



LoopWorks

MEDIA RELEASE

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Personal Rapid Transit (PRT) complements Milpitas Metro Specific Plan

The Milpitas Metro Specific Plan (MMSP) lays out a vision of what people want in the Metro Area, and then lists the actual policies that will nurture the vision of balance between housing, jobs, services/retail, and transportation.

One part of the Plan Vision seems to invite the Personal Rapid Transit (PRT) project being proposed: The Milpitas Metro identity as an urban, future-forward, inclusive, and world-class competitive district will distinguish itself from other areas in the City and South Bay Region.

Clearly, the Milpitas PRT system will empower such an identity. For example, the Vision seeks to “enhance the sense of place and identity of the Metro Area with visually memorable structures”. Once the hardware is installed, a Metro Area visitor can stand in most public right-of-ways, look around themselves, and see a PRT guideway somewhere. Not only does that provide a “sense of place and identity” and connection, it provides visitors with a calming visual link to safe transit.

Likewise, PRT will “provide safer and more attractive multimodal connections for walking and biking”. By providing easy-to-use mobility, PRT will connect the “greater variety of shared public spaces” together, so that people in all subdistricts can enjoy all that variety. PRT will promote transportation equity, mobility for handicapped, and safety for elders – simply put, it will improve the lives of people.

Transforming a vision into reality requires policies and practices. The policies proposed in the MMSP outline how we achieve the vision. LoopWorks finds that many of the policies of the MMSP are supported by the proposed dual-loop PRT system – and many of the policies will increase demand for services that PRT provides.

Examples of MMSP policies supported by PRT’s convenient, high-profile transit:

- A) PPS 1. Access. Ensure safe, broad, and equitable access to urban public spaces, such as parks, trails, and rooftop gardens.
- B) PPS 4.1. Complete a pedestrian and bicycle network that connects trails and pathways with pedestrian bridges, enhanced pedestrian-friendly environments, and bicycling enhancements to create a loop that connects the entire Milpitas Metro Area.
- C) PPS 6.2. Encourage pop-up markets, food trucks, and other temporary events that activate the open space and encourage community gatherings.
- D) PPS 10. Recreation and Cultural Centers. Enhance Milpitas Metro as a recreational and cultural destination.
- E) PPS 10.1. Promote the establishment of a community and regionally-focused performing and visual arts center.

- F) SD 16.2. Location. Public art should be provided at all publicly accessible places, especially along pathways to the Transit Center. Public art should be displayed in areas with high levels of pedestrian traffic and be easily visible and accessible to the public.
- G) SD 17. District Branding, Signage, and Wayfinding. Develop and install attractive, consistent District Branding, Signage, and Wayfinding that builds off the City of Milpitas’s branding and wayfinding.
- H) SD 17.1. Wayfinding Signage Design. Design signage that enhances and highlights opportunities for public transit, walking, and cycling by providing a cohesive and legible physical and virtual navigation system.
- I) SD 17.3. District Signage. Provide streetlight banners and entry signs at major intersections and corridor access points, near transit, and on Great Mall Parkway and Montague Expressway.

Examples of MMSP policies that will create demand for PRT transit:

- 1. PPS 7. Community Gardens. Include Community Gardens for community wellness and benefit.
- 2. PPS 7.6. Require community gardens to be consistent with Community Rules and Regulations, which emphasizes: • No parking in or outside of the garden is allowed.
- 3. PPS 8. Plazas. Plazas should serve as destinations for community members of all ages, income levels, and abilities, and should be safe, inclusive, and welcoming.
- 4. SD 2.9. Trail Improvements. Trail improvements and new trails shall be provided along both sides of Berryessa Creek and South Penitencia Creek East Channel to improve connectivity to the Milpitas Transit Center and between subdistricts.
- 5. SD 15. Publicly Accessible Open Spaces. Publicly accessible open spaces allow opportunities for recreation, socialization, reflection, and other activities.
- 6. SD 15.3. Types of Open Space. Open spaces may include plazas, squares, gathering places, paseos, passageways, trails, and parklets. The types of open space desired provide amenities for socializing in big and small groups, performance, recreation, events, and pets.
- 7. SD 15.4. Accessibility. Spaces should be designed to be accessible to the highest possible number of users.

While this MMSP is a long-term vision, we must not ignore the Climate Crisis we find ourselves in. “The Metro Plan implements the Climate Action Plan and contains policies that will increase the sustainability of the area through ... transportation strategies that manage automobile usage and promote low- and zero-carbon transportation options” This is the reason PRT is integral to the future of the Metro Area – it reduces carbon emissions.

The Milpitas Metro Specific Plan is a planning document that embodies the vision for the neighborhoods around the Milpitas Transit Center **for the next 20 years**. Let’s do it right!

LoopWorks is a taxable non-profit mutual benefit corporation that is creating a smart transit system to serve the Metro Area around the Milpitas BART Transit Center using convenient and quick Personal Rapid Transit (PRT) technology.

For more information, visit MilpitasPRT.com or email info@MilpitasPRT.com.

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