
Potential: 0		
Greenfield (1) TOTAL		
Existing/Planned: 1		GR-1
Potential: 0		
King City (1) TOTAL		
Existing/Planned: 1		KC-1
Potential: 0		

Source: Fehr & Peers, 2016



APPENDIX D: TRANSIT PRIORITY PROJECTS

AMBAG's MTP/SCS uses a Place Type¹ process to identify land use patterns and supporting transportation projects. Identifying Transit Priority Projects (TPPs) involves connecting Place Type typologies to sets of transportation improvements that facilitate improved mobility, access and circulation for the region's residents, as well as supporting the SCS's greenhouse gas reduction goals. Below is a list of Place Type categories followed by a list of potential transportation projects that are appropriate for the given land use.

Transit Priority Projects typically may be most appropriate within Opportunity Areas but could also be considered in other areas where additional factors support their consideration. Example TPPs should not be applied without considering the local context any particular city and consulting affected stakeholders.

Urban Place Types

The Urban Place Type is generally characterized by higher density development with compact development patterns. The street network is a grid, or close to it, with short blocks and multimodal facilities. Examples include the downtowns of Santa Cruz, Salinas and Monterey. Example projects include but are not limited to:

- Regional mobility hubs: a consolidated locations where a wide variety of multimodal transportation services are offered including but not limited to bus, passenger rail, shuttles, bike sharing, car sharing, and neighborhood electric vehicles.
- High frequency (15-minute headways or better) bus transit service on key corridors with bus priority treatments and high quality amenities.
- Planned passenger rail or regional bus rapid transit (BRT) and rapid bus services connecting key activity and employment centers.
- A comprehensive network of high quality bicycle facilities including cycle tracks, bicycle lanes and bicycle boulevards.
- Comprehensive transportation demand management programs designed to promote multimodal travel options for residents and employees.

¹ Place Types characterize land use and transportation contexts and fall into the following categories: urban, suburban, town, non-urban and other. Each place type category, with the exception of "other", includes residential and commercial classifications. Additionally, the urban, suburban and town categories also contain mixed use classifications. The "other" category includes industrial and manufacturing uses, airports, open space and institutional uses.



Suburban Place Types

Suburban place types are low to medium intensity land uses with one to two-story buildings on the low end of that spectrum four-story buildings on the high end. The transportation network is generally more auto oriented, and there are larger block sizes. This typology includes regional commercial centers, such as the Capitola Mall, and large employment centers such as Ryan Ranch. Examples include Scotts Valley, Capitola and Hollister. Example projects include but are not limited to:

- Local mobility hubs: a consolidated location where a variety of multimodal transportation services are offered. Local mobility hubs are lower scale and have less frequent bus or rail service than regional mobility hubs.
- First/last mile connections to mobility hubs emphasizing ridesharing and on demand transit solutions.
- Frequent (30-minute headways) bus transit service.
- Regional express bus service to universities and nearby cities with high employment concentrations.
- Bicycle facilities that provide first/last mile connections from mobility hubs to shopping, employment or residential areas.
- Targeted transportation demand management programs for major employers.
- Park-and-ride lots at mobility hubs and near major freeway ramps.

Town Place Types

Town place types are also low to medium intensity but have a more traditional grid street pattern due to the era in which they were built. Examples include Downtown Carmel, New Monterey, and 5th Street in Hollister. Example projects include but are not limited to:

- Frequent (30-minute headways) bus transit service.
- First/last mile connections to mobility hubs emphasizing ridesharing and on demand transit solutions.
- Regional express bus service to universities and nearby cities with high employment concentrations.
- Bicycle facilities that connect the local commercial areas to residential areas of town.
- Regional ridesharing programs that are supported by regional/county transportation agencies.



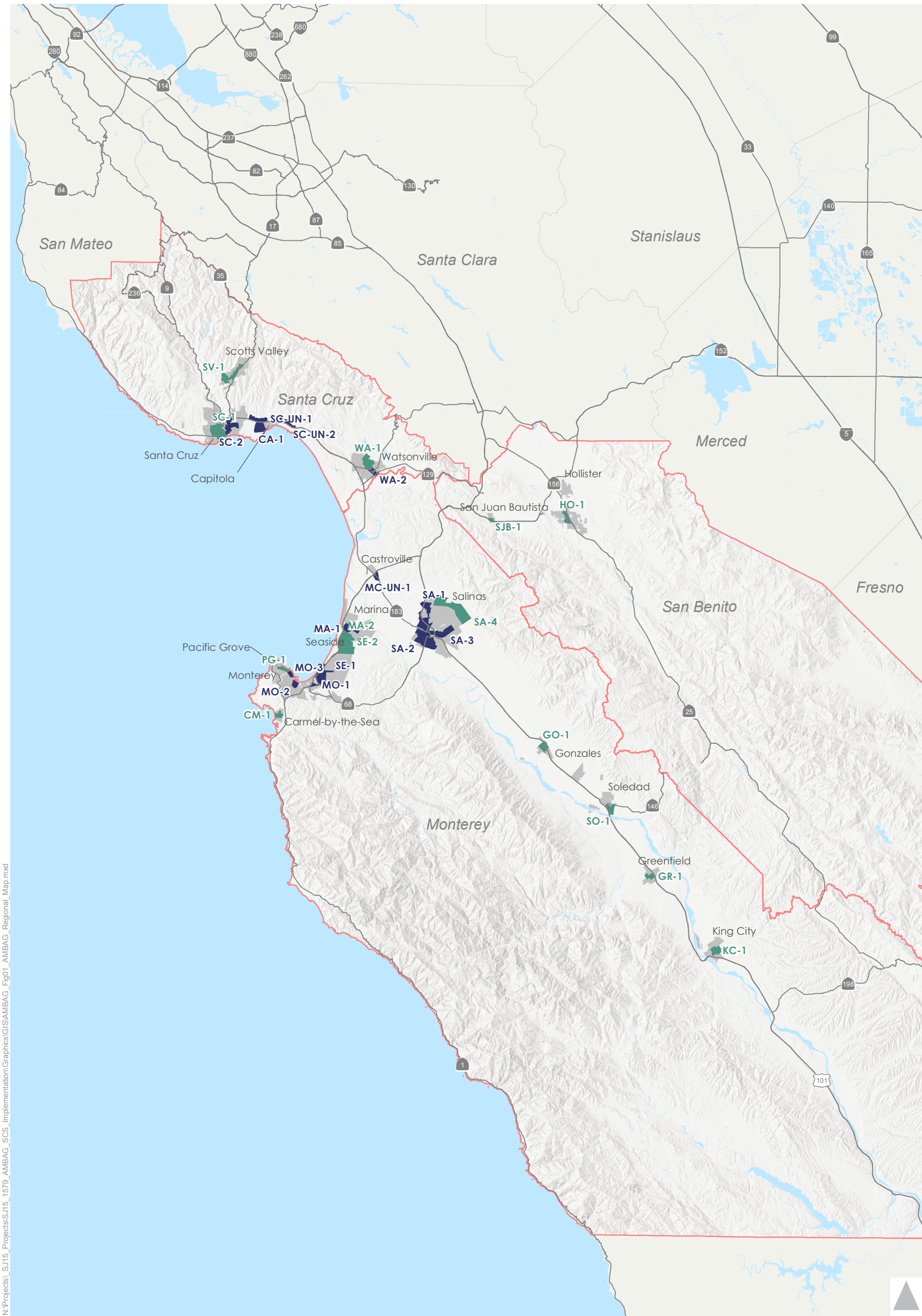
Non-Urban Place Types

These place types are low intensity uses in more rural or exurban areas and include agricultural uses, rural commercial areas, and residential land uses. The street patterns in residential areas may be grid like but there are few streets and the area is typically surrounded by open space or agricultural uses. These areas are typically very auto oriented due to their rural nature.

- Regional express bus service to universities and nearby cities with high employment concentrations.
- A subsidized vanpool program managed by the regional county transportation agency.
- Mini or limited mobility hubs at key locations.
- Mobile medical clinics.
- University sponsored ridesharing and shuttle systems.
- Last mile bicycle facilities that connect to express bus stops.

Other Place Types

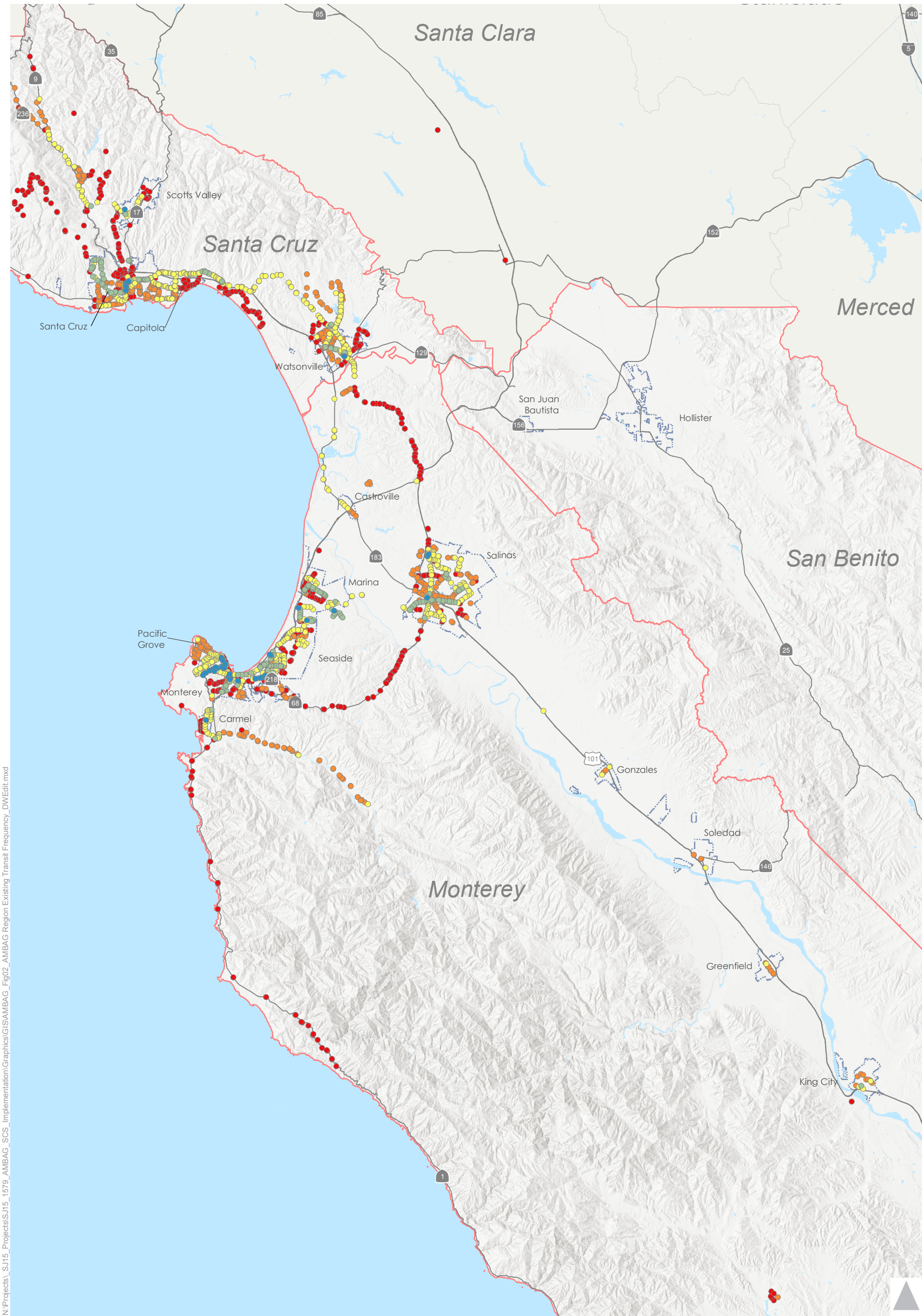
This category of land uses includes industrial and manufacturing, airports, open space and institutional facilities. These land uses can be located in very diverse place type settings and the transportation systems serving each of these facilities vary accordingly. In the case of industrial and manufacturing land uses the transportation network is usually very auto oriented and accommodates large delivery trucks. Airports are their own unique transportation system. Open space areas can exist in a wide variety of contexts including dense residential areas or rural areas. Institutional facilities include large schools and hospitals. All of these land use types require careful planning which is usually done on a place by place basis to capture the unique characteristics of each land use, such as parks, schools and airports.



- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Place (CDP) Boundaries



Figure 1
(Draft) AMBAG Region Opportunity Area Locations



Existing Transit Frequency (Aggregate Trips per Hour)

- < 3
- 4 - 6
- 7 - 15
- 16 - 25
- > 25

- AMBAG Region
- City or Census Designated Place Boundaries



Figure 2
(Draft) AMBAG Region Existing Transit Frequency

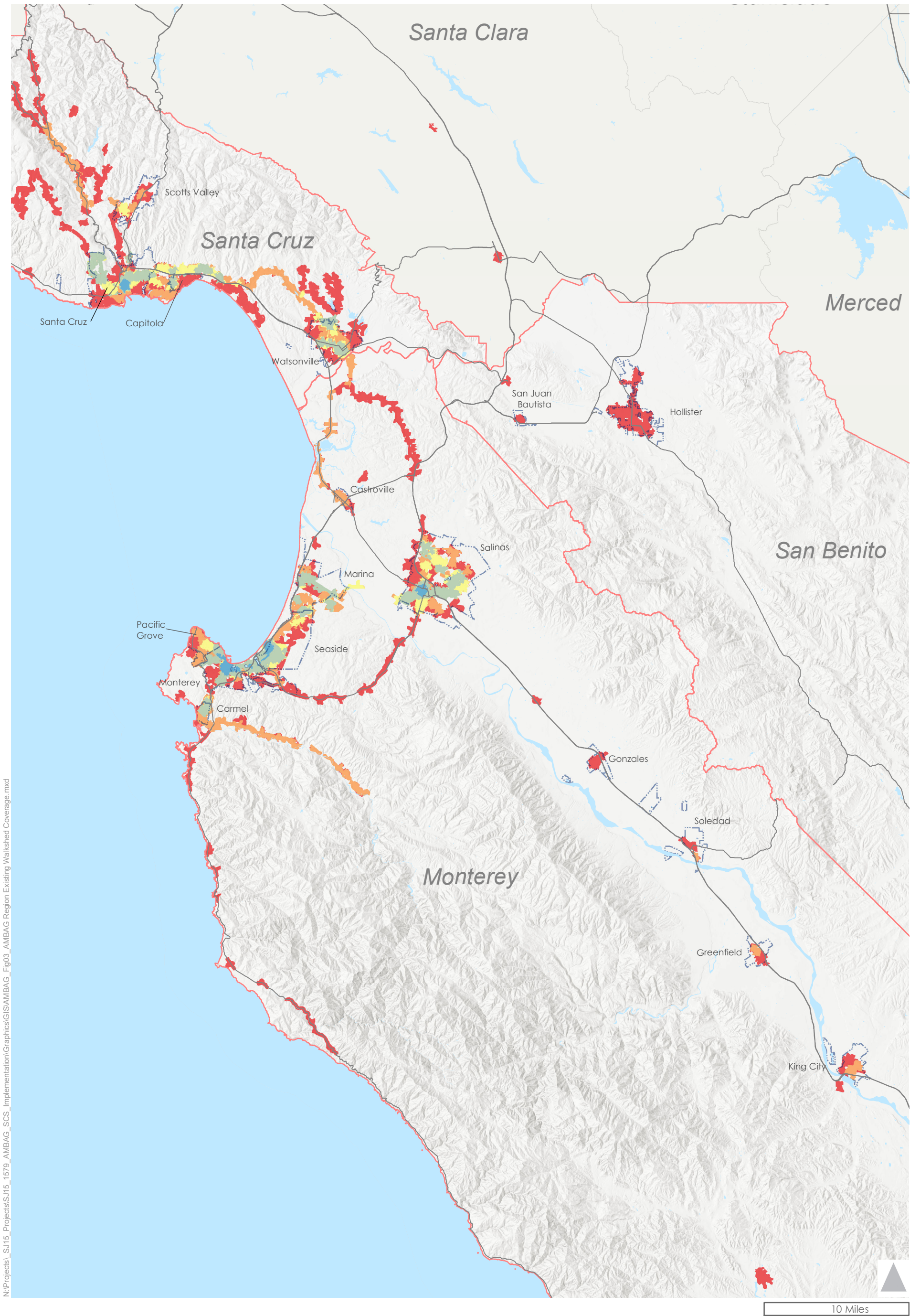
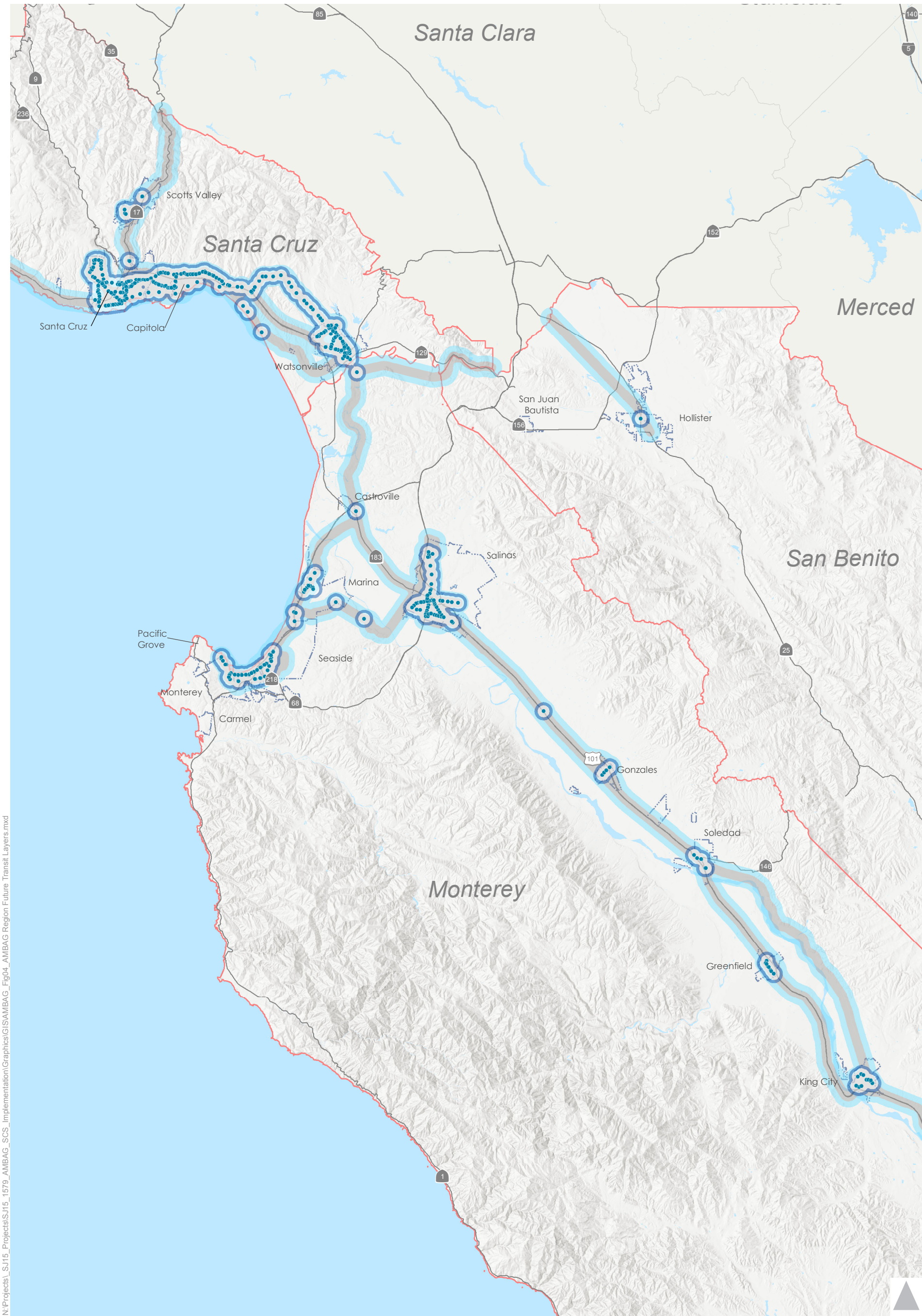


Figure 3
(Draft) AMBAG Region Existing Walkshed Coverage



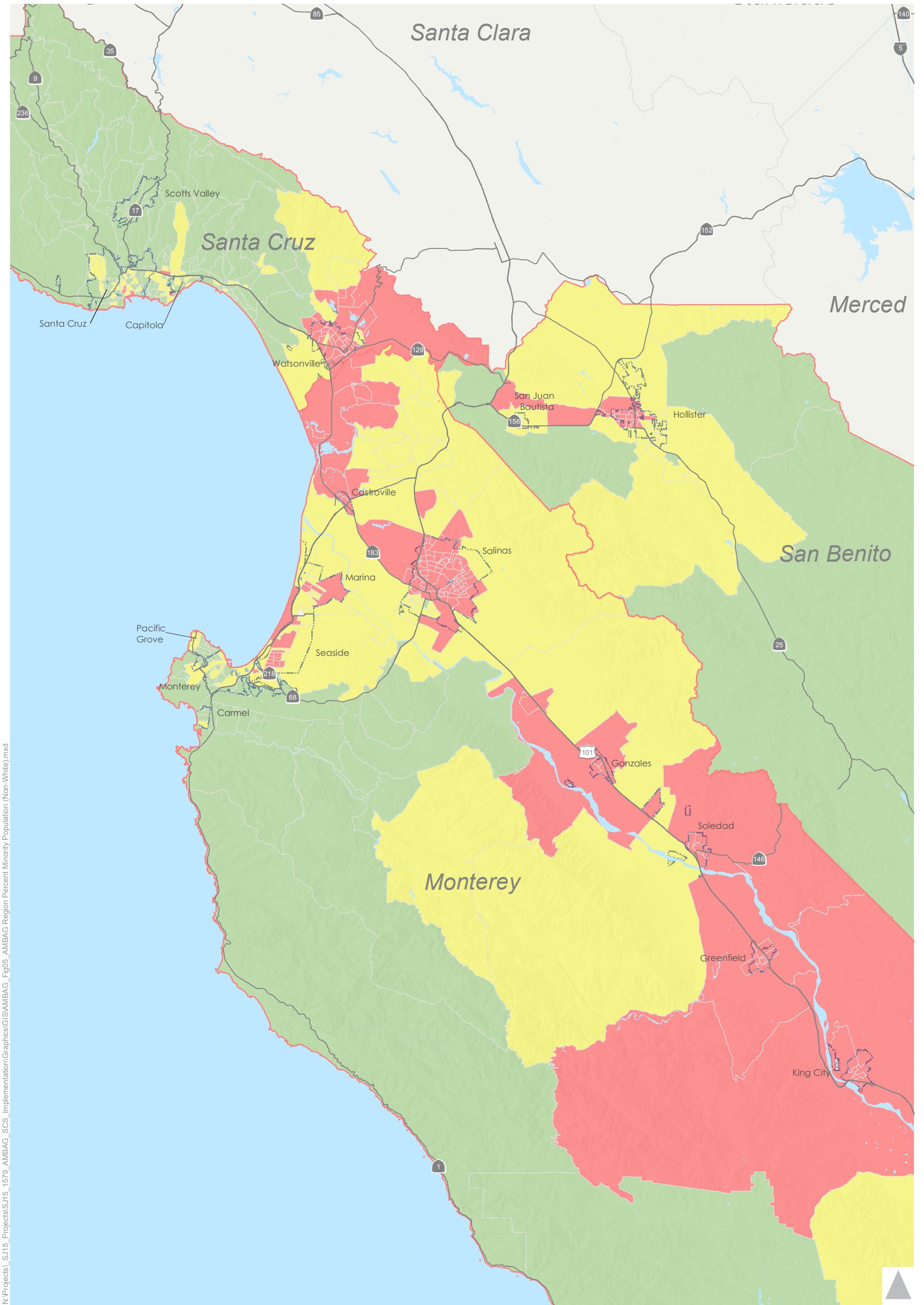
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Future Transit Layers

- 2035 High Quality Transit Stops
- ▭ 2035 High Quality Transit Stop 1/2 Mile Buffer
- ▭ 2035 High Quality Transit Corridor 1/2 Mile Buffer
- ▭ AMBAG Region
- ▭ City or Census Designated Place (CDP) Boundaries



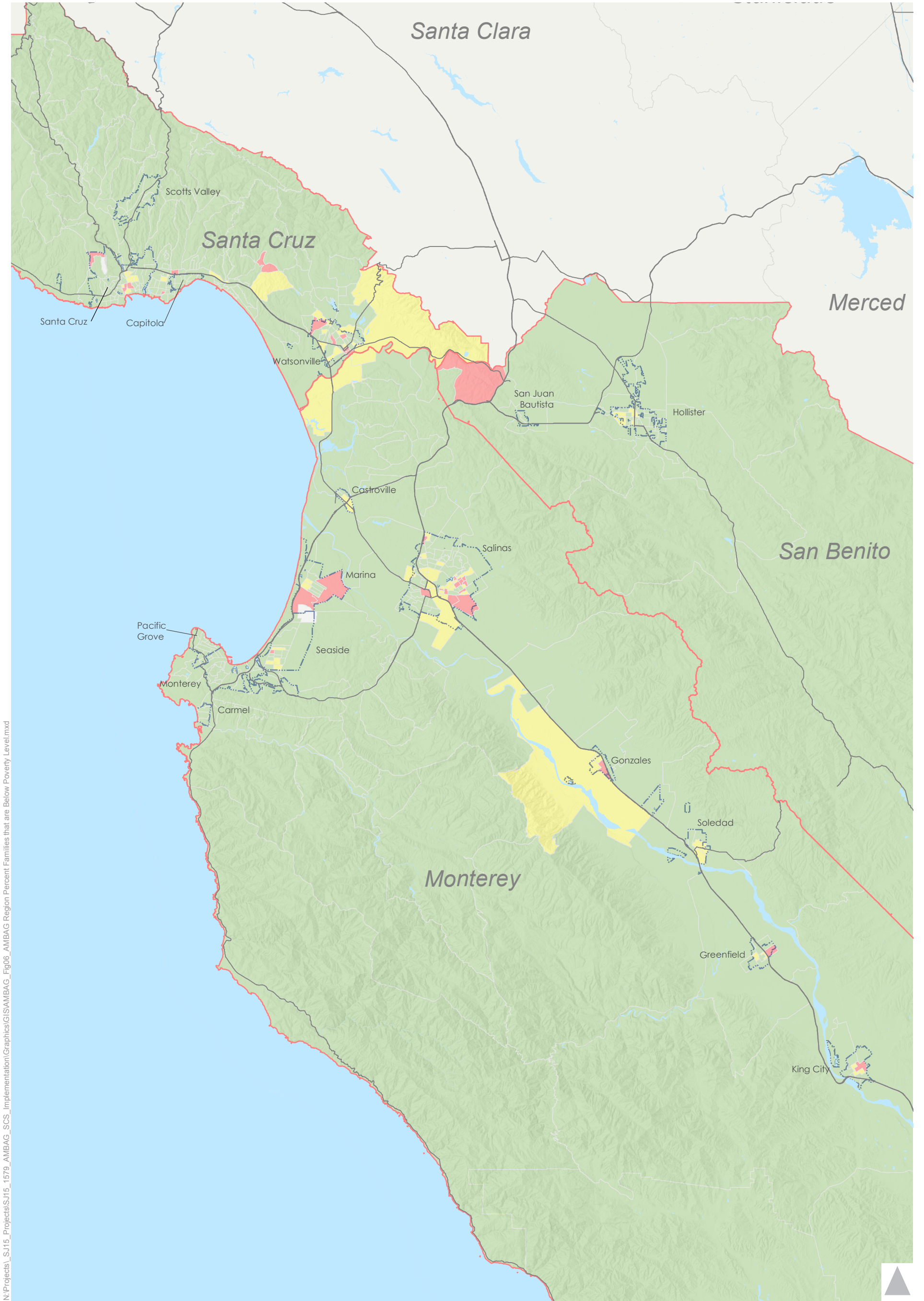
Figure 4
(Draft) AMBAG Region Future Transit Layers



- Percent Minority Population (Non-White)**
- >65% Minority Populations
 - 30%-65% Minority Populations
 - <30% Minority Population
 - AMBAG Region
 - City or Census Designated Place (CDP) Boundaries



Figure 5
(Draft) AMBAG Region percent Minority Population (Non-White)

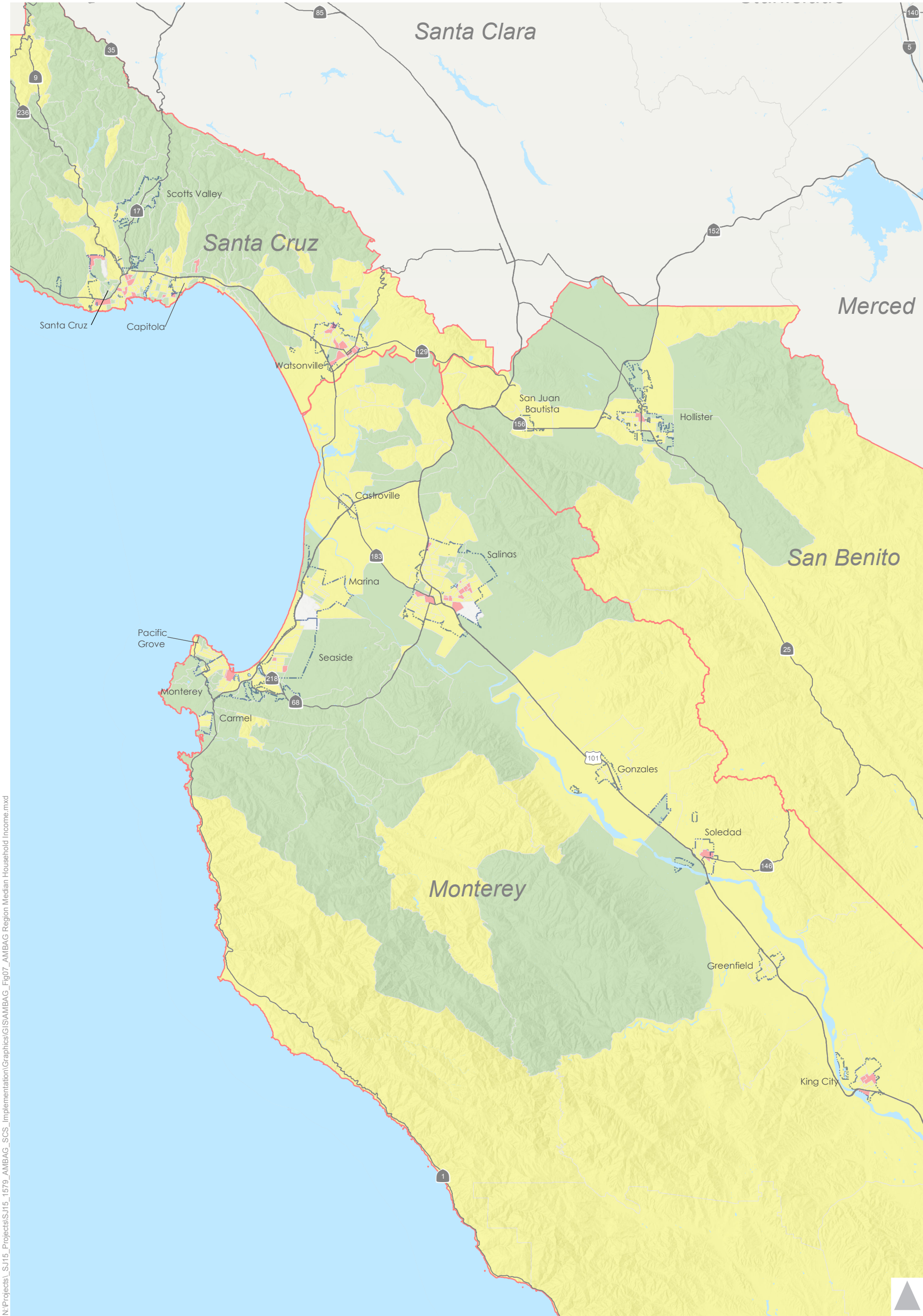


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- Percent of Families that are Below Poverty Level**
- <20%
 - 20%-35%
 - >35%
 - AMBAG Region
 - City or Census Designated Place (CDP) Boundaries



Figure 6
(Draft) AMBAG Region Percent Families that are Below Poverty Level



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- Median Household Income**
- <\$35, 000
 - \$35,000 - \$75,000
 - > \$75,000
 - AMBAG Region
 - City or Census Designated Place (CDP) Boundaries



Figure 7
(Draft) AMBAG Region Median Household Income

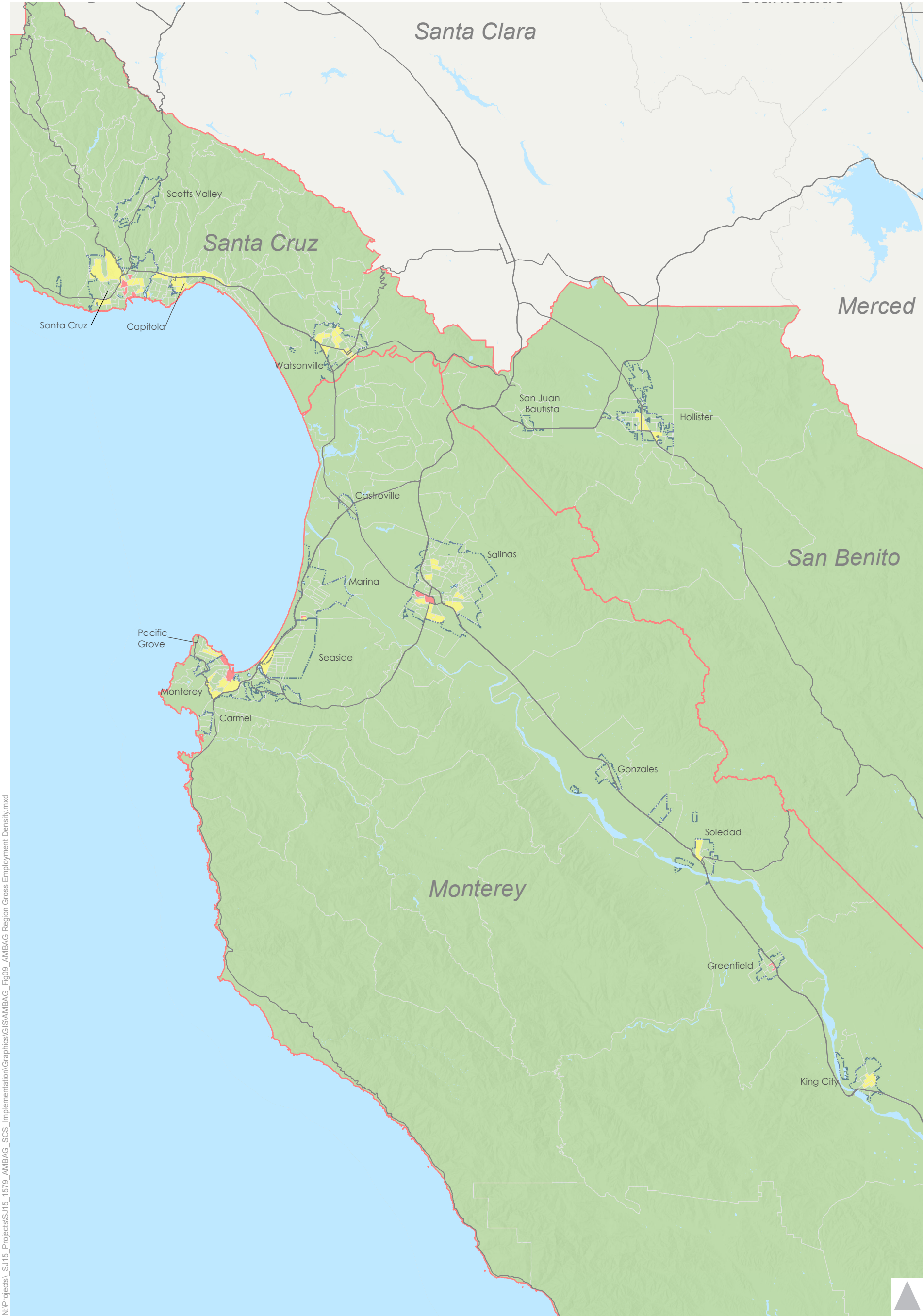


N:\Projects_SJ15_Projects\SJ15_1579_AMBAG_SCS_Implementation\Graphics\GIS\AMBAG_Fig08_AMBAG Region Gross Residential Density.mxd

- Gross Residential Density - DU/Acre**
- < 4
 - 4-8
 - > 8
 - AMBAG Region
 - City or Census Designated Place (CDP) Boundaries



Figure 8
(Draft) AMBAG Region Gross Residential Density - DU/Acre



N:\Projects_SJ15_Projects\SJ15_1579_AMBAG_SCS_Implementation\Graphics\GIS\AMBAG_Fig09_AMBAG Region Gross Employment Density.mxd

- Gross Employment Density- Jobs/Acre**
- < 5
 - 5-15
 - > 15
 - AMBAG Region
 - City or Census Designated Place (CDP) Boundaries



Figure 9
(Draft) AMBAG Region Gross Employment Density - Jobs/Acre



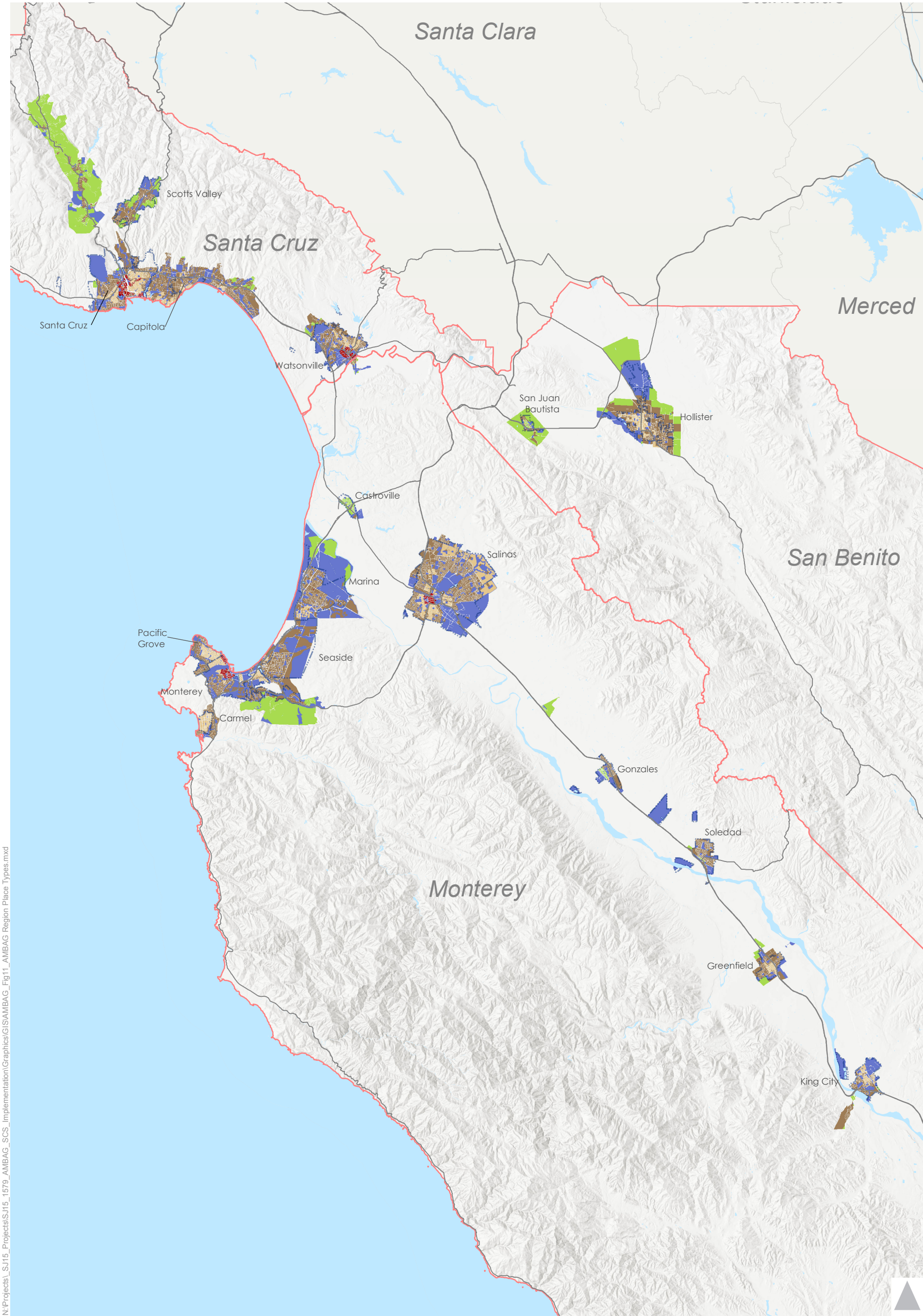
N:\Projects_SJ15_Projects\SJ15_1579_AMBAG_SCS_Implementation\Graphics\GIS\AMBAG_Fig10_AMBAG Region Gross Activity Density.mxd

- Gross Activity Density (DU+Jobs/Acre)**
- < 8
 - 8-20
 - > 20
 - AMBAG Region
 - City or Census Designated Place (CDP) Boundaries



Figure 10

(Draft) AMBAG Region Gross Activity Density - (DU + Jobs/Acre)



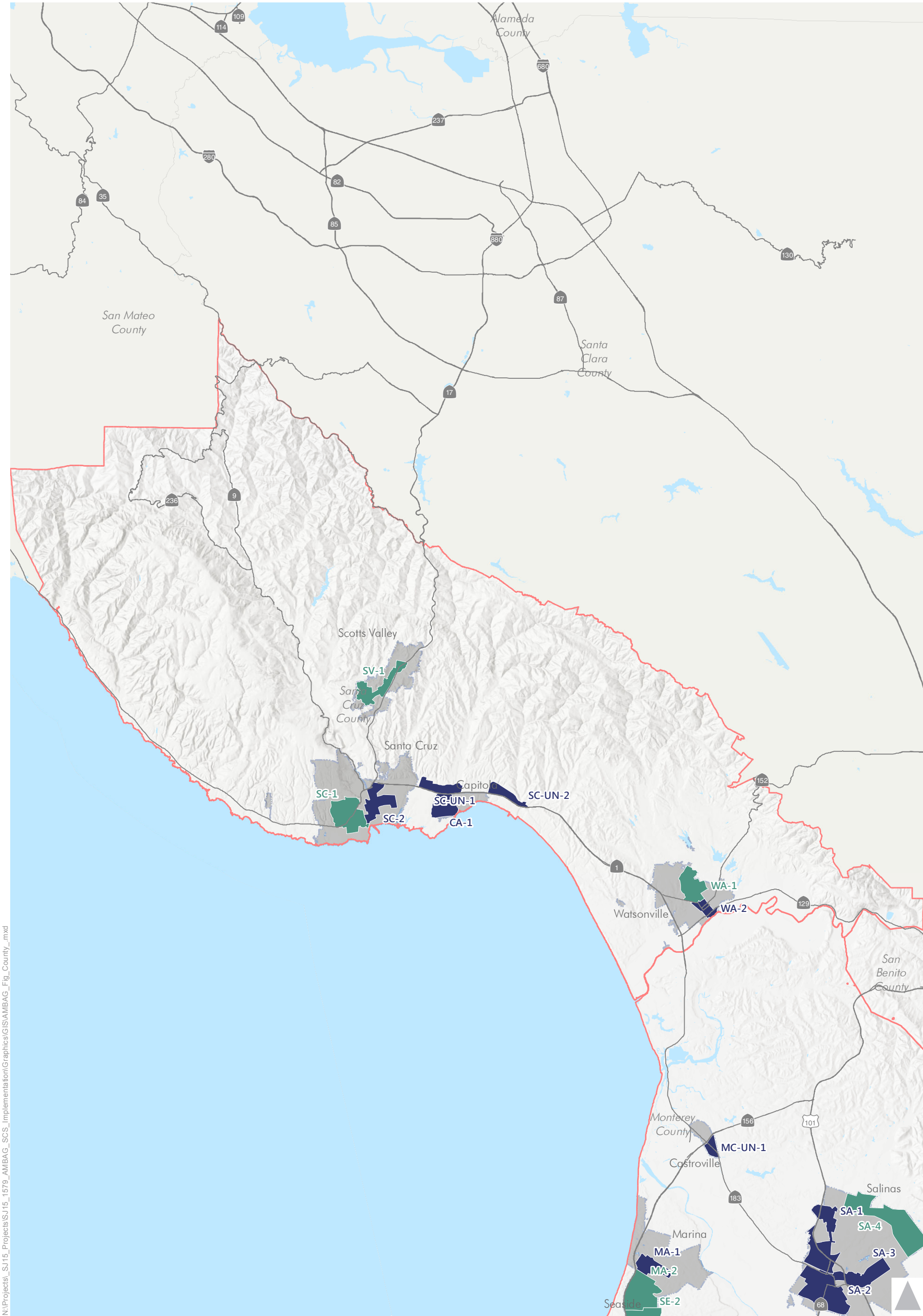
N:\Projects_SJ15_Projects\SJ15_1579_AMBAG_SCS_Implementation\Graphics\GIS\AMBAG_Fig11_AMBAG Region Place Types.mxd

Place Types

- Urban Place Types
- Suburban Place Types
- Town Place Types
- Non-Urban Place Types
- Other
- AMBAG Region
- City or Census Designated Place (CDP) Boundaries



Figure 11
(Draft) AMBAG Region Place Types



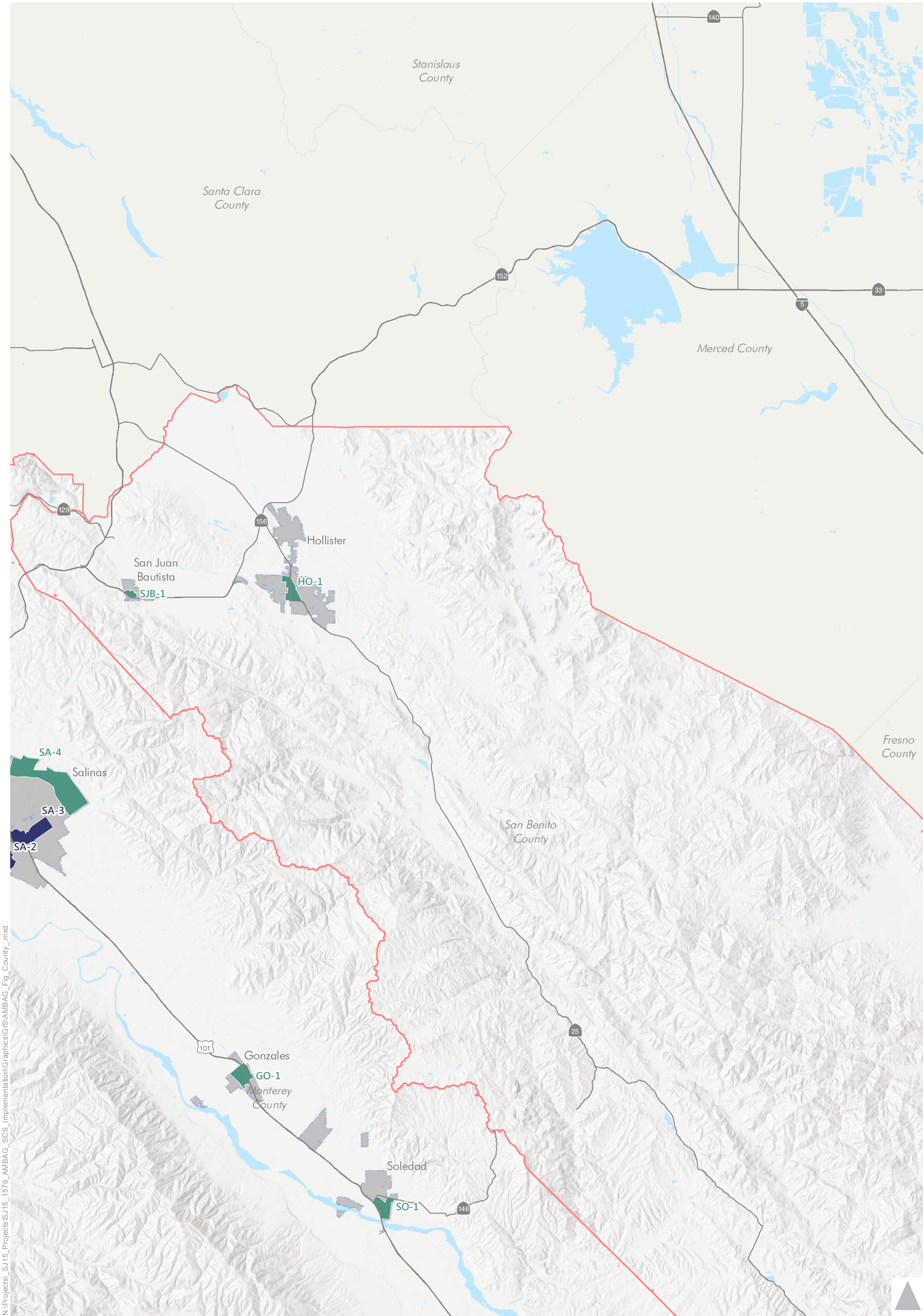
N:\Projects\ SJ15_Projects\SJ15_1579_AMBAG_SCS_Implementation\Graphics\GIS\AMBAG_Fig_County_.mxd

Opportunity Areas

- Existing/Planned Opportunity Areas
- Potential Opportunity Areas
- AMBAG Region
- City or Census Designated Place (CDP) Boundaries



Figure 12
(Draft) Santa Cruz County Opportunity Area Locations

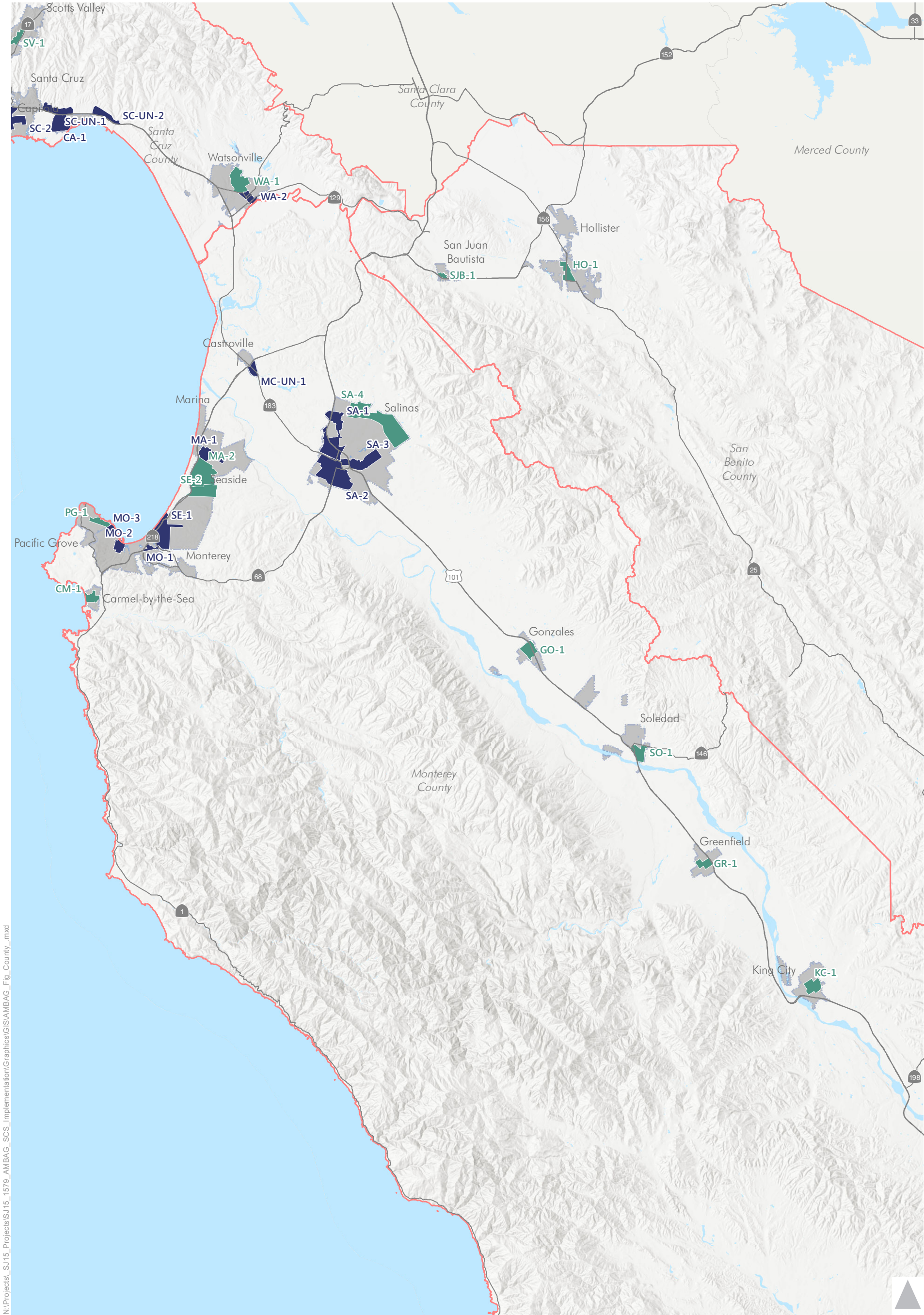


N:\Projects\ SJ\15_Projects\SJ\15_1579_AMBAG_SCS_Implementation\Graphics\GIS\AMBAG_Fig_County.mxd

- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Place (CDP) Boundaries



Figure 13
(Draft) San Benito County Opportunity Area Locations

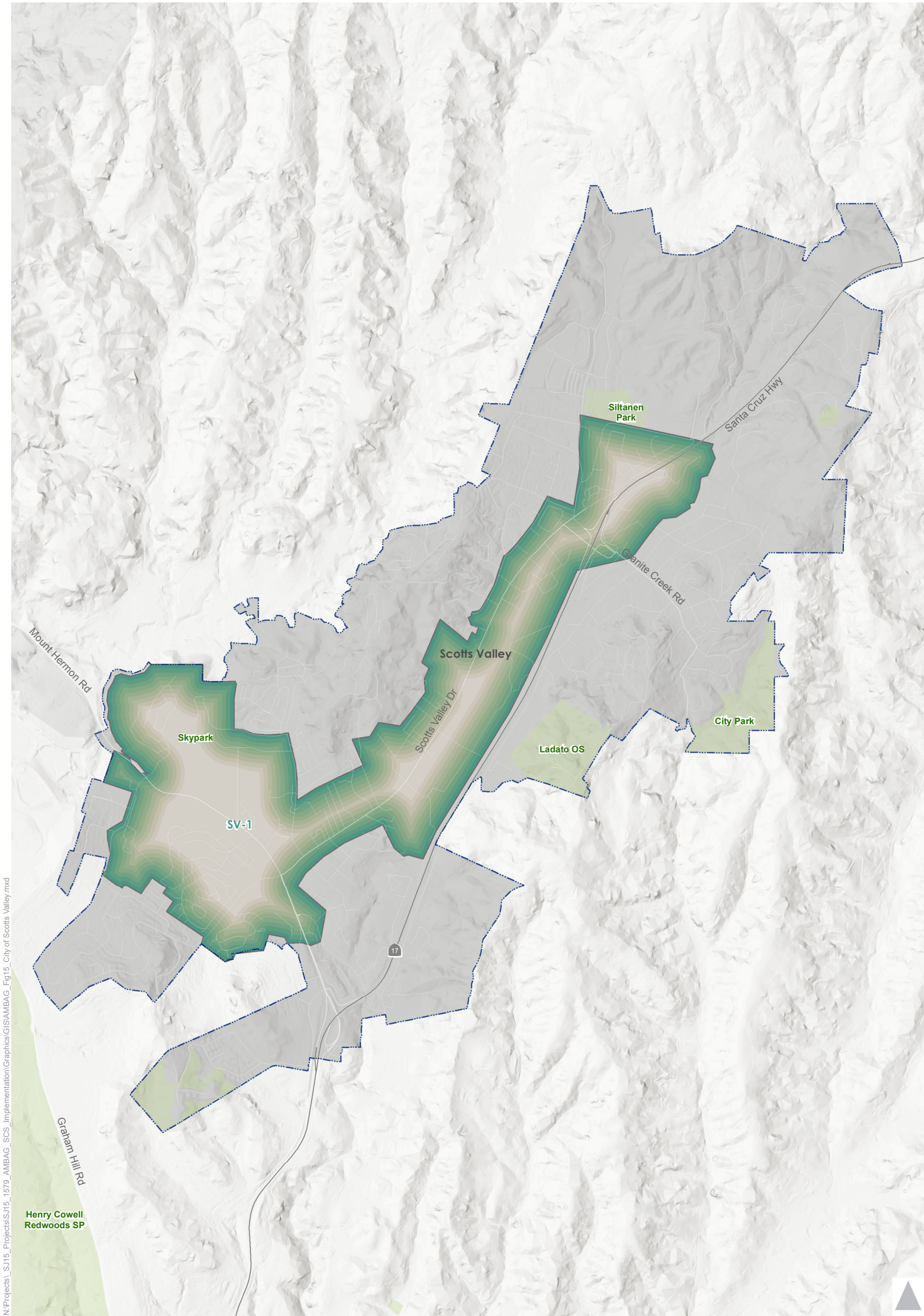


N:\Projects_SJ\15_Projects\SJ15_1579_AMBAG_SCS_Implementation\Graphics\GIS\AMBAG_Fig_County_mxd

- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Place (CDP) Boundaries



Figure 14
(Draft) Monterey County Opportunity Area Locations



N:\Projects_SJ15_Projects\SJ15_1579_AMBAG_SCS_Implementation\Graphics\GIS\AMBAG_Fig15_City of Scotts Valley.mxd

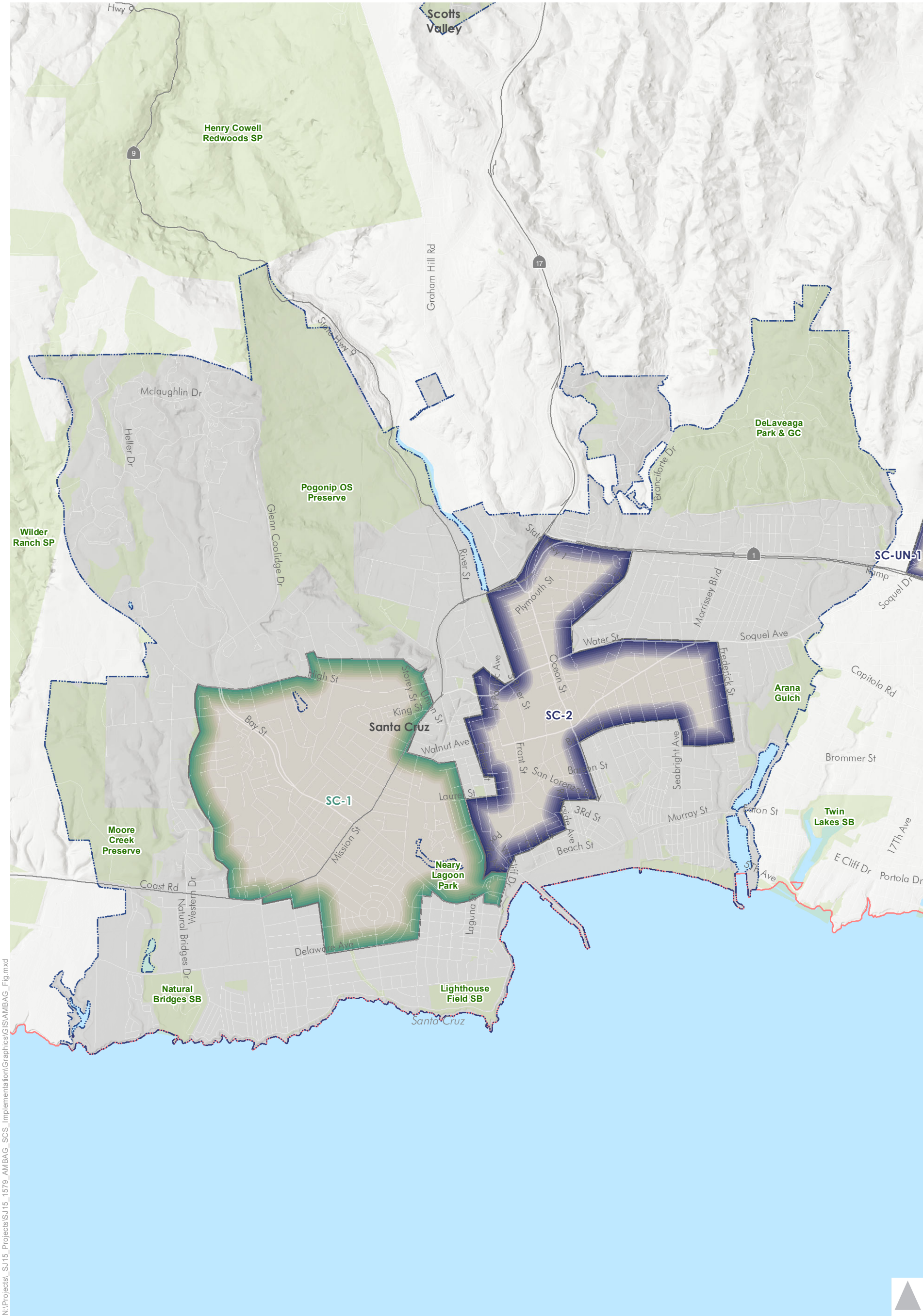
Opportunity Areas

- Existing/Planned Opportunity Areas
- Potential Opportunity Areas
- AMBAG Region
- City or Census Designated Places (CDP) Boundaries
- Unincorporated Areas



Figure 15

(Draft) City of Scotts Valley Opportunity Area Locations

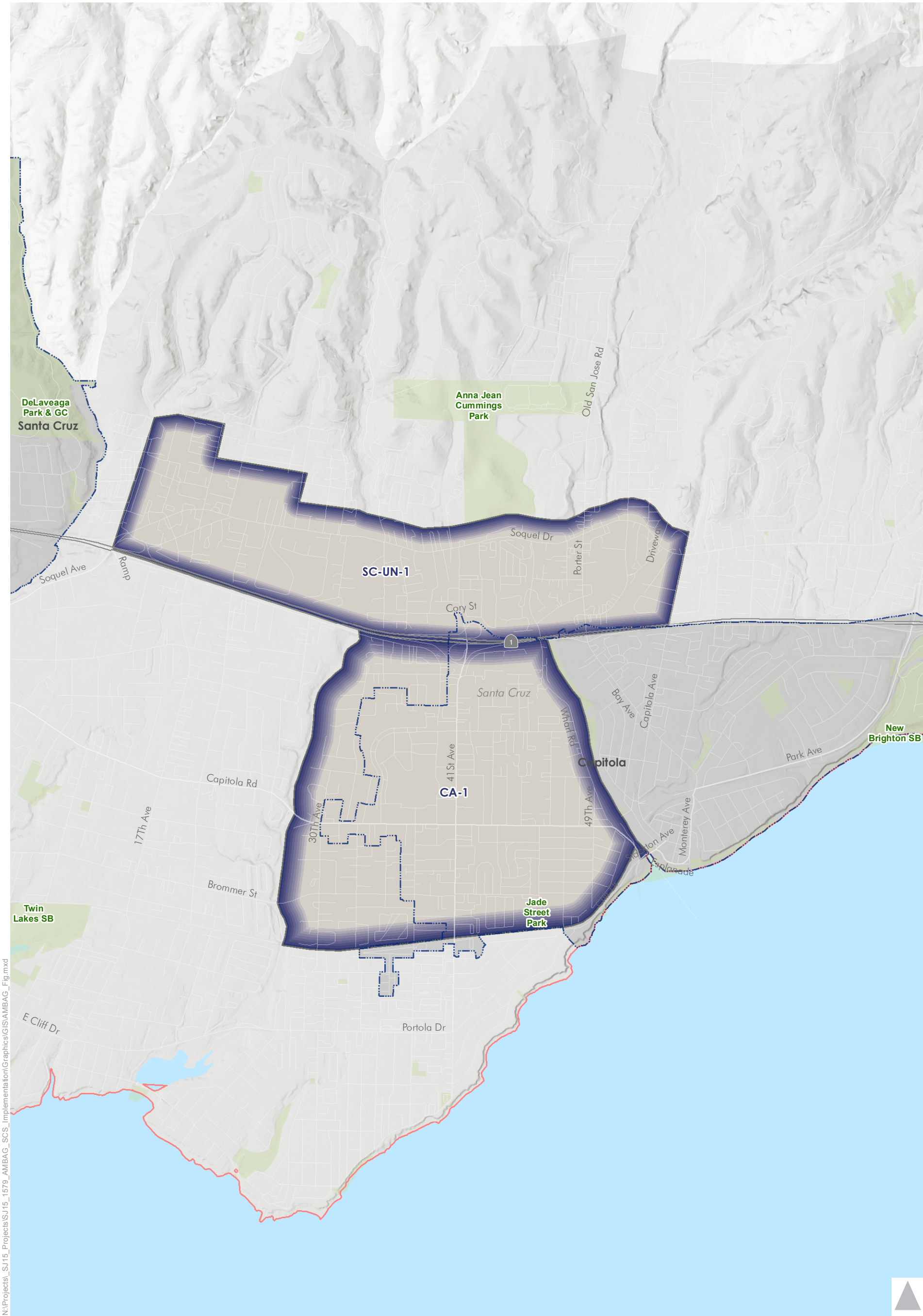


N:\Projects\SJ15_Projects\SJ15_1579_AMBAG_SCS_Implementation\Graphics\GIS\AMBAG_Fig.mxd

- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Places (CDP) Boundaries
 - Unincorporated Areas



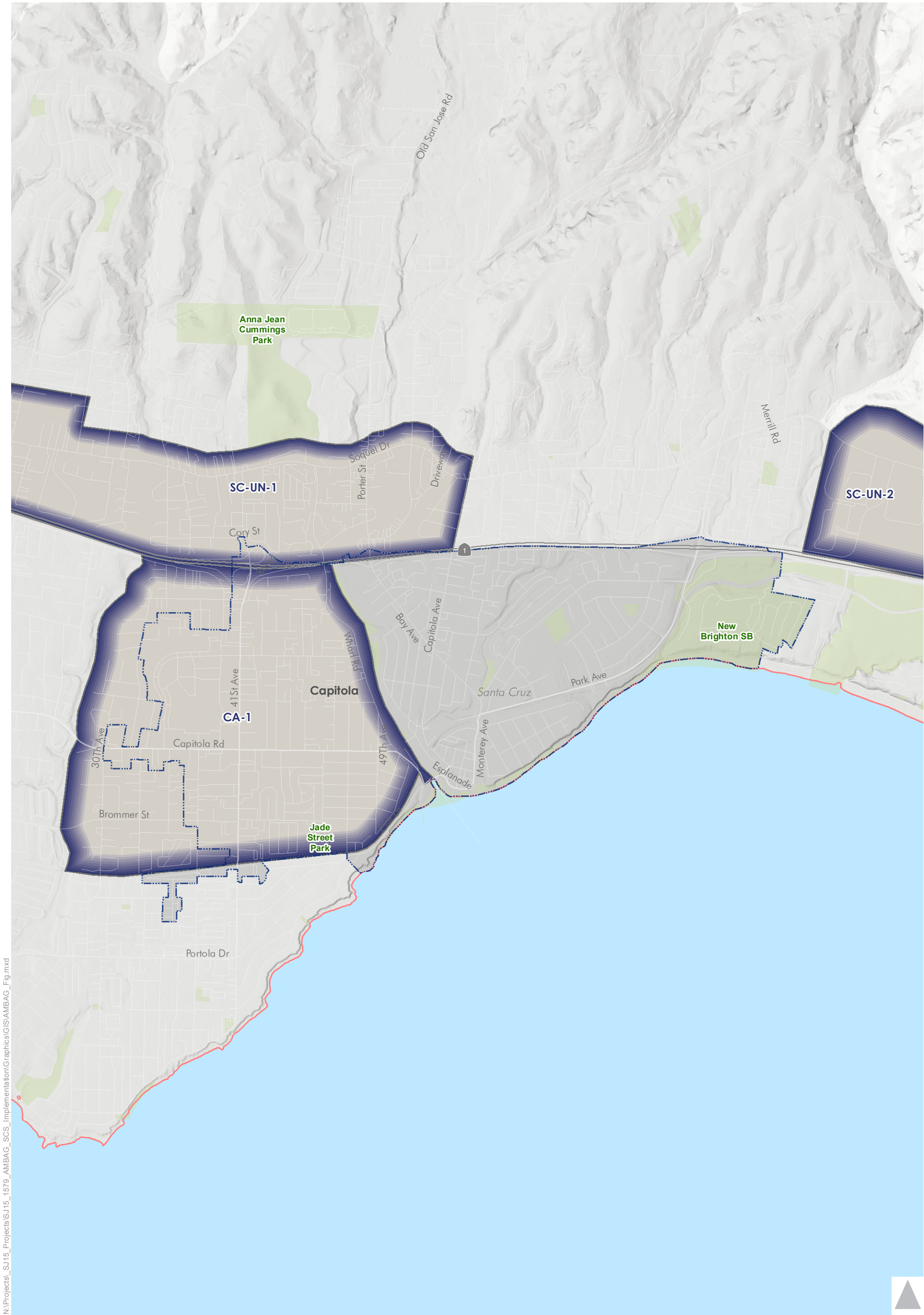
Figure 16
(Draft) City of Santa Cruz Opportunity Area Locations



- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Places (CDP) Boundaries
 - Unincorporated Areas



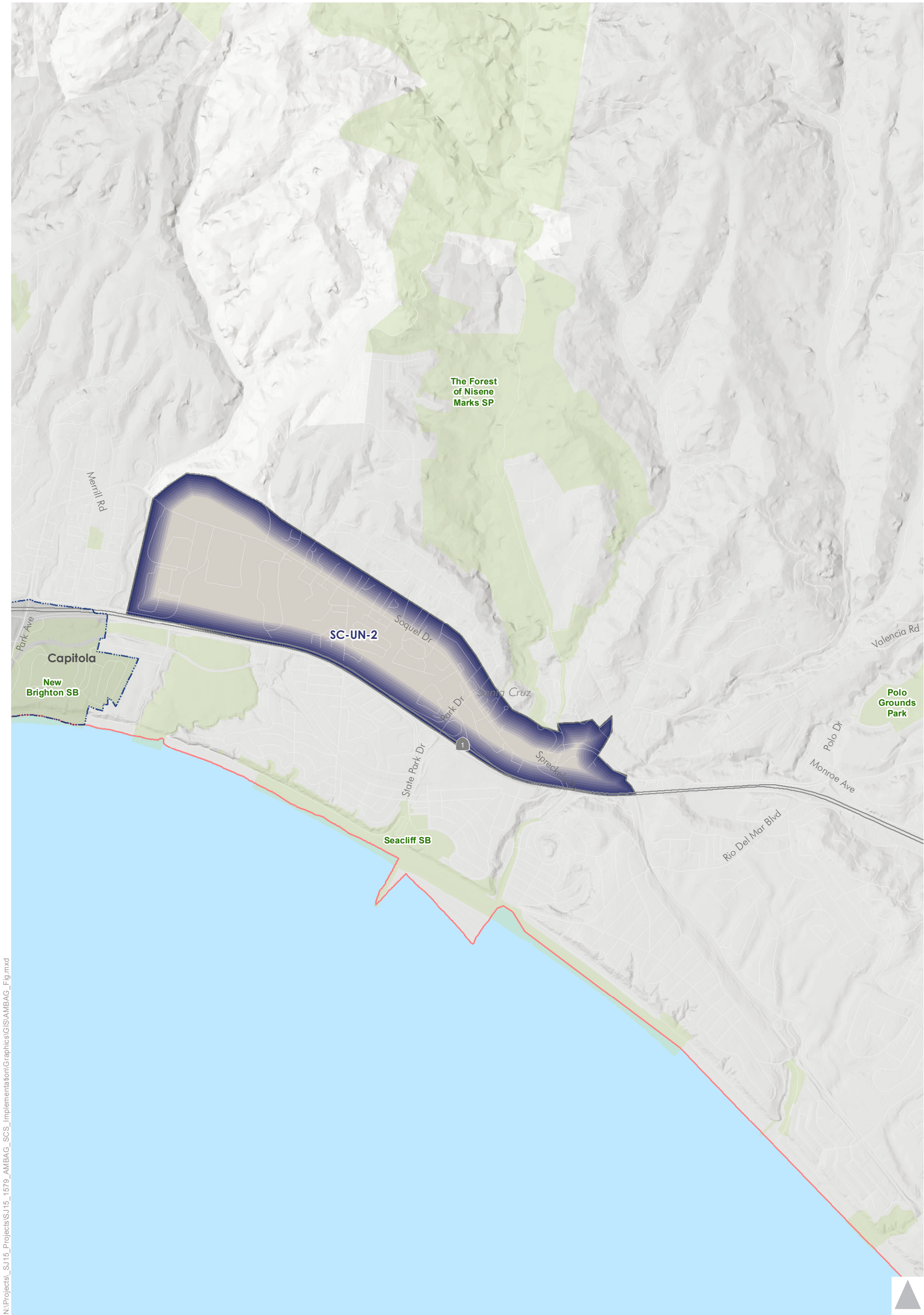
Figure 17
(Draft) County of Santa Cruz Unincorporated Opportunity Area Locations (A)



- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Places (CDP) Boundaries
 - Unincorporated Areas



Figure 18
(Draft) City of Capitola Opportunity Area Locations



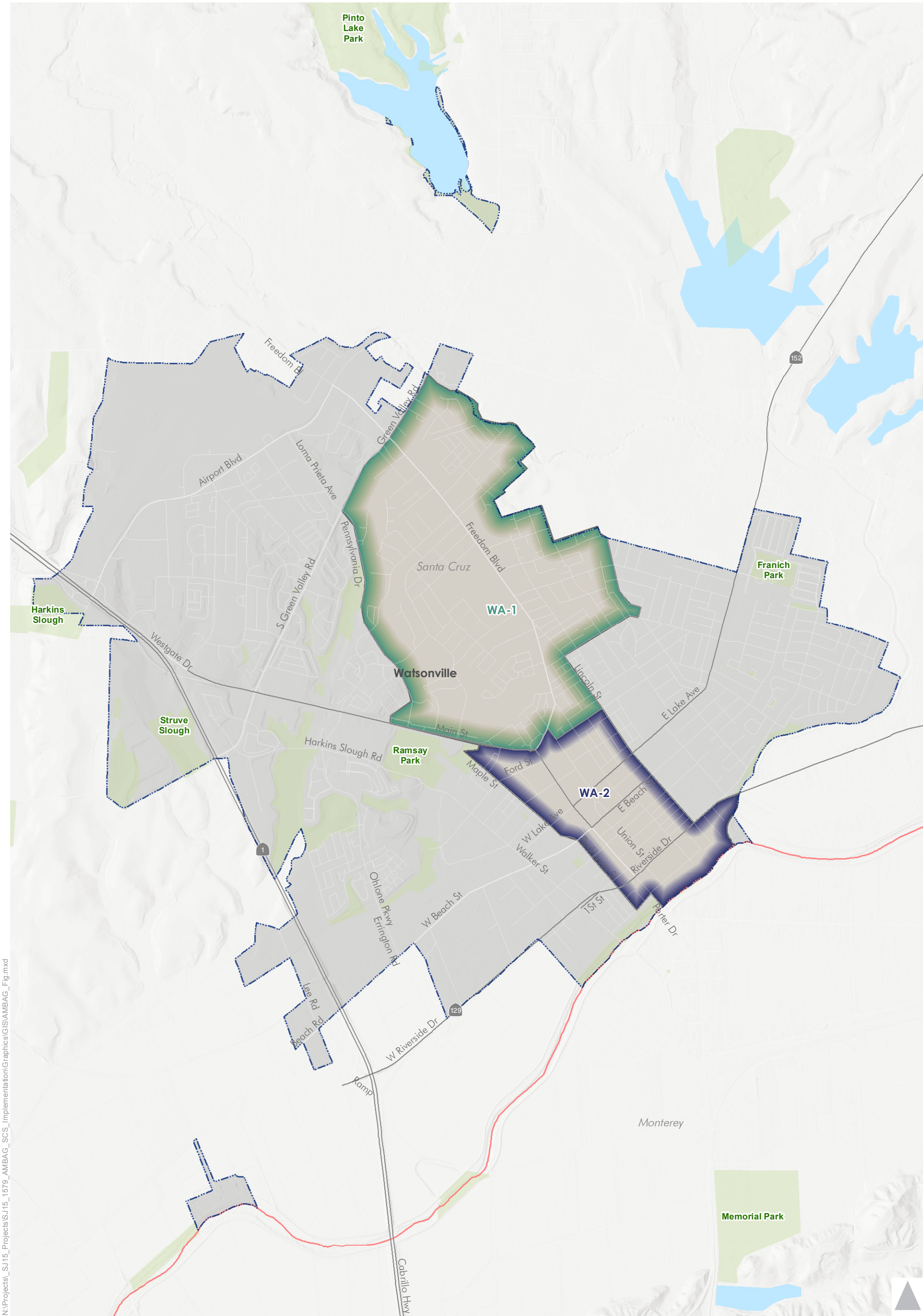
N:\Projects_SJ\15_Projects\SJ15_1579_AMBAG_SCS_Implementation\Graphics\GIS\AMBAG_Fig.mxd

- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Places (CDP) Boundaries
 - Unincorporated Areas



(Draft) County of Santa Cruz Unincorporated Opportunity Area Locations (B)

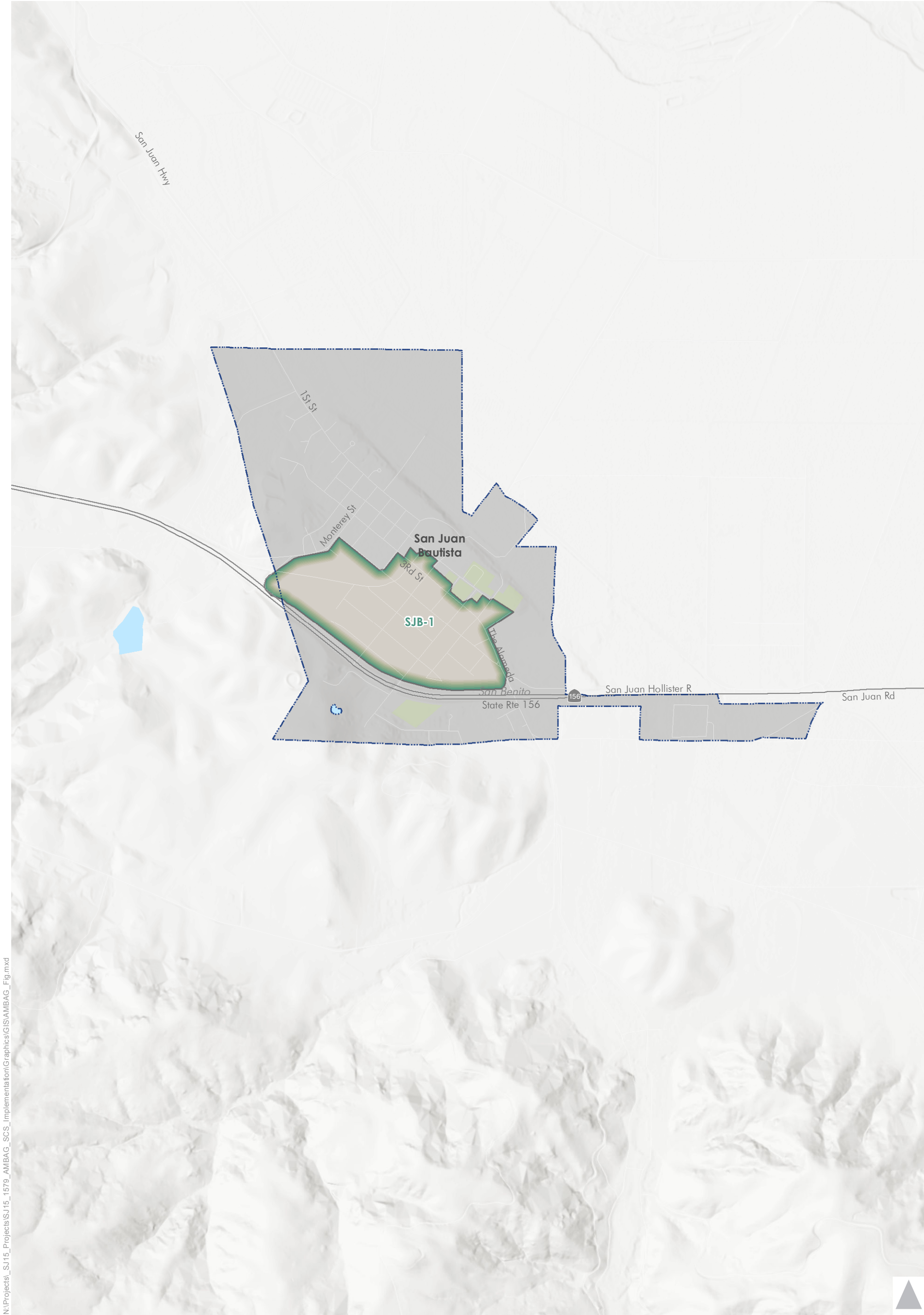
Figure 19



- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Places (CDP) Boundaries
 - Unincorporated Areas



Figure 20
(Draft) City of Watsonville Opportunity Area Locations

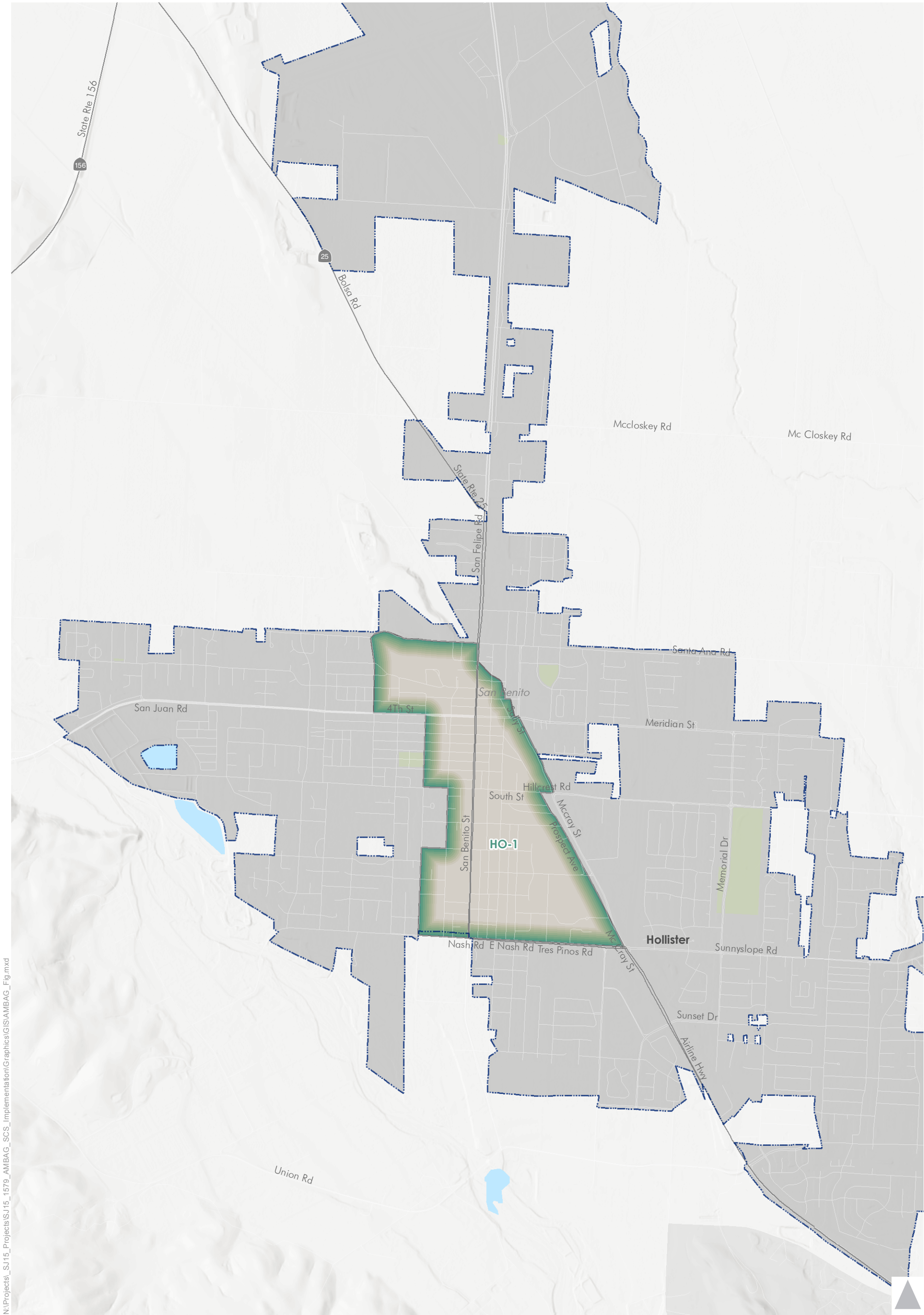


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- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Places (CDP) Boundaries
 - Unincorporated Areas



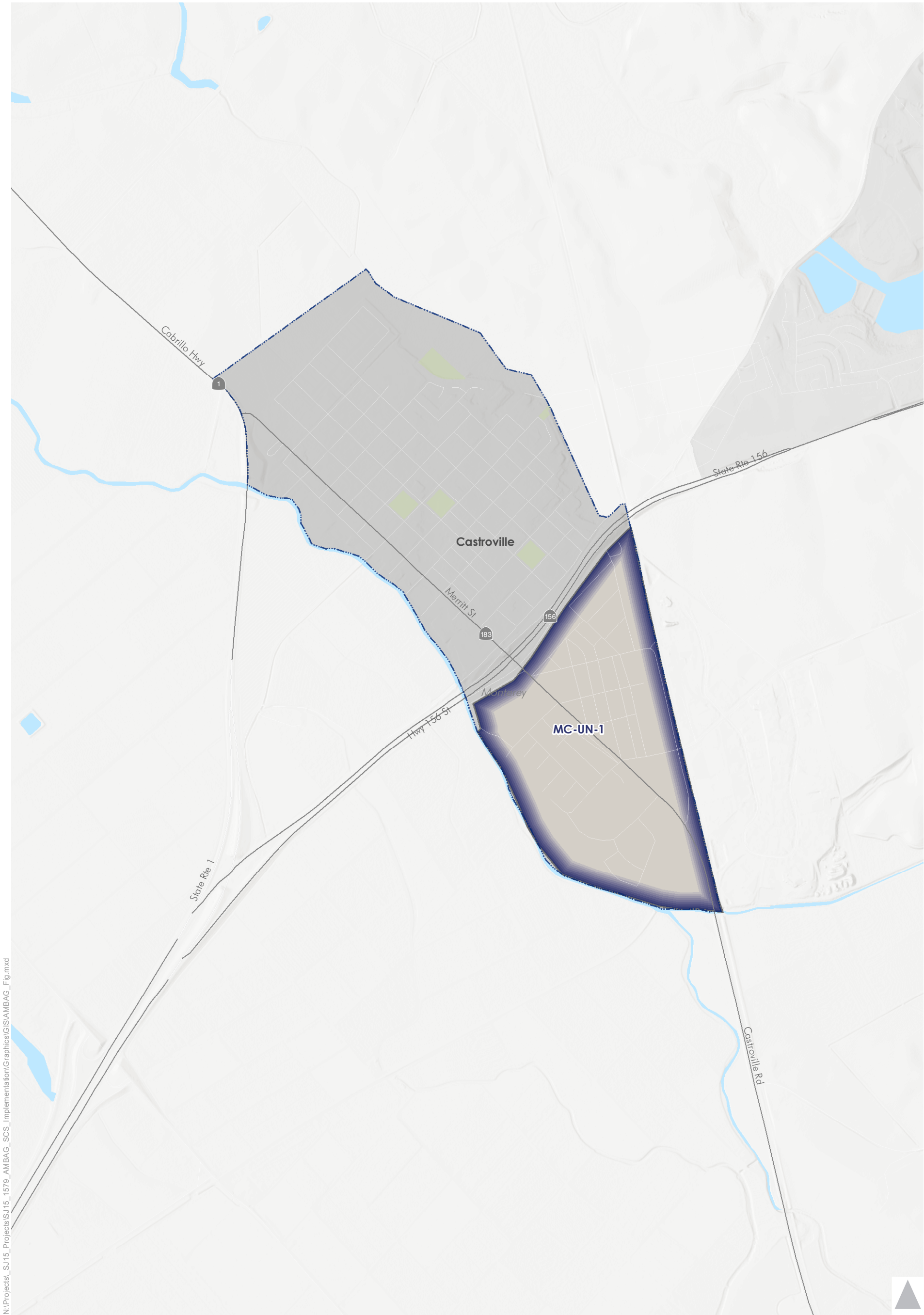
Figure 21
(Draft) City of San Juan Bautista Opportunity Area Locations



- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Places (CDP) Boundaries
 - Unincorporated Areas



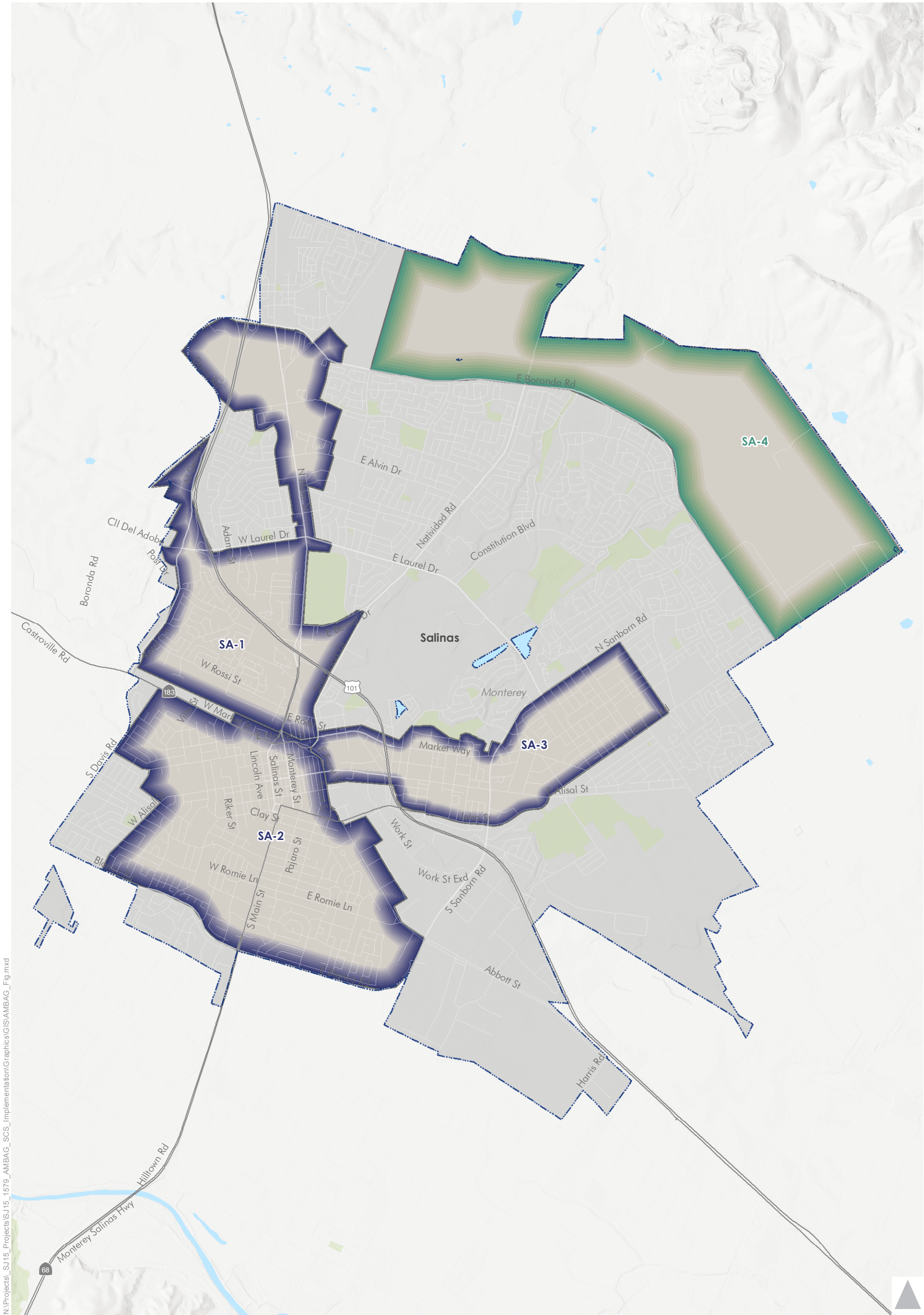
Figure 22
(Draft) City of Hollister Opportunity Area Locations



- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Places (CDP) Boundaries
 - Unincorporated Areas

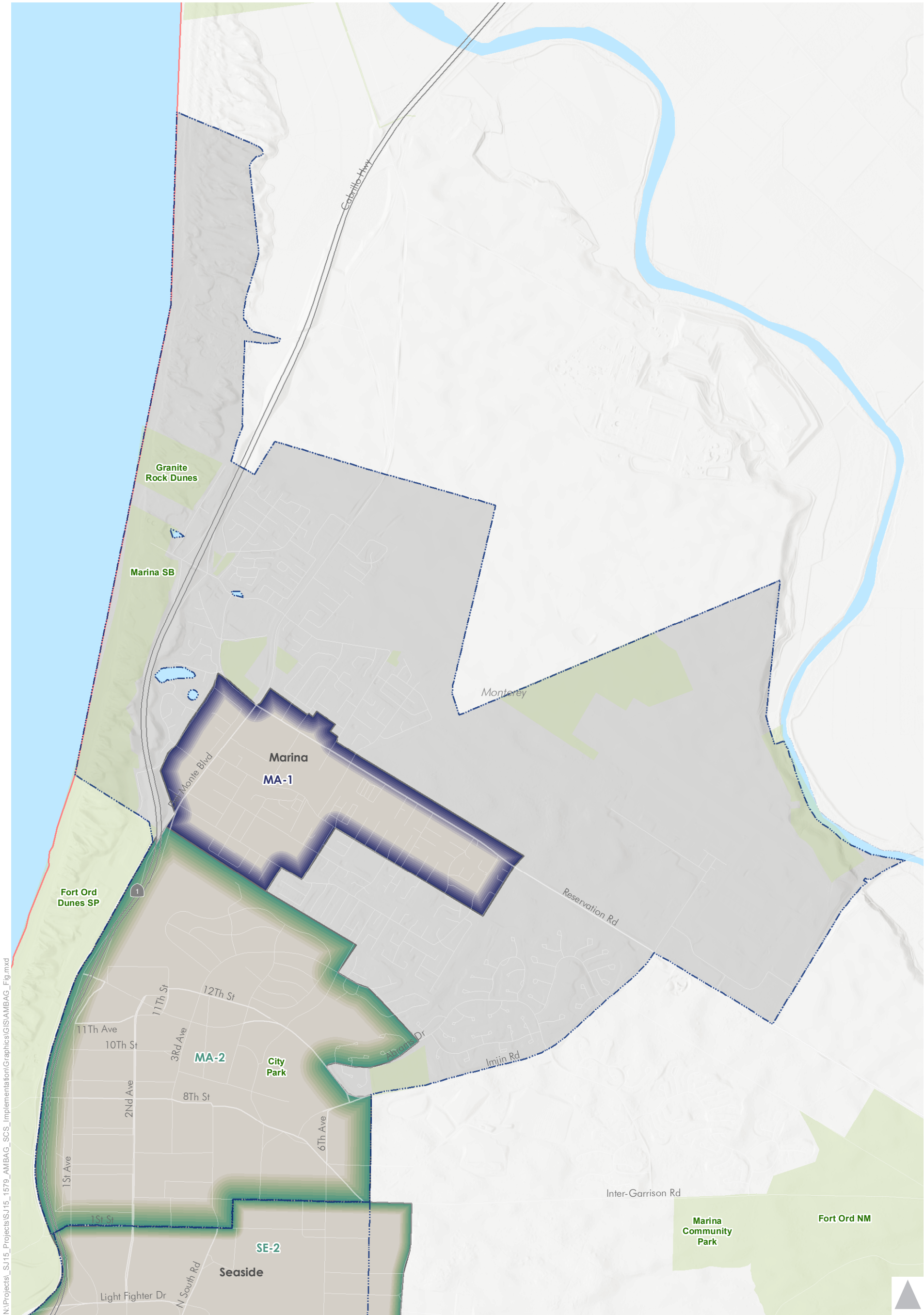


Figure 23
(Draft) Monterey County Unincorporated Opportunity Area Locations



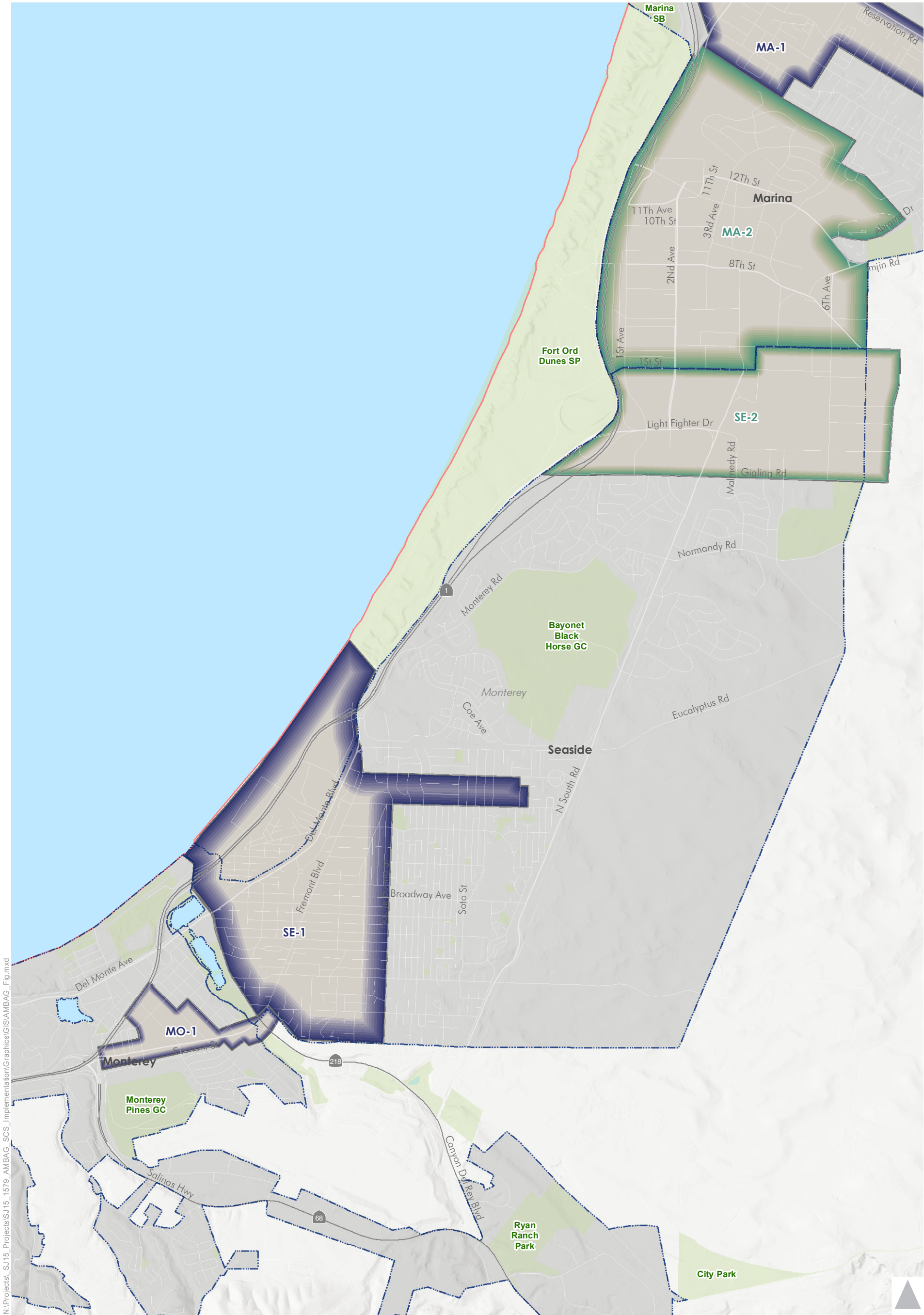
- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Places (CDP) Boundaries
 - Unincorporated Areas

Figure 24
(Draft) City of Salinas Opportunity Area Locations



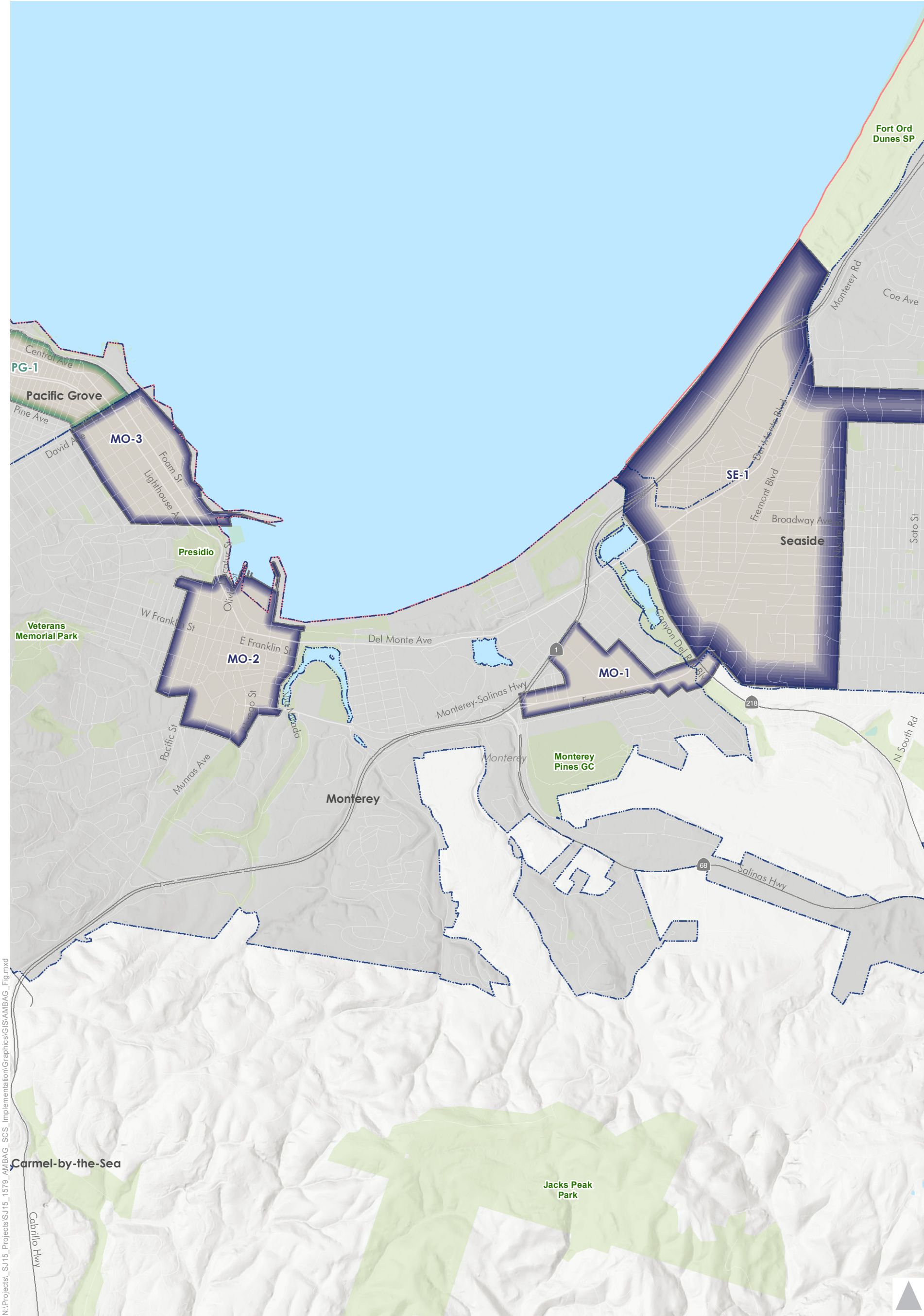
- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Places (CDP) Boundaries
 - Unincorporated Areas

Figure 25
(Draft) City of Marina Opportunity Area Locations



- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Places (CDP) Boundaries
 - Unincorporated Areas

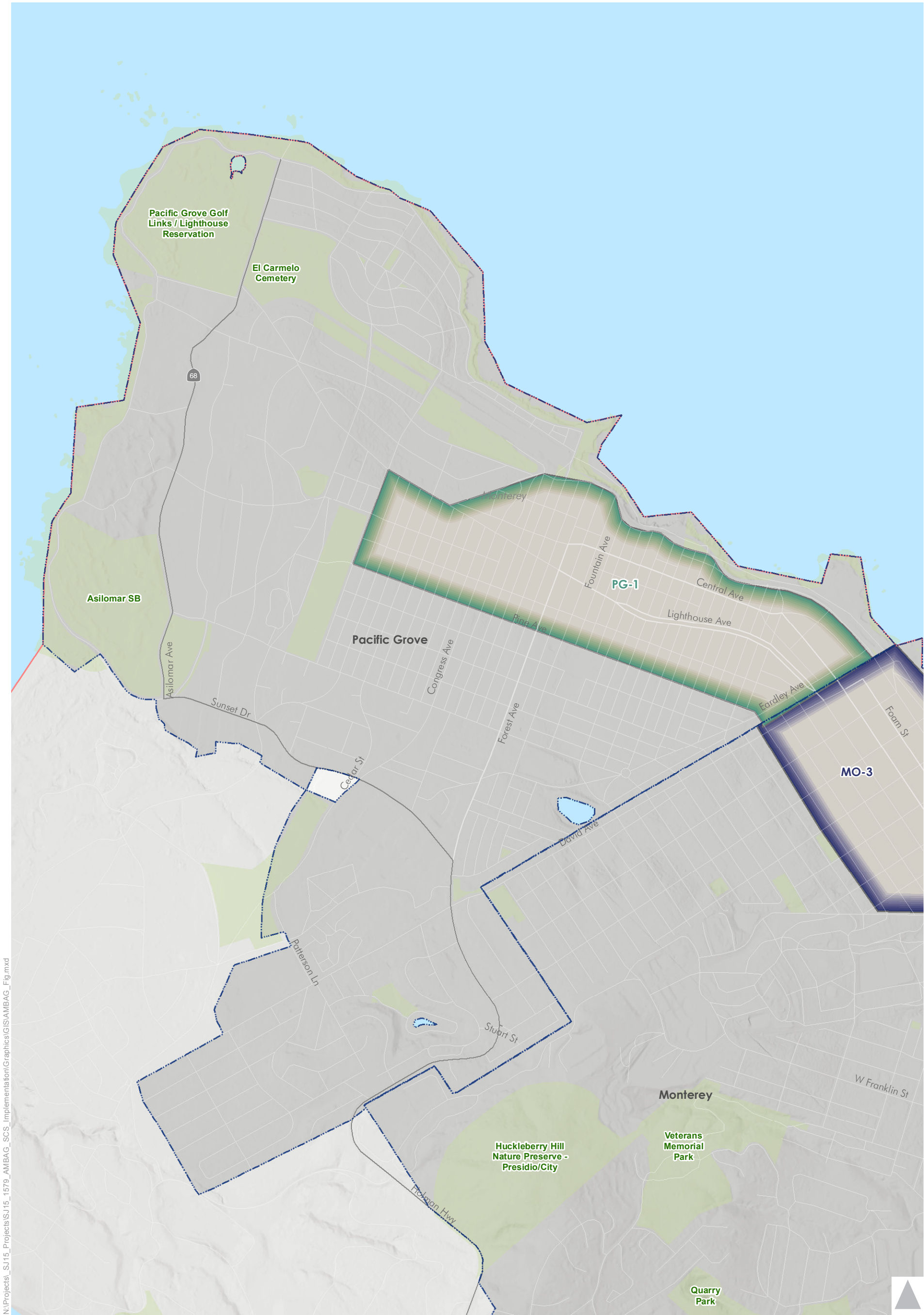
Figure 26
(Draft) City of Seaside Opportunity Area Locations



- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Places (CDP) Boundaries
 - Unincorporated Areas



Figure 27
(Draft) City of Monterey Opportunity Area Locations



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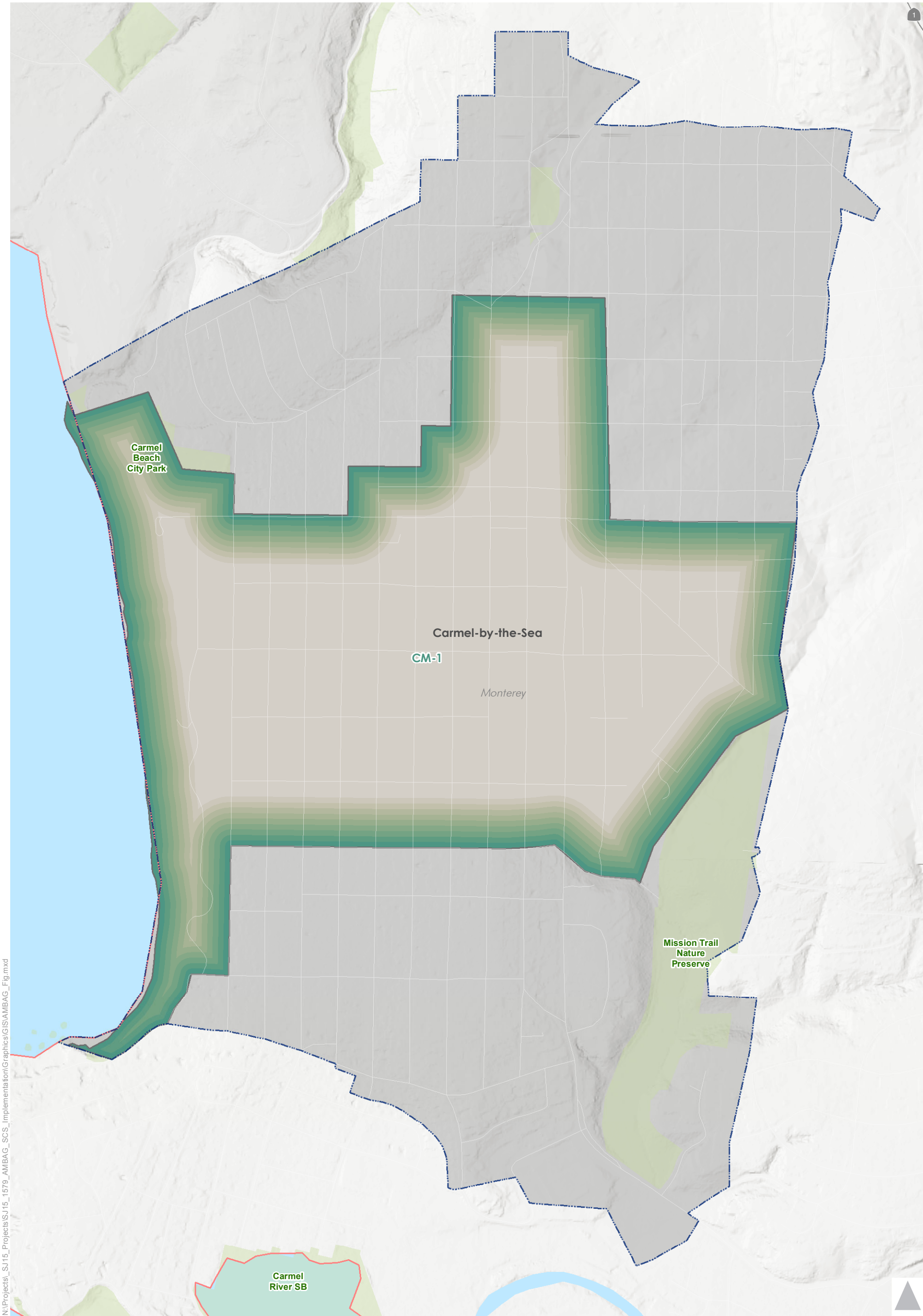
- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Places (CDP) Boundaries
 - Unincorporated Areas



0.5 Miles



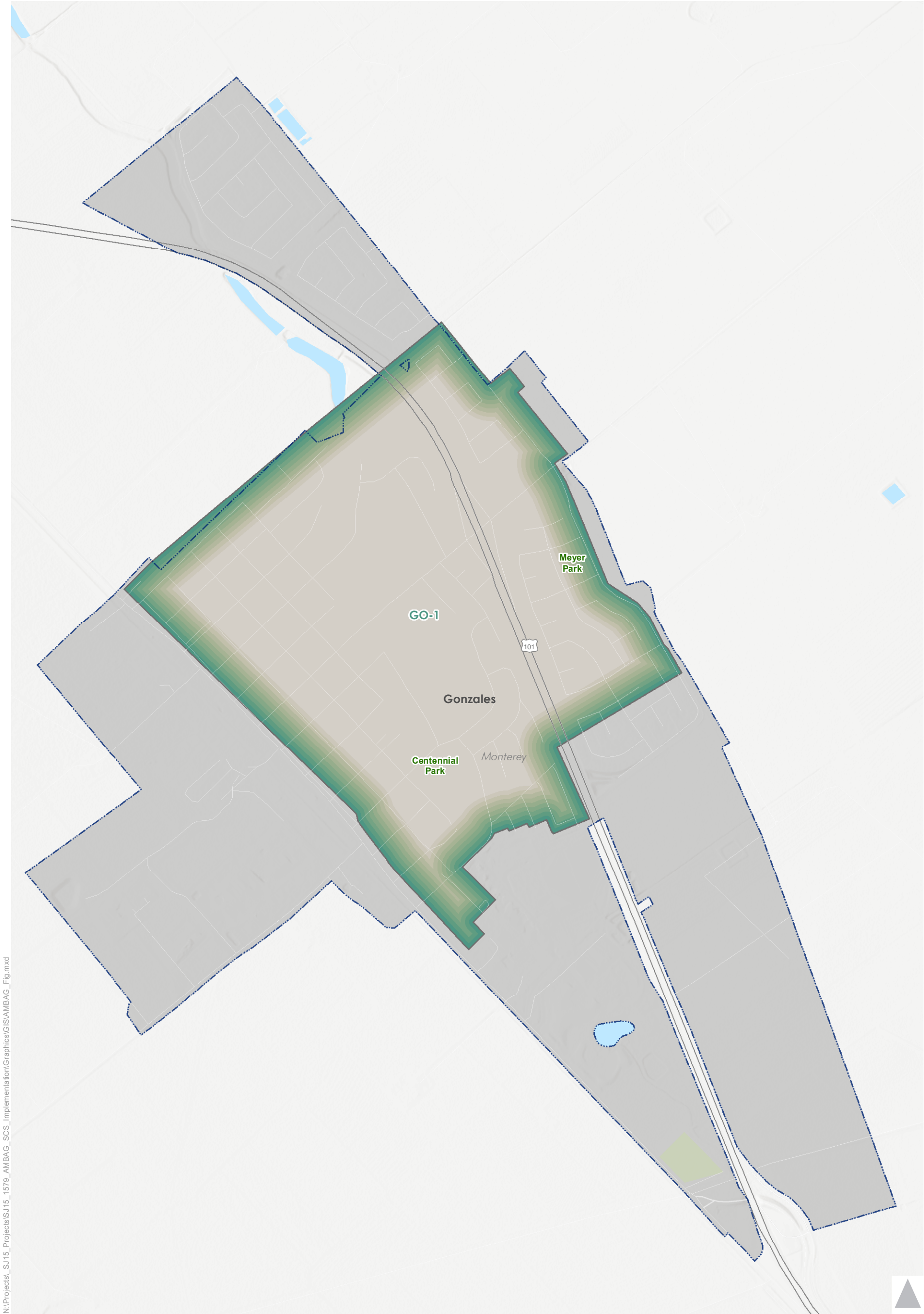
Figure 28
(Draft) City of Pacific Grove Opportunity Area Locations



- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Places (CDP) Boundaries
 - Unincorporated Areas

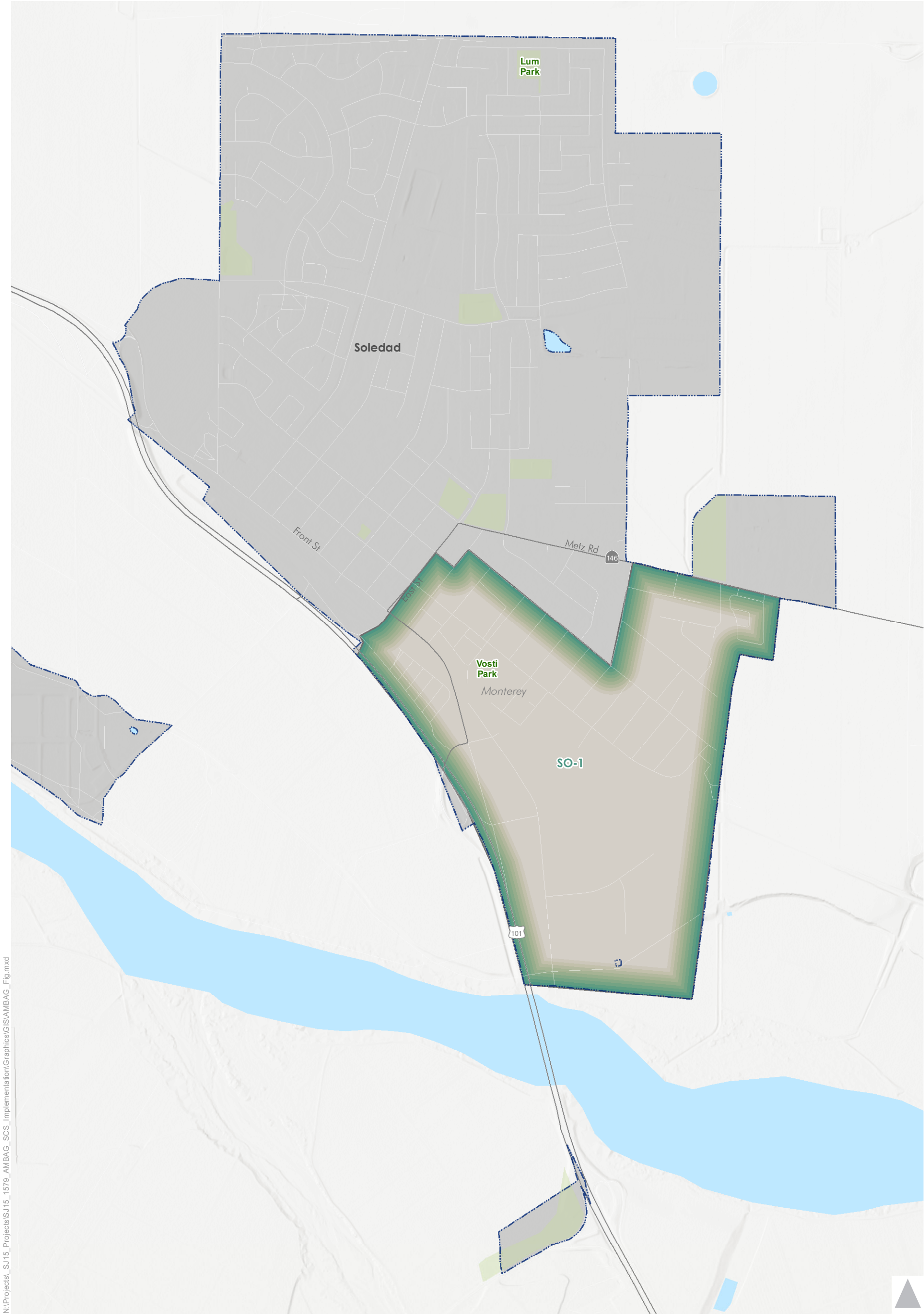


Figure 29
(Draft) City of Carmel Opportunity Area Locations



- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Places (CDP) Boundaries
 - Unincorporated Areas

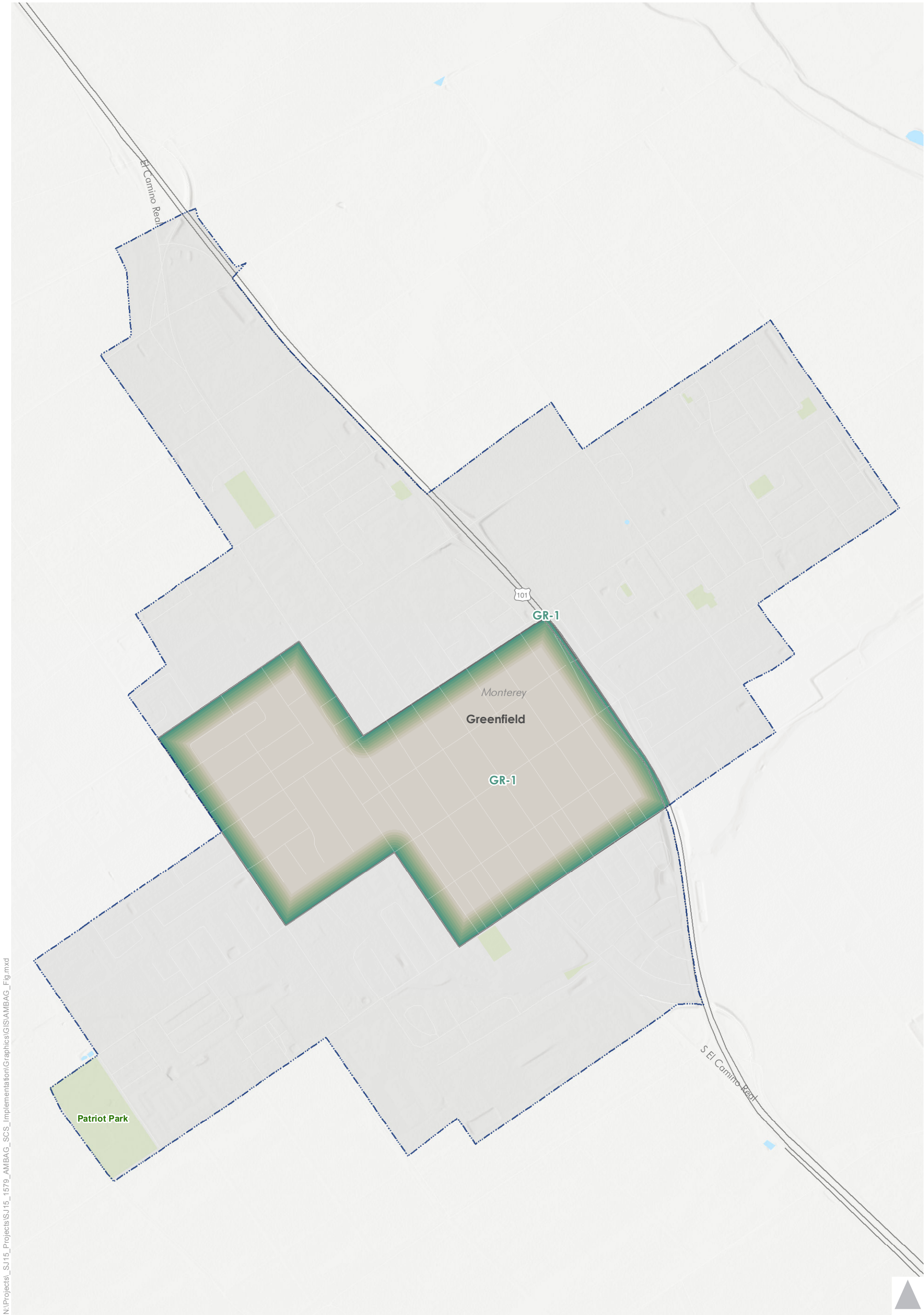
Figure 30
(Draft) City of Gonzales Opportunity Area Locations



- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Places (CDP) Boundaries
 - Unincorporated Areas



Figure 31
(Draft) City of Soledad Opportunity Area Locations

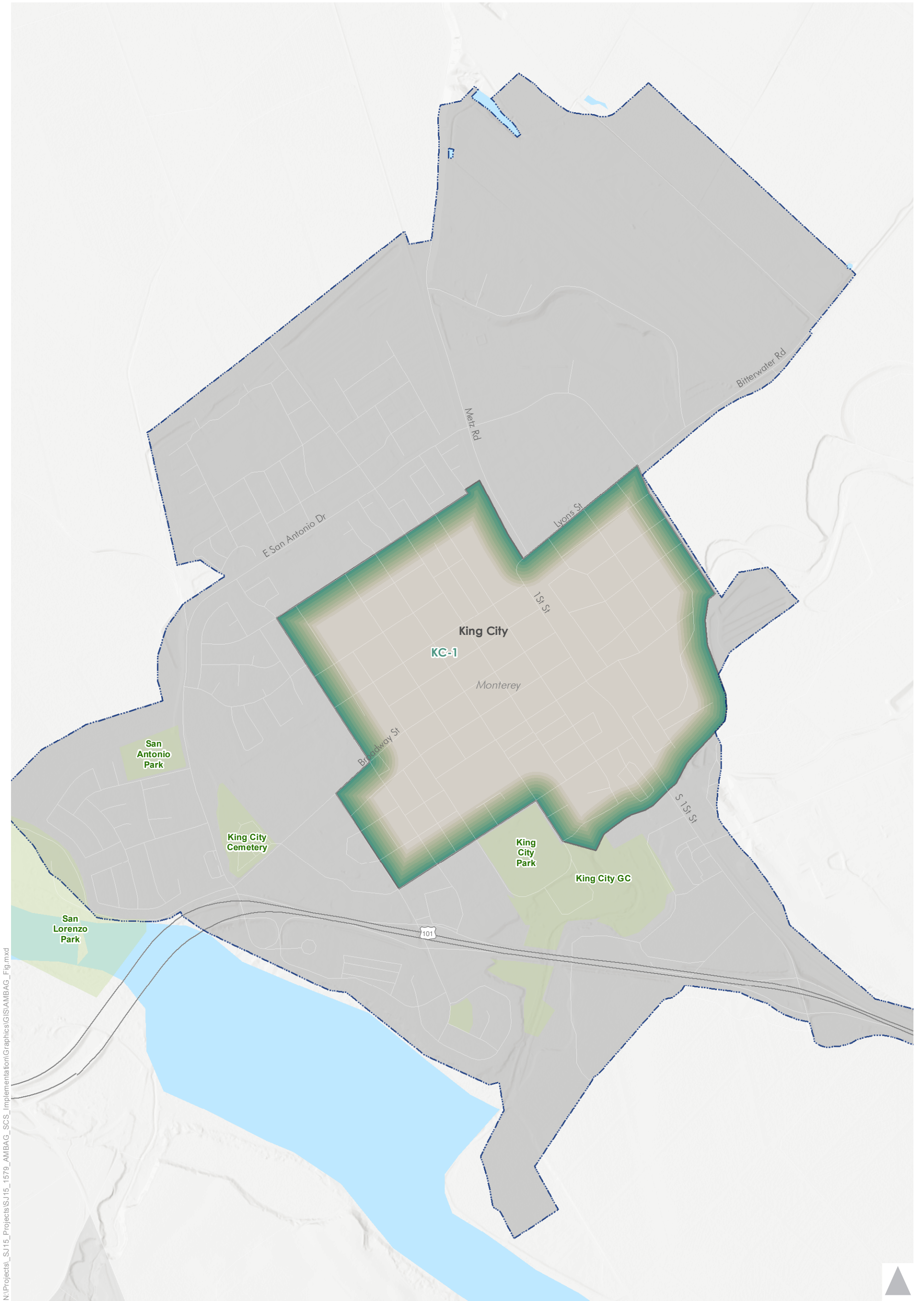


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- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Places (CDP) Boundaries
 - Unincorporated Areas



Figure 32
(Draft) City of Greenfield Opportunity Area Locations



N:\Projects_SJ\15_Projects\SJ15_1579_AMBAG_SCS_Implementation\Graphics\GIS\AMBAG_Fig.mxd

- Opportunity Areas**
- Existing/Planned Opportunity Areas
 - Potential Opportunity Areas
 - AMBAG Region
 - City or Census Designated Places (CDP) Boundaries
 - Unincorporated Areas



Figure 33
(Draft) City of King City Opportunity Area Locations