## Rail Transit Feasibility Study
### Goals & Objectives

### Transportation Alternatives/Choices
**GOAL 1: Provide a convenient, competitive and accessible travel option**

- **More Options**
  - Provide additional and competitive travel options to address the current and future needs of the community (including employment, school, visitor, shopping, recreational, neighborhood and other daily trips)

- **Ridership**
  - Increase the number of people using transit

- **Faster Travel Times**
  - Reduce how long it takes to get places

- **Transit Connections**
  - Connect to the bus transit system (METRO)

- **Bike & Walk Connections**
  - Ensure connectivity to sidewalks, bike lanes and Monterey Bay Sanctuary Scenic Trail (or Rail-Trail)

- **Non-Drivers**
  - Expand options for seniors, children, people with disabilities, low-income, and those who cannot or do not drive

- **Visitors**
  - Expand options for visitors and tourists to reduce traffic congestion

- **Reliability**
  - Make it easier to predict how long it will take to get places (*reliability of transit travel times*)

### Sustainability
**GOAL 2: Enhance communities and the environment, support economic vitality**

- **Reduce Traffic**
  - Reduce the number of cars on Highway 1 and local roads

- **Climate**
  - Reduce fuel consumption, greenhouse gas emissions, and air pollution

- **Other Car Impacts**
  - Reduce need for parking, road expansion and other land use effects of cars (preserve open space and reduce sprawl in other areas)

- **Serve Major Destinations**
  - Locate stations in areas with high concentrations of housing, jobs, services, visitors and activities

- **Economy**
  - Support access to jobs, shopping, tourist, and other economic activity centers/opportunities

- **Revitalization**
  - Stimulate sustainable development and revitalization of areas near stations

- **Minimize Impacts**
  - Minimize negative impacts of rail transit on neighborhoods, adjacent properties, and the environment (traffic, noise, parking, construction, etc)

- **Safety**
  - Provide safety measures to avoid conflicts between rail transit vehicles & cars, bicyclists or pedestrians

- **Consistency**
  - Ensure consistency with local, regional, state, and federal plans and policies

### Cost Effectiveness
**GOAL 3: Develop a rail system that is cost effective and financially feasible**

- **Cost to Benefit (Cost Effectiveness)**
  - Develop a rail system that is cost effective

- **Cost per Rider**
  - Generate sufficient ridership to minimize per rider and system costs

- **Existing Resources**
  - Optimize use of existing infrastructure

- **Financially Feasible**
  - Develop a system that keeps operating and capital costs to a minimum

- **Funding Options**
  - Identify service options that are competitive for local, state, & federal funding sources

- **Efficiencies**
  - Maximize operational efficiencies, build partnerships with public and private agencies, groups and interests