

**REPORT TO SANDAG IN RESPONSE TO ITS REQUEST FOR
PUBLIC RESPONSE TO IMPROVE THE TRANSPORTATION SYSTEM
FOR SAN DIEGO COUNTY.**

This report summarizes the opinions of over 150 people who either attended meetings at Bayside Community Center at 2202 Comstock Street in the City of San Diego or completed surveys supplied to them by Bayside staff or contractors.

The lead person on this project was Grover Diemert, the former director of Bayside Community Center. He is a paid consultant for Bayside to coordinate this project.

Bayside conducted four community forums at its Linda Vista facilities located at 2202 Comstock St. San Diego within the community of Linda Vista located in the North City area of the City of San Diego.

The first forum was conducted on October 18 at Bayside. The forum targeted Latina residents of Linda Vista. The majority of participants were local residents, 60 % of whom do not own an automobile. The participants were women who participate in Bayside programs on a regular basis. The 8 Bayside staff members who speak Spanish invited their program participants to attend the forum. Announcements of this forum and of subsequent forums were provided at all venues where staff conducted out reach in the community, these included the local health care center, elementary schools and WIC site. The October 18th forum was conducted in Spanish; a power point presentation provided by SANDAG was translated into Spanish and presented to the group. Discussion then followed with notes being taken by a staff member. The participants were provided with a Spanish version of the "Linda Vista Residents Speak Out" document and asked them to choose what they felt needed to be done to improve transportation until 2030.

The second forum was conducted on October 24th at 6:30 pm. The forum targeted the Hmong community of Linda Vista. Bayside staff has learned over the years that the preferred manner of outreach to the Hmong population is personal contact. Bayside's Hmong worker telephoned all the Hmong residents in the community and or visited with them at home or community events to invite them to the forum. During the forum, a power point presentation was provided to the participants. The forum was conducted in Hmong and English. The participant's comments were recorded and they were asked to select their first 3 choices from "The Linda Vista Residents Speak Out" document that was provided to all participants. These were later tabulated.

The next forum was conducted on October 31 at 10:30 am. The attendees for this forum were from the senior citizen community of Linda Vista as well as the seniors who attend the English as a Second Language class conducted daily at Bayside. Out reach was conducted to the seniors of Linda Vista through fliers and classes taught at Bayside. Sixty people attended. The participants were shown the power point on the goals of the

Regional Transportation Plan. There were translators for those who spoke Spanish. Their input was recorded and they completed the survey contained in the "Linda Vista Residents Speak Out" handout that all received at the beginning of the forum. Their choices were tabulated.

The forum conducted on November 11 at 3 pm targeted the Vietnamese population of Linda Vista. Kim Dao, a community organizer and her staff, contracted for \$600.00 to conduct out reach to the Vietnamese Community and facilitated the forum in Vietnamese. She conducted out reach at the local shopping mall on the Saturday and Sunday prior to the forum and throughout the week. She also personally invited Vietnamese seniors individually. Fifty people either attended the forum or completed the "Linda Vista Residents Speak Out" survey. The forum was conducted in Vietnamese with a recorder who kept track of comments. The results were incorporated into the final tabulation. A former Bayside staff person translated fliers and survey for this workshop.

A final forum was conducted at the monthly meeting of the Linda Vista Collaborative on November 15 at 3 pm. All 50 plus members of the collaborative were notified by email which provided the agenda for the complete meeting. Twelve people signed the attendance roster. Grover Diemert presented the Power Point presentation and conducted a discussion of the issues. They also completed the survey and their comments were incorporated into the overall results.

Translations of the 12 questions that were provided to us by SANDAG were completed in Spanish and Vietnamese. Fliers were developed inviting the community to the four community workshops in Hmong, Spanish, Vietnamese and English. Copies of these materials were distributed to the community.

A shortened version of the Power Point presentation that was provided by SANDAG was developed by the consultant and translated into Spanish. Copies of background information as well as of the Power Point were available at the workshops.

At each of the workshops light snacks and drinks were provided to the attendees. Also \$25.00 gift certificates were awarded at the end of the workshops to a total 16 participants and each attendee received a bus token if they wanted one.

Summary of results to the following 12 survey questions:

The participants were asked to choose their top 3 choices as to a direction that the Regional Transportation Plan should take. So the numbers reflect that the choice was one of three

1. **33** said, "Build new freeway"
2. **35** said, "Add lanes to existing freeways"
3. **71** said, "Add more bus and trolley service"
4. **15** said, "Expand train service"
5. **42** said, "Promote more carpools/vanpools"
6. **25** said, "Allow solo drivers to pay to use carpool lanes in rush hours"
7. **17** said, "Cash incentives for employees to ride public transit, carpool, bike, or walk to work during rush hours"
8. **35** said, "Build houses and businesses near areas served by public transit"
9. **19** said, "Expand access for disabled riders"

10. **29** said, “Offer incentives for employers to offer flexible work hours (employees can commute during non-rush hours)”
11. **25** said, “Consider options to increase funding for transportation”
12. **28** said, “Integrate new technologies”

Gleanings from the discussions at the workshops

At each workshop a brief description of the planning process was provided to participants in the language of the group. The workshops were presented in Hmong, Spanish, Vietnamese and English. Translations of the survey questions were provided to the Spanish and Vietnamese participants.

After a brief introduction of the purpose of the planning process, the participants viewed and listened to brief power point presentation which outlined the need for a new plan by showing how the population in the county will grow and it impact on transportation system. The presentation highlighted the following 4 areas of concern:

- Land use
- Systems development
- Systems Management
- Demand Management

In all groups the overwhelming demand was that the regional plan needs to address if it is to result the reduction of single occupancy driving is the **improvement of customer service.**

Participants found that the instructions on use of trolley and bus service were confusing and therefore people did not use the system. The wait time and the time to get from point A to point B needs to be shortened.

Examples of comments from the participants:

1. People without cars reported that rather than use public transportation they would pay friends to take them to appointments.
2. Several reported that public transportation was very time consuming even if they lived on public transportation routes. For example one person said that to travel from Santee to the University of San Diego by public transit took from 1.5 to two hours, but by car less than 30 minutes.
3. People indicated that the excessive transfers from one bus route or to another system such as the trolley add to the overall time it takes to get from one point to another. This discourages public rider ship. Yes, Time is money.
4. Participants thought that the cost of the fares was counter productive to the goal of getting more people to ride public transportation.
5. In discussion participants did not approve of the continued development of housing in the East County or out of the core of the city. However, we did not get into the issue of how to increase density.
6. Of the sixty seniors at the senior workshop, only 6 use public transportation. Those that do ride the bus were disappointed in the recent reduction of bus service on route 25. It was reduced to a shuttle bus from a full size bus. They said it was to confining and cramped.

7. Sixty percent of the young women who attended the Spanish speaking workshop did not own cars, but rarely use public transportation. Instead they will pay a friend for gas to take them to appointments.
8. People who use public transportation are those with limited or no other choice. Public transportation has not been successful at attracting other large groups of the population outside of those attending sporting events.

Suggestions:

1. Expand trolley service along Interstate 15 to Riverside County or high speed train.
2. Tax car makers or have an extra tax on SUV owners
3. Build an underground system
4. Develop job boundaries – people can only work in the area where they live.
5. A tax to support van pools
6. All people thought that they would support a tax that would “improve” transportation.
7. Smart growth concept was broadly supported.
8. Have customer service representatives at major trolley/bus stops such as Old Town and Fashion Valley.
9. As an aside, out of the people polled at the various workshops, no one had traveled to downtown San Diego in the last year, interesting.
10. Add trolley lines to airport, mid city, East County and along the I 15 corridor
11. Mono rail

Expenses for the project were as follows:

Bayside Staff Costs	\$1300.00
Consultants	\$2690.00
Facilities Rental	\$1600.00
Incentives	\$ 695.00
Printing	\$ 60.00
Administration costs	\$ 198.00
Total expenses	\$6,543.00

Thank you for the opportunity to assist in the development of the SANDAG Regional Transportation Plan.

Sincerely,
Grover Diemert