

APPENDIX C

PUBLIC INVOLVEMENT PROGRAM

To obtain public input in the development of the 2030 San Diego Regional Transportation Plan: Pathways for the Future (RTP), SANDAG developed a comprehensive public outreach and involvement program. A major goal of this effort was to reach out to non-traditional, as well as traditional audiences, to raise their awareness of the transportation planning process underway and the broad goals to better connect transportation and land use planning. Early public involvement and comment about key components of the RTP was important to SANDAG as part of developing a transportation public policy and funding program that meets the travel needs of our residents now and into the future.

SANDAG developed a public involvement program following outreach and input from a number of committees, working groups, and other stakeholders. SANDAG also has followed guidelines for public involvement programs that are included in the new Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). The draft plan was presented, discussed, and distributed to the Regional Planning Stakeholders Working Group, Social Services Transportation Advisory Council, Transportation Committee, and other community and regional stakeholders. A major goal of this public involvement effort is to reach out to non-traditional, as well as traditional audiences, to include them in the transportation planning process. This program will help ensure that environmental justice issues are addressed and that interested members of the public have ample opportunity to understand and provide meaningful input while the RTP is in its early stages. This program also was combined with public involvement efforts to develop the Coordinated Public Transit and Human Services Transportation Plan that will serve as the San Diego region program to improve services for people with disabilities, older adults, and individuals with low incomes.

Smart growth development is a key strategic initiative from the Regional Comprehensive Plan (RCP) and an important input to the development of the RTP. To promote better connection of land use and transportation, SANDAG coordinated with the 18 cities and county development to identify locations in the region that could support smart growth. This effort resulted in the preparation of the "Smart Growth Concept Map" (see Chapter 5). Nearly 200 locations in the region were identified that were categorized as existing, planned, or had the potential for smart growth development.

The effort to develop the Smart Growth Concept Map included an extensive outreach component to secure input from the public on the smart growth locations recommended by the jurisdictions. Eight workshops were held in April 2006 throughout San Diego County in Escondido, Del Mar, Oceanside, Kearny Mesa, Balboa Park, La Mesa, National City, and San Ysidro. The objectives of the workshops were to: (1) generate greater awareness of smart growth and transportation links; (2) update the public on the implementation of the RCP and development of the 2030 RTP; and (3) obtain public input on the draft Smart Growth Concept Map, transportation planning priorities, and urban design factors that promote smart growth. This public involvement effort was summarized in a SANDAG Board report delivered June 23, 2006. Additional public workshops were held in July 2007 following the release of the Draft 2030 RTP on June 22, 2007.

PUBLIC INVOLVEMENT PROGRAM OBJECTIVES

- ▶ To solicit participation from a broad range of groups and individuals in the 2030 RTP and Coordinated Transportation Plan development and decision-making process
- ▶ To raise awareness and offer opportunities for public input about the 2030 RTP and the 2007 Coordinated Transportation Plan
- ▶ To provide information to San Diego region residents and other stakeholders
- ▶ To stimulate dialogue about the transportation challenges facing the San Diego region
- ▶ To develop and incorporate into the Plan, realistic solutions that address the diverse mobility needs of the region's residents, visitors, and business people
- ▶ To build public support for transportation improvements outlined in the RTP and the Coordinated Transportation Plan

The draft Public Involvement Program was released for public review and comment at the September 1, 2006 Transportation Committee meeting. SANDAG received comments from Caltrans, North County Transit District, Metropolitan Transit System, and members of the public. The Public Involvement Program was adopted by the SANDAG Board of Directors on October 26, 2006. (This report is available at www.sandag.org/2030rtp.)

Implement Community-Based Outreach Program

To help ensure diverse and direct input into the 2030 RTP from residents throughout the San Diego region, SANDAG implemented an innovative program to secure participation from communities and individuals typically not involved in the regional transportation planning process. SANDAG awarded grant funding to community-based organizations through a competitive bid process. The selected organizations (Table C.1) conducted outreach activities to secure public involvement from stakeholders in their communities, to engage community-based participation in setting regional transportation priorities, and to generate feedback on the RTP. This program was modeled after a similar successful effort SANDAG conducted during the development of the RCP. The feedback from the organizations follows this overview section and recommendations are featured in the draft RTP.

Table C.1–Participating Community-Based Outreach Organizations

ORGANIZATION	COMMUNITY SERVED
South Bay Community Services	Chula Vista, Otay Ranch, and South County communities
Able-Disabled Advocacy	People with disabilities throughout San Diego County
Bayside Community Center	Linda Vista community outreach to seniors and communities that speak Vietnamese, Chinese, and Spanish
City Heights CDC	Outreach to residents in greater City Heights Mid-City communities that include: seniors, low-income, and those involved in revitalizing these neighborhoods
All Congregations Together	Communities in the southeastern part of the City of San Diego and the Diamond Business District
El Cajon Collaborative	El Cajon/East County community members, businesses, schools, social service and health care providers, and law enforcement
Escondido Education COMPACT	High school youth and college student outreach in Escondido, San Marcos, and North Inland areas; will include youth and college students in outreach effort to solicit input on transportation issues

Conduct Public Opinion Survey

At its October 20, 2006 Board meeting, the Board directed staff to conduct research to determine residents’ priorities about regional infrastructure improvements and funding sources. In November and December 2006, two regionwide telephone surveys were conducted. One focused on transportation infrastructure needs and priorities. The other survey was similar, but addressed issues related to non-transportation infrastructure (habitat preservation, beach sand replenishment, and storm water management). The surveys were designed to determine what the region’s residents consider to be the most needed infrastructure improvements. The survey also asked respondents which among a variety of potential funding mechanisms they are willing to support to secure the revenue needed to make infrastructure improvements. The survey results have been used to stimulate additional public policy discussions and as background for developing the 2030 RTP and funding priorities and to identify options for infrastructure strategies. The public opinion survey results are posted at www.sandag.org/2030rtp.

Distribute/Present Information at Regularly Scheduled Meetings

The public involvement effort also included regular input and feedback from the SANDAG Regional Planning Stakeholders Working Group. The working group involves interested residents with a direct mechanism for early and continuous involvement in the implementation of the RCP and the RTP. This working group provides input on these two plans to SANDAG’s Regional Planning and Transportation Committees. The working group is composed of members with interest and expertise in housing, urban form, transportation, border transportation, environment, economic prosperity, public facilities, and social equity.

As this draft plan has been developed, SANDAG also presented information about the 2030 RTP at other SANDAG committee meetings, jurisdiction council/board meetings, local/regional agency meetings, city and county community planning groups, chambers of commerce, economic development organizations, community and business group meetings, public service organizations, and other stakeholder groups. When

the draft RTP is released for public review and comment, another round of presentations will be coordinated to secure additional input on the RTP.

Develop Web Pages for RTP Outreach Effort

SANDAG has maintained Web pages (www.sandag.org/2030rtp) on the 2030 RTP to allow easy access to information on the plan as it is developed, provide information and timely updates on the RTP development process, promote opportunities for input, and announce community, committee, and SANDAG Board meeting dates.

Distribute Information via Brochures, Newsletters, and Other Publications

SANDAG has used a variety of publications to promote the development of the 2030 RTP, such as the electronic rEgion newsletter, SANDAG Board actions, RideLink newsletter, and other publications. These announcements provide updates on the RTP and inform stakeholders on options to provide feedback.

Implement Media Outreach Program

SANDAG routinely distributed information to local/regional media to secure coverage in print and broadcast news. In addition, SANDAG secured publication of opinion pieces by SANDAG directors or other regional leaders on the RTP.

Promote Outreach Through SANDAG Speakers Bureau

SANDAG has contact organizations throughout region for opportunities to conduct RTP workshops or to present information and solicit feedback on the 2030 RTP.

Hold Subregional Meetings/Workshops

Following the release of the draft RTP, SANDAG held subregional meetings/workshops to solicit additional feedback. The list of public workshops is shown in Table C.2 Member agencies, city and county community planning groups, chambers of commerce, economic development organizations, community and business group meetings, public service organizations, and other stakeholder groups were contacted to secure broad participation at the workshops. These regional meetings and workshops also provided input for the Coordinated Plan. A court reporter was present at each meeting to take testimony from participants. Comments and responses from these meetings are available at www.sandag.org/2030rtp. Additional 2030 RTP presentations are shown in Table C.3.

Table C.2–Draft 2030 RTP Public Workshops

SUBREGION	LOCATION	DATE	TIME
North County Coastal	City of Encinitas	Tuesday, July 17	6 to 8 p.m.
North County Inland	City of San Marcos	Wednesday, July 18	6 to 8 p.m.
Central San Diego	Balboa Park	Thursday, July 19	11:30 a.m. to 1:30 p.m.
South County	City of Chula Vista	Monday, July 23	6 to 8 p.m.
East County	City of El Cajon	Thursday, July 26	6 to 8 p.m.

Table C.3–Additional Draft 2030 RTP Presentations

DATE	ORGANIZATION	LOCATION
Jul 11	Tribal Technical Working Group	San Pasqual Reservation
Jul 12	Joint Cities/County Transportation Advisory Committee and Regional Planning Technical Working Group Meeting	SANDAG
Jul 17	Kiwanis Club of Hidden Valley Escondido	Escondido
Jul 17	Regional Planning Stakeholders Working Group	SANDAG
Jul 18	<i>TransNet</i> Independent Taxpayer Oversight Committee	SANDAG
Jul 26	Transit Alliance for a Better North County	Oceanside
Aug 3	La Costa Glen Retirement Community	Carlsbad
Aug 14	San Diego Chamber of Commerce – Transportation Committee	Downtown San Diego
Aug 16	North County Transit District	Oceanside
Aug 21	San Diego Chamber of Commerce – Policy Committee	Downtown San Diego
Aug 21	Southern California Tribal Chairmen's Association	Escondido
Aug 22	Women's Environmental Council	Mission Valley
Sep 20	North Rancho Peñasquitos Rotary Club	Rancho Peñasquitos
Sep 26	Kiwanis Club of Sunrise Vista	Vista
Oct 8	Del Mar City Council	Del Mar

Hold Public Hearings

The 2030 RTP was released for public review and comment at a public meeting on June 22, 2007. The EIR was released for public review and comment on August 27, 2007. A public hearing on the RTP and its associated environmental impact report were held on September 14, 2007.

Community-Based Outreach Program Summary of Activities and Recommendations

Following are the feedback and recommendations included in the final reports submitted from the seven community-based organizations that conducted outreach to secure input for the 2030 RTP. The groups implemented a variety of activities to secure feedback: focus groups, community meetings, one-on-one interviews, written surveys, and Web-based surveys. SANDAG has summarized the outreach effort and key findings. The final reports from each of the organizations are available at www.sandag.org/2030rtp.

Able-Disabled Advocacy, Inc. (A-DA)

The mission of Able-Disabled Advocacy, Inc., (A-DA) is to *"provide education and job skills training for youth and adults with disabilities to help them find meaningful employment and overcome barriers to self-sufficiency."* Through its survey and focus groups, A-DA reached more than 250 San Diego County residents. A-DA distributed the survey to clients and partner agencies that serve people with disabilities, two One-Stop Career Centers, the State Department of Rehabilitation (DOR), and other community groups. A-DA also held four public focus group meetings in the Central/Metro, South County and North County regions of San Diego. Surveys also were completed at the focus group sessions.

Survey Results

A-DA created a user-friendly survey instrument specifically designed to accommodate the needs of people with disabilities and those with language and/or learning barriers. The survey instrument incorporated 23 questions that solicited responses to open-ended and multiple-choice statements regarding key areas of San Diego's transportation network including: (1) ways to reduce congestion and drive time during peak hours; (2) improvements to all aspects the region's transportation network to efficiently move more people from home to work or other places as the population continues to grow; and (3) options to secure money for local transportation projects.

Sixty-five percent of survey respondents indicated that their voice was important in helping SANDAG plan the San Diego region's transportation network. The remaining thirty-five percent felt that their opinions did not matter and that local government does whatever they want to do regardless of community input.

Highways and Roads

- ▶ Traffic congestion our biggest problem
- ▶ Add lanes to roads and freeways
- ▶ Provide bus-only lanes

Public Transit

- ▶ Add more bus routes and service
- ▶ Improve accessibility
- ▶ Upgrade vehicles to provide better accessibility
- ▶ Offer public transit service in outlying areas of North County
- ▶ Educate riders on how the public transit system works, especially how to transfer from one bus to another

Other Survey Responses

- ▶ Build businesses near homes so not everyone has to go to Downtown, Kearny Mesa, or North County
- ▶ Adopt a toll fee for freeway usage during peak times so people will use public transit services
- ▶ Forty percent of respondents indicated that they would pay to use FasTrak® lane as a solo driver
- ▶ Provide employer incentives for employees who ride transit, carpool, bike, or walk to work as their first choice for reducing congestion

Focus Groups

Highlights of **key points** made by participants during the four focus group meeting discussions follows.

- ▶ Operate public transit services to connect major employment and medical sites to homes in areas where people with disabilities and the elderly reside to ensure all population groups receive universal access to public, private, educational, medical, and recreation facilities. Simply put, plan and operate transit services that connect major employment and activity centers with the homes of more low-income individuals/communities
- ▶ More outreach and advertising is needed to educate the public on the FasTrak® lanes, especially regarding use by solo riders for a fee
- ▶ Make improvements to bus stop stations to protect and shelter disabled wheelchair riders from elements of the environment such as rain or sun
- ▶ Expand bus services to include designated “Disabled Riders Only” buses
- ▶ Make published bus schedules easier to read and understand, especially information regarding transfers from one bus to another
- ▶ Purchase and use pedicabs as an alternative mode of transportation for wheelchair users to alleviate congestion in the Downtown San Diego area
- ▶ SANDAG needs to maintain a strong community-outreach program that is input friendly to a wide variety of demographic groups in order to reach audiences in every part of the county to solicit their feelings, concerns, and ideas to how their needs can be better met

All Congregations Together (ACT)

The mission of All Congregations Together (ACT) is to “provide services that will cause an observable positive change in the health, social, and economic conditions of individuals and communities.” ACT conducted community-based surveys and focus groups in Central San Diego neighborhoods and the Diamond Business District. Through these efforts, they received feedback from 220 residents.

Summary of Focus Group Comments

How can we improve the San Diego County transportation system?

- ▶ More security is needed at the trolley and bus stops
- ▶ More carpooling would reduce highway traffic
- ▶ Working lifts on buses for people with mobility limitations
- ▶ Lanes for buses only is needed to reduce bus transit time
- ▶ Extended high occupancy vehicle (HOV) lanes where possible
- ▶ Special lanes for slow-moving recreational vehicles
- ▶ More bus routes in low-income neighborhoods

What kind of transportation improvement should be considered?

- ▶ Taxi vehicles equipped to transport people with disabilities
- ▶ Community-based transportation services
- ▶ Extend the trolley to more areas of the community
- ▶ Smaller, more senior-friendly service/vehicles
- ▶ Vehicles designed for seniors and people with disabilities

What are your highest priorities for a transportation system?

- ▶ Extend the trolley services to more areas
- ▶ Install cameras on trolley and buses to improve security for riders
- ▶ Bus drivers need to be more patient with seniors and people with disabilities
- ▶ Bus drivers need to have better control over the behavior of the riders
- ▶ Improved security on the trolley, buses, and at bus and trolley stops
- ▶ Make available more community-based transportation services

What options do you support to provide ongoing funding for transportation system/services?

- ▶ Balance the transit budget and reduce unnecessary spending
- ▶ Reduce/stop the tagging of traffic management equipment
- ▶ Use different modes of transit services where possible
- ▶ Lower the cost to operate the transit system by using more fuel- and maintenance-efficient vehicles
- ▶ Use more community-based transportation services

What feedback would you give the decision makers?

- ▶ More locally controlled transportation for seniors and disabled persons
- ▶ Better education on available transportation services
- ▶ Make available monthly Paratransit passes
- ▶ Provide local help with filling out forms to get on access
- ▶ Periodically provide someone to talk with community members concerning transportation issues

Bayside Community Services

Outreach efforts reached more than 150 people who either attended one of four community forums or completed a survey. The forums were conducted in English with translation into Spanish, Hmong, and Vietnamese. Materials also were provided in these languages. Translators were available at the forums to gather input from all participants.

Summary of Survey Results

The participants were asked to choose their top three choices as to a direction that the RTP should take, so the numbers reflect that the choice was one of three.

- ▶ Add more bus and trolley service
- ▶ Promote more carpools/vanpools
- ▶ Add lanes to existing freeways
- ▶ Build houses and businesses near areas served by public transit
- ▶ Build new freeways
- ▶ Offer incentives for employers to offer flexible work hours (employees can commute during non-rush hours)
- ▶ Integrate new technologies

- ▶ Allow solo drivers to pay to use carpool lanes in rush hours
- ▶ Consider options to increase funding for transportation
- ▶ Expand access for disabled riders
- ▶ Cash incentives for employees to ride public transit, carpool, bike, or walk to work during rush hours
- ▶ Expand train service

Feedback from Workshop Discussions

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 English, Spanish, Hmong, and Vietnamese. Translations of the survey questions were provided to Spanish and Vietnamese participants.

Recommendations

- ▶ Expand trolley service along Interstate 15 to Riverside County or high speed train
- ▶ Build an underground system
- ▶ A tax to support vanpools
- ▶ All people thought that they would support a tax that would “improve” transportation
- ▶ Smart growth concept was broadly supported
- ▶ Have customer service representatives at major trolley/bus stops, such as Old Town and Fashion Valley
- ▶ Add trolley lines to the airport, Mid City, East County ,and along the Interstate 15 corridor
- ▶ Monorail

City Heights Community Development Corporation (CDC)

The City Heights CDC conducted public outreach in the City of San Diego community of City Heights. The community is mostly low-income and highly transit-dependent. The outreach effort consisted of discussion workshops; a comprehensive transportation survey was developed to focus input. The survey used ranking, multiple choice, and open-ended questions. Using these methods, we engaged 133 people about the elements of the RTP and San Diego transportation issues.

Survey Results

The survey was translated into Somali and Spanish. Survey questions asked people to rate their priorities in terms of transportation problems, solutions, funding, and commute times. Participants were asked what transportation problems they felt were the most pressing for the San Diego region. According to respondents, the two most critical transportation problems are:

- ▶ Traffic congestions and delays
- ▶ Limited public transportation service

Recommendations to—

Improve roadway systems (participants selected top two solutions)

- ▶ Add lanes to existing roads or freeways
- ▶ Build more bus-only lanes
- ▶ Expand public transit
- ▶ Build more lanes for cars
- ▶ Expand train/trolley service
- ▶ Build more freeways

Improve public transportation

- ▶ Expand bus rapid transit (BRT) to job centers
- ▶ Add new bus routes
- ▶ Extend existing bus routes
- ▶ Add more trolley service
- ▶ More frequent service during rush hours and on nights and weekends
- ▶ Expand access for disabled

Other transportation improvement recommendations

- ▶ Cash should be given to employees who ride public transit, carpool, bike, or walk to work during rush hour
- ▶ Offer incentives to businesses for flexible hours
- ▶ Build businesses closer to transit
- ▶ More vanpools from metro to downtown and beaches

Generate more funding

A vast majority (74%) of the people surveyed supported increasing funds for transportation. When asked where these funds should come from, the top two responses were by transferring funds from other uses (57%) and fees from carpool lane tolls (51%). Areas of transportation that need the most funding, according to residents, are BRT to job centers (46%) and better buses and trolleys (44%)

Workshop Feedback

In summary, outreach conducted by the City Heights CDC provided feedback around the following major transportation issues:

- ▶ The most important transportation problems are traffic congestion and limited public transit service
- ▶ The most important solutions for San Diego transportation are adding lanes to existing roads, especially for “buses only” and carpool
- ▶ It is critical to expand public transportation, especially in City Heights, including increasing frequency of busiest routes and adding bus rapid transit to job centers
- ▶ Incorporate Smart Growth concepts like building homes closer to businesses
- ▶ Offer incentives to employees and employers who use and encourage transit and alternative modes of travel
- ▶ Communities with the most transit riders and fewer transportation choices should be a priority when it comes to improving public transit services and infrastructure improvements

El Cajon Collaborative

The El Cajon Collaborative outreach effort included group meetings and written survey responses. The responses from the group meetings and the surveys are combined. The events were held within the city and unincorporated areas of El Cajon and generated participation from people who either lived or worked in East County.

Meeting and Survey Responses and Recommendations

How can the transportation system in San Diego County and especially in East County be improved? (It was interesting that participants needed prompting to consider roads and freeways as part of the regional transportation system planning.)

- ▶ Extended bus/trolley schedules (earlier in the a.m. and later in the p.m.)

- ▶ More frequency and more routes
- ▶ Make transportation lines go all the way to the airport
- ▶ More bike lanes (including on Cuyamaca and Grossmont campuses)
- ▶ More pedestrian-friendly
- ▶ More park and rides
- ▶ Buses need to go between Cuyamaca and Grossmont Colleges, including weekends
- ▶ East County will benefit from more smart growth
- ▶ More handicapped seats on trolley
- ▶ More lighting at bus/trolley locations (solar)
- ▶ More covered bus shelters
- ▶ More security at bus stops and park and rides
- ▶ Incentives to walk and ride bikes
- ▶ Serve your current ridership well to increase loyalty: the disabled, the elderly, and college students
- ▶ Bikes, skateboards, and surf boards need a place to park them, as well as those who carry groceries
- ▶ Same fees across the board – be able to transfer from one bus to another without extra fees
- ▶ Link bus stops near high schools with trolley stations on bus lines and incorporate beginning and ending school times to enable students to use public transportation

If you are not a regular user of public transportation, why not? What would need to change in order for you to utilize public transportation on a regular basis?

It was challenging to solicit information about why individuals did not use public transportation. It was as if utilization of public transportation was not only the choice of last resort, but one that was seldom, if ever considered by most participants. While participants had little personal experience with public transportation, almost all had clients or knew individuals who were frequent users.

What types of revenue sources should pay for transportation system improvements (e.g., sales tax, gasoline tax, user fees)?

It was surprising how many individuals were willing to pay for improvements or pay at a higher rate for a premium service (e.g., non-stop ride to a destination). Respondents listed a number of taxes, fees, and other assessments to help pay for transportation improvements.

What improvements to the transportation system are most needed or should be completed first?

The first and often only suggestion for slow-moving traffic was to widen the road. Responses included widen roads, increase transit service, and improve public transportation system. (See report for complete list of suggestions.)

What information do you want our policy makers to consider when making decisions about the transportation system?

Most answers focused on expanding the public transportation system, have employers provide incentives, promote alternate fuels, and educate the public on the transportation system. (See report for complete list of suggestions.)

Other Comments

There is interest by East County school district staff and parents in having the school districts work with SANDAG to implement a shared system of transportation for students. The Grossmont/Cuyamaca College District is particularly interested in increasing student utilization of public transportation and reducing the need for parking on campus. (See report for complete list of suggestions.)

Escondido Education COMPACT

Escondido Education COMPACT, in collaboration with the Escondido Youth Voice, focused its efforts on the North Inland corridor of San Diego County, specifically the greater Escondido and San Marcos area.

According to the COMPACT study for the RTP outreach, in communities where youth are not provided busing to or from school and access to any vehicle is limited, transportation was identified as a barrier to their movement from poverty toward economic self-sufficiency.

Throughout all of the outreach activities, Escondido Youth Voice played an active role in educating, collecting data, and organizing the findings. Through their leadership and participation, over 200 North County Youth were educated and exposed to their responsibility in representing their community in improving our transportation system.

Findings and Recommendations

- ▶ More buses, routes, and quicker bus transportation
- ▶ Lower cost of public transportation
- ▶ Traffic relief, widen freeways, more carpool options
- ▶ New/expand systems – trolley, train, bus lanes

Comments on the Existing System

- ▶ Bus routes are inconsistent and conflicting with my schedule
- ▶ There isn't a bus stop close to my house
- ▶ Buses need to pass through more residential areas
- ▶ I have to take two buses to go to work and it takes a long time
- ▶ Sometimes the bus doesn't pass to where I am going; buses should go to different (more) places
- ▶ Less obscure route maps
- ▶ Providing better schedule information regarding the system
- ▶ The biggest transportation issue facing youth in survey is cost

South Bay Community Services

South Bay Community Services facilitated five public meetings in the South Bay, with a total of 142 participants. The meetings were held in English and/or Spanish and were attended by seniors, adults, families, single parents, and youth living in the South Bay; the majority were low-income individuals. Everyone expressed a concern toward San Diego's expected population growth and future transportation issues. Many expressed their frustration with the current transportation system and all shared their ideas on how to improve it, their top priorities, how to better connect the transportation system with jobs and housing, and transportation funding options. The general consensus is that although driving alone is much more comfortable and convenient, traffic and congestion are getting worse, which means that other alternatives need to be considered by decision makers, as well as by the public.

How can we improve the San Diego transportation system?

Trolley and bus services—

- ▶ Lower fares
- ▶ Add routes and stops
- ▶ Trolleys/buses should run more frequently
- ▶ Two different types of routes can be designed; regular routes for short commutes and non-stop, fast routes for longer commutes
- ▶ Coordinate trolley and bus schedules to decrease waiting time when passengers transfer
- ▶ Expand trolley system

Roads/freeways

- ▶ FasTrak® lanes (toll roads) should be created in segments of the freeways that are highly congested during rush hour so drivers can choose to pay to get to work quicker
- ▶ Create fast lanes (with few exits) on the freeways for long commutes
- ▶ HOV lanes, designated bus lanes, and truck lanes are also needed on the freeways
- ▶ As more housing and communities are built further east, additional freeways need to be built in those areas as well

With limited dollars, what are the biggest priorities for the transportation system?

- ▶ Expand and develop an efficient public transportation system that is reliable, accessible, and affordable to all
- ▶ Safety needs to be addressed in order to make streets, trolley/bus stops and transit centers safe, which will encourage more people to walk and use public transportation at all times of the day

How should we better connect the transportation system with jobs and housing?

- ▶ Better connect the transportation system with jobs and housing
- ▶ All new communities should be built to accommodate a mixture of homes jobs, shops, and services next to each other
- ▶ Communities should have options to walk/bike to work, school, shops, and services
- ▶ Employment centers all throughout the county and not just in certain areas, such as the North County region
- ▶ Good-paying jobs need to be drawn to the South Bay and East County areas to significantly reduce traffic going north on the I-805 and I-5 in the mornings and traffic going south on the I-805 and I-5 in the evenings
- ▶ COASTER or a heavy rail system needs to be developed to transport commuters from the South Bay and East County regions to Central San Diego and the North County region

Are there other funding options we should consider?

- ▶ If public transportation is cheaper, more people will use it, which will generate enough revenue to pay for itself and even generate some profit
- ▶ Additional toll roads at affordable prices may also generate enough money to pay for the construction of that particular toll road and hopefully generate revenue
- ▶ Rather than having one or two expensive toll roads, it would be more appropriate to develop multiple inexpensive toll roads
- ▶ Toll roads can be installed at the end of each County, where drivers can pay a minimal fee to drive through each County

- ▶ Lastly, big box retailers and large companies should provide free shuttle services to surrounding areas; the burden would then be shared between the private and the public sector

What other feedback would you give to decision makers?

- ▶ Employers and governmental agencies need to come up with programs and incentives to get middle- and upper-class individuals to use public transportation, HOV lanes, bicycles, etc.
- ▶ Planners and decision makers to look at how other countries (both developed and undeveloped) deal with their transportation system issues
- ▶ Do not dismiss nontraditional informal transportation options