BOARD OF DIRECTORS
AGENDA

Friday, August 2, 2002
9 a.m.
SANDAG
401 B Street, 7th Floor
San Diego, CA

AGENDA HIGHLIGHTS

• MOBILITY 2030: PRELIMINARY DRAFT RTP
• REQUESTED CHANGE TO TRANSNET ORDINANCE
• 2002 DRAFT CONGESTION MANAGEMENT PLAN

PLEASE TURN OFF CELL PHONES DURING THE MEETING

MISSION STATEMENT
The 18 cities and county government are SANDAG serving as the forum for regional decision-making. SANDAG builds consensus, makes strategic plans, obtains and allocates resources, and provides information on a broad range of topics pertinent to the region’s quality of life.
Welcome to SANDAG! Members of the public may speak to the Board on any item at the time the Board is considering the item. Please complete a Speaker’s Slip which is located in the rear of the room and then present the slip to the Clerk of the Board seated at the front table. Also, members of the public are invited to address the Board on any issue under the agenda item entitled Public Comments/Communications. Speakers are limited to three minutes. The SANDAG Board may take action on any item appearing on the agenda.

This agenda and related staff reports can be accessed on SANDAG’s Web site at www.sandag.org under Meetings. Public comments regarding the agenda can be forwarded to SANDAG via the e-mail comment form also available on the Web site. Email comments should be received no later than noon on the Wednesday preceding the Friday SANDAG Board meeting.

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BOARD OF DIRECTORS AGENDA
Friday, August 2, 2002

ITEM #                        RECOMMENDATION

+1.  MINUTES OF THE JUNE 28, 2002 BOARD MEETING                      APPROVE

+2.  SUMMARY OF JULY 12, 2002 POLICY DEVELOPMENT BOARD MEETING       APPROVE

3.  DISCUSSIONS AND ACTIONS FROM POLICY ADVISORY COMMITTEES        APPROVE
   +A.  EXECUTIVE COMMITTEE MEETING (July 12, 2002)
   +B.  TRANSPORTATION COMMITTEE MEETING (July 11, 2002)
   +C.  REGIONAL PLANNING COMMITTEE MEETING (July 12, 2002)

4.  ADDITIONS AND DELETIONS

CONSENT ITEMS (5 through 11)

+5.  LOCAL TECHNICAL ASSISTANCE (LTA) PROJECT REQUIRING MORE THAN   INFORMATION
     $1,000 OR THREE DAYS STAFF TIME (Jeff Tayman)

Local Technical Assistance (LTA) policy guidelines require that projects involving more
than three days staff time be reported to the Board of Directors. The project covered
in this month’s report is the preparation of maps for the City of Poway’s habitat
tracking report.

+6.  REGIONAL ARTERIAL SYSTEM – UPDATE (Mayor Shirley Horton, Chair,
     Transportation Committee; Richard Chavez, SANDAG Staff)          APPROVE

The Regional Arterial System defines key arterials that provide mobility throughout
the region. Requested additions and deletions to the Regional Arterial System have
been evaluated based upon defined criteria. The Transportation Committee
recommends adding 25 arterials and deleting 11 arterials from the Regional Arterial
System in the 2030 RTP.

+7.  2000 REGIONAL TRANSPORTATION IMPROVEMENT PROGRAM (RTIP) – AMENDMENT NO. 13 (Resolution 2003-4) (Sookyung Kim)       APPROVE

Caltrans has received federal discretionary funds for FY 2002 that must be obligated
by September 30, 2002. Approval of this amendment would add these projects to
the 2000 RTIP.
+8. PROGRESS REPORT ON TRANSPORTATION PROJECTS (Jose Nuncio) INFORMATION

This report summarizes the current status of major highway, transit, arterial, traffic management, and Transportation Demand Management (TDM) projects in SANDAG’s four-year Regional Transportation Improvement Program (RTIP). The TransNet one-half percent local sales tax and other local, state, and federal sources fund these projects.

+9. AUTHORIZE THE EXECUTIVE DIRECTOR TO ENTER INTO A CONTRACT WITH CALTRANS FOR THE WELFARE TO WORK TRANSIT STUDY, PASS THROUGH FUNDS TO MTDB, AND AMEND THE FY 2003 OVERALL WORK PROGRAM AND BUDGET (Resolution 2003-5) (Jeff Martin) APPROVE

SANDAG, as the region’s Metropolitan Planning Organization, submitted an Environmental Justice Grant Application to Caltrans on behalf of MTDB (Co-Applicant). SANDAG and MTDB have been awarded the $45,000 grant to fund MTDB’s work to refine the transit recommendations from the Welfare to Work Transportation Plan developed by SANDAG in 1999.

+10. RESOLUTION TO AMEND SANDAG’S CONTRACT WITH THE CALIFORNIA PUBLIC EMPLOYEES RETIREMENT SYSTEM (CalPERS) (Resolution 2003-6) (Wayne Sink) APPROVE

In accordance with previous Board actions, approval of this final resolution will authorize the agency’s contract with CalPERS to be amended to change its employee retirement plan.

PUBLIC COMMENTS/COMMUNICATIONS

11. Members of the public shall have the opportunity to address the Board on any issue within the jurisdiction of the Board. Anyone desiring to speak shall reserve time by filing a written request with the Clerk of the Board prior to speaking. Speakers are limited to three minutes.
CHAIR’S REPORT

12. RECOGNITION OF COUNCILMEMBER RAMONA FINNILA FOR HER SERVICE AS CHAIR OF SANDAG

13. BINATIONAL ISSUES:

A. INTRODUCTION OF HON. LUIS ENRIQUE DIAZ, MAYOR OF THE CITY OF PLAYAS DE ROSARITO, MEXICO

Hon. Luis Enrique Díaz was elected as the second Mayor of the City of Playas de Rosarito for the December 2001- November 2004 period. The Municipality of Playas de Rosarito was created in December 1995, when Rosarito became the fifth Municipality of the State of Baja California.

B. REPORT FROM THE CONSUL GENERAL OF MEXICO ON PHOTO IDENTIFICATION CARD PROGRAM (Hon. Rodulfo Figueroa Aramoni)

Consul General Figueroa will present the “Matrícula Consular”, an identification card issued to Mexican nationals by the Consulate General of Mexico. This identification card is already accepted by the cities of Chicago, Austin, San Francisco, Los Angeles, and several other communities, as a valid form of ID to prove identity. The Mexican government recently redesigned the cards to meet higher security standards and now include a holographic seal and other features that make them difficult to copy.

14. ELECTION OF EXECUTIVE COMMITTEE ALTERNATES

Article IV, Section 3, of the SANDAG Bylaws requires that the Chair nominate and the Board elect members to serve as Executive Committee alternates for the next year. The Chair nominates the current alternates, Mayor Shirley Horton, City of Chula Vista, as the 1st alternate, and Councilmember Dick Ramos, City of El Cajon, as the 2nd alternate. The Chair also will nominate a Board member to fill the vacant position as the 3rd alternate at the Board meeting.

+15. APPOINTMENT OF POLICY ADVISORY COMMITTEE CHAIRS AND VICE CHAIRS

Board policy provides for the SANDAG Chair to appoint the Chairs and Vice Chairs to the Transportation, Regional Planning, and Borders Policy Advisory Committees. The Chairs and Vice Chairs of each of the Committees remain the same, with the exception of a new Vice Chair for the Borders Committee. The Vice Chair for the Borders Committee will be named at the Board meeting. A list of the membership on each committee is provided.
16. APPOINTMENT OF SOUTH COUNTY REPRESENTATIVE TO THE REGIONAL ENERGY POLICY ADVISORY COUNCIL (REPAC) (Councilmember Ron Morrison, SANDAG Chair)

Board members from the South County cities will recommend their representative to REPAC at the Board meeting.

REPORTS

+17. LEGISLATIVE UPDATE: SB 1703 (PEACE) AND AB 2095 (KEHOE) – SAN DIEGO REGIONAL AGENCY STATUS REPORT (Debra Greenfield)

Staff will provide an update on the status and any modifications to the legislation, and advise of upcoming hearings. A letter from MTDB indicating their concurrence in the consolidation provisions is provided.

+18. MOBILITY 2030: REGIONAL TRANSPORTATION PLAN FOR THE SAN DIEGO REGION – PRELIMINARY DRAFT (Kim Kawada)

The Regional Transportation Plan (RTP) is the blueprint designed to address the mobility challenges created by our region’s growing population. Required by state and federal regulations, this long-range plan contains an integrated set of public policies, strategies, and investments to maintain, manage, and improve the transportation system in the San Diego region through the year 2030. This report, MOBILITY 2030, is a preliminary draft based on the Reasonably Expected Revenue scenario, which includes $41 billion of projected revenues to fund recommended improvements. The Board is asked to accept for distribution the preliminary draft Plan.

+19. DRAFT 2002 CONGESTION MANAGEMENT PROGRAM (CMP) (Mayor Shirley Horton, Chair, Transportation Committee; Mario Oropeza, SANDAG Staff)

As the Congestion Management Agency for the San Diego region, SANDAG is required to prepare and update the Congestion Management Program (CMP) every two years. Working with a CMP Working Group, representing local and regional agencies, and under direction of the Transportation Committee, a draft 2002 CMP update has been prepared. The Transportation Committee recommends that the Board accept for distribution the draft 2002 Congestion Management Program and schedule a public hearing for the Friday, September 27, 2002 Board meeting.
REQUEST TO CHANGE THE TransNet ORDINANCE FOR TRANSIT OPERATING SUPPORT (Mayor Shirley Horton, Chair, Transportation Committee; Craig Scott, SANDAG Staff)

In a July 3, 2002 letter, MTDB requested that SANDAG amend the transit funding formula in the TransNet Ordinance to provide additional funding flexibility for operating support. SANDAG staff prepared three options for the Transportation Committee to consider. The Committee discussed this request and a motion made in support of one of the options failed on a 3-3 vote. At the request of Committee members, this item was placed on the SANDAG Board agenda, without a recommendation. On July 25, 2002, the MTD Board did not reach consensus on an option. On July 25, 2002, NCTD acted to not support a change in the current Ordinance at this time.

Given the identified issues regarding the need to address the ongoing annual operating shortfalls for the existing transit system and to identify funding sources to implement early action projects consistent with the Regional Transit Vision, staff recommends that the Board of Directors direct staff to work with MTDB and NCTD to refine the capital and operating costs associated with early action RTV projects, to examine options for balancing the current operating budget, and provide recommendations for resolving these issues. The recommendations may include amendments to the TransNet Ordinance in the future.

STATUS REPORT ON THE REGIONAL COMPREHENSIVE PLAN (Mayor Lori Pfeiler, Chair, Regional Planning Committee; Carolina Gregor, SANDAG Staff)

The Regional Planning Committee has met four times since April 2002. Chair Pfeiler will report on progress, to date, on the Regional Comprehensive Plan (RCP).

SANDAG TRANSPORTATION MARKETING, PUBLIC OUTREACH AND INVOLVEMENT PROGRAM (Garry Bonelli)

This report highlights the work being undertaken by SANDAG to provide public outreach and involvement for the draft Mobility 2030 report - the regional transportation plan, public information about the TransNet program, and marketing the agency’s RideLink transportation demand management programs.
23. **CLOSED SESSION:**

CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION
Significant Exposure to Litigation Pursuant to Government Code Section 54956.9(b)
Number of cases: 1

ADJOURNMENT

GARY L. GALLEGOS
Executive Director

+next to an agenda item indicates an attachment
MINUTES OF THE BOARD OF DIRECTORS MEETING AND THE REGIONAL TRANSPORTATION COMMISSION MEETING

June 28, 2002

Chairwoman Finnila called the meeting of the SANDAG Board of Directors to order at 9:17 a.m. Attendance was as follows:

**Voting Members**
- City of Carlsbad ................................ ................................ ......... Ramona Finnila, Councilmember
- City of Chula Vista ................................ ................................ ..................... Shirley Horton, Mayor
- City of Coronado ................................ ................................ ............ Phil Monroe, Councilmember
- City of Del Mar ................................ ................................ ............ Crystal Crawford, Councilmember
- City of El Cajon................................ ................................ ............... Richard Ramos, Councilmember
- City of Encinitas................................ ................................ .......... Dennis Holz, Councilmember
- City of Escondido ................................ ................................ .......... Lori Pfeiler, Mayor
- City of Imperial Beach ................................ ................................ ............... Patricia McCoy, Councilmember
- City of La Mesa ................................ ................................ ..................... Art Madrid, Mayor
- City of Lemon Grove ................................ ................................ .......... Mary Teresa Sessom, Mayor
- City of National City ................................ ................................ .. Ron Morrison, Councilmember
- City of Oceanside ................................ ................................ ..................... Betty Harding, Councilmember
- City of Poway ................................ ................................ .......................... Mickey Cafagna, Mayor
- City of San Diego ................................ ................................ ................. Dick Murphy, Mayor
- City of San Marcos ................................ ................................ ............... Hal Martin, Councilmember
- City of Santee ................................ ................................ ..................... Hal Ryan, Councilmember
- City of Solana Beach ................................ ................................ ............... Joe Kellejian, Councilmember
- City of Vista ................................ ................................ ....................... Judy Ritter, Mayor Pro Tem
- County of San Diego ................................ ................................ ................. Ron Roberts, Supervisor

**Advisory Liaison Members**
- Department of Transportation Pedro Orso-Delgado, District Director
- U.S. Department of Defense CAPT Gary Engle, Commander, Southwest Division, Naval Facilities Engineering Command
- Mexico Hon. Juan Vargas, City of Tecate
- San Diego Unified Port District Jess Van Deventer, Commissioner
- San Diego County Water Authority Hon. Claude Lewis, Director
- Metropolitan Transit Development Board Leon Williams, Chairman
- North San Diego County Transit Development Board Hon. Christy Guerin, Board Member
Chair Finnila announced that: the meeting to dialogue on North County Transportation Issues has been postponed until after the next Board of Directors meeting; the Executive Committee meeting, the Policy Development Board meeting and the Regional Planning Committee meeting may all be held on July 12, 2002 in the City of Chula Vista; and the July Business meeting of the Board of Directors will be held on August 2, 2002.

Councilmember Kellejian (Solana Beach) introduced high school students from Armenia that are visiting in the United States as part of the Junior Achievement Program of Armenia, which is an internationally award winning program. The students will be in San Diego for the weekend and then will be traveling to Los Angeles.

Chair Finnila welcomed the students to the meeting and to the San Diego region.

1. MINUTES OF THE MAY 24, 2002 SANDAG MEETING (APPROVE)

   Action: San Marcos – La Mesa. The motion was made and seconded to approve the minutes of the May 24, 2002 SANDAG meeting. Yes - 18. No – 0. Absent – Lemon Grove.

2. SUMMARY OF JUNE 14, 2002 POLICY DEVELOPMENT BOARD MEETING (APPROVE)

   Action: Solana Beach – Del Mar. The motion was made and seconded to approve the summary of the June 14, 2002 Policy Development Board meeting. Yes - 18. No – 0. Absent – Lemon Grove.

3. DISCUSSIONS AND ACTIONS FROM POLICY ADVISORY COMMITTEES (APPROVE)

   A. EXECUTIVE COMMITTEE MEETING (June 14, 2002)
   B. TRANSPORTATION COMMITTEE MEETING (June 13, 2002)
   C. REGIONAL PLANNING COMMITTEE MEETING (May 30, 2002)
   D. BORDERS COMMITTEE MEETING (May 17, 2002)
   E. BORDERS COMMITTEE MEETING (June 21, 2002)

   Action: San Marcos – Imperial Beach. The motion was made and seconded to approve the Discussions and Actions from Policy Advisory Committees. Yes - 18. No – 0. Absent – Lemon Grove.

4. ADDITIONS/DELETIONS

   None.

CONSENT ITEMS (4 through 15)

5. NONDISPOSAL FACILITY ELEMENT (Resolution 2002-49) (APPROVE)

6. TRANSPORTATION DEVELOPMENT ACT (TDA) (APPROVE)

   A. FY 2002 CLAIM AMENDMENTS (Resolutions 2002-54 and 2002-55)
B. FY 2003 ALLOCATIONS (Resolutions 2002-56 through 2002-60)

7. APPROVAL OF JOBS ACCESS REVERSE COMMUTE GRANT APPLICATION BY METROPOLITAN TRANSIT DEVELOPMENT BOARD AND NORTH COUNTY TRANSIT DISTRICT (Resolution 2002-47) (APPROVE)

8. RESOLUTION OF SUPPORT FOR A CONTINUED AND STABLE FUNDING SOURCE FOR AMTRAK (Resolution 2002-53) (APPROVE)

9. RESPONSES TO THE SAN DIEGO COUNTY GRAND JURY REPORTS (APPROVE)

A. “REGIONAL TRANSPORTATION PLANNING – DOES IT EXIST?”

B. “TRANSPORTATION IN NORTH COUNTY – DEAD ENDS AND LACK OF FORESIGHT”

10. HIGHWAY NOISE BARRIER PROGRAM – PROJECT FUNDING (APPROVE)

11. PROGRESS REPORT ON TRANSPORTATION PROJECTS (INFORMATION)

12. FY 2003 WEIGHTED VOTING FORMULA (INFORMATION)

13. EXECUTIVE DIRECTOR PERFORMANCE REVIEW (APPROVE)

14. RESOLUTIONS TO AMEND SANDAG’S CONTRACT WITH THE CALIFORNIA PUBLIC EMPLOYEES RETIREMENT SYSTEM (APPROVE)

15. PROPOSED AMENDMENT TO SANDAG’S CONFLICT OF INTEREST CODE (ACCEPT FOR DISTRIBUTION)

Action: La Mesa – Solana Beach. The motion was made and seconded to approve consent items 4 through 15. Yes - 18. No – 0. Absent – Lemon Grove.

16. PUBLIC COMMENTS/COMMUNICATIONS

Clive Richards, a San Diego resident, shared his view on regional government with the Board.

Serena Carver, a resident of San Diego, expressed concern regarding the gas shortage in the region and urged the Board to support and promote public transit.

Staff reported that as of 10:00 p.m. yesterday, no more tolls will be collected on the San Diego-Coronado Bridge. Staff noted that the Caltrans District 11 Director has already begun removing the toll booths from the bridge.

Mayor Madrid (La Mesa) commended City of Coronado Councilmember Monroe for his professionalism and regional approach in dealing with this issue.
CHAIR’S REPORT

17. INTRODUCTION OF HON. JUAN VARGAS, MAYOR OF THE CITY OF TECATE, MEXICO

Chair Finnila introduced Hon. Juan Vargas, Mayor of Tecate, Mexico. Mayor Vargas was elected Mayor of Tecate in December 2001. In addition to his mayoral duties, Mayor Vargas is a university professor and has provided professional consultant services for such organizations as the Maquiladora Association of Tecate and the Tecate Chamber of Commerce. For the past 30 years, he has held several prominent positions within the Institutional Revolutionary Party (PRI). The Mayor holds academic degrees in Accounting, Business Administration and has a Law Degree.

Mayor Vargas thanked the Board for inviting him to today’s meeting and mentioned that he will be committed to working with the Board and will come to the meetings often. He introduced members of his staff that accompanied him to the meeting. Mayor Vargas noted that the City of Tecate will host an Expo from August 1-11, 2002. The Expo will highlight Tecate and its region. Personal invitations will be mailed to all Board members.

Chair Finnila thanked Mayor Vargas for attending the meeting and invited him to attend future meetings as often as he likes.

18. RECOGNITION OF CAPT GARY ENGLE, USN, CIVIL ENGINEER CORPS

Chair Finnila thanked CAPT Engle for his work on the beach sand replenishment project and presented him with a bottle of sand to remind him of the San Diego region. In addition, she presented him with a plaque, thanked him for his leadership, and wished him well in his next Navy assignment. CAPT Engle has been a member of the SANDAG Board of Directors since September 2000.

CAPT Engle thanked the Board. He noted that his position as an advisory member on the SANDAG Board is a unique opportunity for a Division Commander. CAPT Engle stated the Department of Defense has received a lot from interacting on the various SANDAG committees, data sharing, and working with staffs. He invited all Board members to attend his change of command ceremony beginning at 1:00 p.m. on Friday, August 2, 2002. In addition, he presented Chair Finnila with a plaque for her service as the SANDAG Chair.

19. COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO)

A. PRESENTATION OF APPRECIATION TO MICHAEL BIXLER, PAST CHAIR, COBRO

Chair Finnila recognized Mike Bixler as the Founding Chair of the Committee on Binational Regional Opportunities (COBRO). Councilmember Crawford (Del Mar), Chair of SANDAG’s Border Committee, thanked Mr. Bixler for his vision, leadership and hard work as Chair of COBRO over the past six years.

Mr. Bixler thanked the Board for the recognition of his efforts. He commented that COBRO is one of the most important committees at SANDAG. He applauded the Board for making progress in cultivating the relationship between the San Diego region and Mexico and congratulated Elsa Saxod as the newly elected Chair of COBRO.
B. ANNUAL COBRO CONFERENCE

Councilmember Crawford introduced Elsa Saxod to the Board noting that Ms. Saxod has been a member of COBRO for quite some time and is currently working with the City of San Diego as a representative on binational affairs.

Ms. Saxod thanked the Board and stated it is a pleasure to have been selected as the new chair of COBRO. She provided the Board with an overview of the upcoming annual COBRO summer conference. Entitled, “Border Infrastructure Needs and Financing Challenges and Opportunities,” the COBRO summer conference will be held on Friday, July 19, 2002, at the San Ysidro School District’s new Multicultural Complex. The Ambassador for the United States to Mexico, Jeffery Davidow, will be the keynote speaker. Other confirmed speakers are the Secretary of Public Works for the State of Baja California, the Secretary of Economic Development for the City of Tijuana, as well as representatives from U.S. Trade Agencies, NADBank and the Export/Import Bank. Ms. Saxod urged all Board members to attend.

Chair Finnila presented two special awards – one to the SANDAG General Counsel, for her tireless efforts and steadfast loyalty to SANDAG, and one to the SANDAG Vice Chair for his support and help over the past two years. Both thanked the Chair for her thoughtfulness.

20. REGIONAL ENERGY POLICY ADVISORY COMMITTEE (APPOINT)

Councilmember Ramos (El Cajon), SANDAG’s representative on the San Diego Regional Energy Board, noted that the Regional Energy Policy Advisory Committee (REPAC) is being restructured to gain better input, from both the policy makers and from a broader geographic representation. The purpose of the REPAC is to provide regional input and guidance for the preparation and implementation of SANDAG’s regional energy strategy.

Councilmember Ramos asked that the Board members appoint elected officials from the four subregions (South County, East County, North County Coastal, North County Inland) and the City and County of San Diego. The appointments need to be made by the July 2002 Board of Directors meeting. The REPAC will have monthly meetings from now until the end of the year and less frequent meetings after the first of the year. The tentative schedule is to request that the SANDAG Board accept the strategy for distribution by late 2002/early 2003. The findings and policy issues identified in the regional energy infrastructure study, which is an important foundation for the strategy, will be the subject of SANDAG’s Policy Development Board meeting on July 12, 2002.

Chair Finnila noted that the North County Coastal cities have selected City of Encinitas Councilmember Jerome Stocks as its representative on REPAC and made the motion approve the North County Coastal representative on REPAC.

Councilmember McCoy (Imperial Beach) seconded the motion.

Action: Carlsbad – Imperial Beach. The motion was made and seconded to appoint Councilmember Jerome Stocks as the North County Coastal representative on REPAC. Yes - 19. No – 0.
Mayor Cafagna (Poway) announced that SANDAG’s North County Inland representatives have selected San Marcos City Councilmember Mark Rozmus as its representative on REPAC.

Mayor Pfeiler (Escondido) made the motion to approve the North County Inland representative on REPAC.

Councilmember Martin (San Marcos) seconded the motion.

**Action:** Escondido – San Marcos. The motion was made and seconded to appoint Councilmember Mark Rozmus as the North County Inland representative on REPAC. Yes - 19. No – 0.

Mayor Madrid made the motion to appoint City of Lemon Grove Councilmember Jerry Jones to serve as the East County representative on REPAC.

Councilmember Ryan (Santee) seconded the motion.

**Action:** La Mesa – Santee. The motion was made and seconded to appoint Councilmember Jerry Jones as the East County representative on REPAC. Yes - 19. No – 0.

Councilmember Ramos requested that the remaining appointments be made prior to the July Board of Directors’ meeting.

**21. ELECTION OF BOARD OFFICERS: REPORT OF THE NOMINATING COMMITTEE (ELECT)**

Chair Finnila pointed out that the Nominating Committee recommended both Councilmember Ron Morrison (National City) and Mayor Mickey Cafagna (Poway) for Chair of SANDAG for the 2002-2003 term. The Nominating Committee first recommended that the Board elect the new Chair, and then the person not selected as Chair is nominated for Vice Chair. Chair Finnila invited both candidates to make a brief presentation to the Board.

Mayor Cafagna indicated he is flattered, having been nominated as one of the persons to lead the Board. He noted that it is important to have qualified people. He added that the Board should not break from tradition because the Vice Chair has worked very hard over the past several years to position himself for the Chairmanship and the Board is fortunate to have him. He added that he works very well with the Vice Chair and would be happy to serve as Vice Chair or Chair.

Vice Chair Morrison stated that when he first became the SANDAG representative, he had a reputation as being antagonist against SANDAG because he felt that SANDAG needed to change, which it has been working on doing. He thanked the Board for allowing him to be involved in different agency activities over the past two years as Vice Chair. Vice Chair Morrison stated that he is excited to accept the challenges before the Board and would be proud to serve as either Chair or Vice Chair.

Mayor Horton (Chula Vista) made the motion to nominate Councilmember Morrison as the Chair and Mayor Cafagna as the Vice Chair of SANDAG for the 2002-2003 term, respectively.
Mayor Madrid seconded the motion.

Mayor Sessom (Lemon Grove) indicated that she does not have a problem with either candidate and noted that they do work well together as a team. However, she does have a problem with the process and will be abstaining from the vote. Mayor Sessom suggested that whatever format is being used to select the SANDAG Board officers should be outlined in the Board’s rules and regulations.

Chair Finnila briefed the Board on the Nominating Committee’s procedures, which have been consistently used over the years.

Councilmember Kellejian, Chair of SANDAG’s Nominating Committee, mentioned that the Committee’s decision was based on the individual candidate’s ability to perform the job, experience on regional governance issues, experience with SANDAG, service on other committees and availability of time. He added that during the Committee’s discussions, there were more than two names mentioned for these offices.

Mayor Madrid agreed with Mayor Sessom’s concerns and comments regarding the process. There needs to be a better way to select the SANDAG Board Officers and there should be criteria to measure the leadership. He suggested that the new Chair appoint a representative from each region to develop a process to select future Board Officers.

Commissioner Jess Van Deventer (Port of San Diego) clarified that the relationship between the Cities of Chula Vista and National City has been nothing but outstanding over the years.

Chair Finnila asked for nominations from the floor. There were none.

Councilmember Ryan (Santee) suggested that in the future, there be a representative from each geographical area on the Nominating Committee.

**Action:** Chula Vista - La Mesa. The motion was made and seconded to appoint National City Councilmember Ron Morrison as the Chair and City of Poway Mayor Mickey Cafagna as the Vice Chair of SANDAG for the 2002-2003 term. Yes - 18. No - 0. Abstain - Lemon Grove.

Mayor Cafagna stated that it is important for the Board to understand that with the new regional agency, the job cannot be done by two people alone. They will need the support of all of the Board members and their city councils. He noted that both he and the Chair-elect will be calling on the Board members and demanding their assistance.

Vice Chair Morrison stated that in the future, there will be a huge time commitment from the Board members. In order for this agency to be effective, it is going to take a team effort and everyone needs to pull together. He added that a challenge and a great opportunity lie ahead for the Board.
REPORTS

22. LEGISLATIVE UPDATE: SB 1703 (PEACE) AND AB 2095 (KEHOE) – SAN DIEGO REGIONAL AGENCY LEGISLATION STATUS AND AMENDMENT (APPROVE)

There have been developments in Sacramento and the San Diego region relative to the two bills since the last meeting. AB 2095 (Kehoe) has passed the Senate Local Government Committee and will next be heard in the Senate Transportation Committee. There is no date for that hearing as of yet. SB 1703 (Peace) has passed the Assembly Transportation Committee and the Assembly Local Government Committee, where Senator Peace amended the bill to include the SANDAG Board’s most recent actions on the voting process and other changes to bring the bill into consistency with the Board’s policies. SB 1703 will next be heard in the Assembly Appropriations Committee. There is no date. SANDAG staff has been tracking the hearing dates and has been keeping the City Manager’s and the CAO informed of those dates. Local actions since the last meeting include: the City of San Diego unanimously supporting the bills; the City of Encinitas has agreed to support the bills pending SANDAG Board Action today; other agencies, both cities and the transit Boards have been discussing the bills; there are some “watch” positions and there have been suggested amendments to the bills. The SANDAG Board and staff are trying to make this as open a process as possible and will attempt to incorporate all suggested amendments into the legislation.

Councilmember Ryan commented that there needs to be specific triggers for the new agency to request a public vote on specific issues and once those triggers are met, it should automatically warrant a public vote.

Mayor Pfeiler, Chair of SANDAG’s Ad Hoc Working Group on Strengthening Regional Governance, stated that the public vote issue has always been a goal for the Board but the challenge has been what can the public vote on and when will the public vote. It has been suggested that the issue of regionally significant transportation projects be placed on the March 2004 ballot. That would be consistent with the adoption of 2030 Regional Transportation Plan (RTP) and the Regional Comprehensive Plan (RCP).

Mayor Cafagna added that the March 2004 ballot is the primary ballot and that both the 2030 RTP and the RCP must be in place and approved prior to going to the ballot with the regionally significant transportation project issue. It is important for the voters to know what they are voting on and understand what regionally significant transportation projects are before they vote on whether or not the regional agency has the right to impose them. If the 2030 RTP and the RCP are not complete by March 2004, then the implementation should be postponed until both plans are approved. Staff stated that there is a timing challenge, the way the legislation is currently drafted, that the RCP will be adopted no later than 18-months after enactment of the bill.

Mayor Pfeiler indicated that the idea is to place the regionally significant transportation project issue on the March 2004 ballot but the actual implementation would take place after the both the 2030 RTP and the RCP are adopted. Staff added that could be included as a trigger in the legislation.
Councilmember Monroe (Coronado) asked for clarity if regionally significant transportation projects include transit and highways and exclude airports and airport locations.

Mayor Pfeiler noted that the regionally significant transportation projects coincide with the projects listed in the 2030 RTP.

Councilmember Monroe made the motion to place into the bills that a vote be taken on regionally significant transportation projects.

Mayor Madrid seconded the motion and stated that the language needs to be very specific as to what regionally significant transportation projects are. He expressed concern that airports are not being included as regionally significant transportation projects.

Mayor Murphy (City of San Diego) commented that the airport authority bill requires a countywide vote on any proposal that is other than maintaining Lindbergh Field and mandates a public vote on any change.

Vice Chair Morrison questioned if the Board is including in its language includes the ability for the regional agency to put issues on the ballot. General Counsel responded that the current language in the bill gives the regional agency the authority to place issues of regional governance or its responsibilities on the ballot.

Mayor Sessom asked how the issue of regionally significant transportation projects would affect what will be presented to the voters regarding the TransNet extension. Staff indicated that the 2030 RTP will identify the regionally significant transportation projects and the TransNet extension would have an expenditure plan that would include specific projects and the expenditure plan would come out of the 2030 RTP.

Councilmember Holz (Encinitas) stated that if the RCP is not completed prior to the public vote, voting on the issue ahead of time would allow for a lot of speculation. Staff stated that both the 2030 RTP and the RCP should be looked at as a continuous process. Both plans will be constantly updated and as the issues change over time, so will the plans.

Mayor Lewis (San Diego County Water Authority) asked what will happen to the bills if the public votes everything down.

Mayor Pfeiler noted that this vote will be a risk and the regionally significant transportation project issue is the only new and unique responsibility in the bill. There has been discussion at the SANDAG Board meetings and throughout the region on what to let the public vote on. It’s a concept. If the Board can show what the 2030 RTP is and what is considered to be regionally significant at that time, the public will be asked if they want the regional agency to have the authority to implement those projects. On the other hand, if there is no public vote and the regional agency begins to implement regionally significant transportation projects, the regional agency may have a better chance to get the TransNet extension passed in November 2004 because the Board could show more progress in the region. This is really the only issue that the public can vote on in this legislation and it is up to the Board to educate the public on this issue.
Mayor Guerin (NCTD) commented that NCTD Board is closer to supporting this issue than it has ever been; however, it needs to be made clear what NCTD's role will be after the regional agency is created. She added that the SANDAG proposal is the best compromise that the NCTD Board has seen, thus far, regarding a public vote, which the NCTD Board strongly supports. Mayor Guerin expressed concern regarding any future consolidation of the transportation agencies as the process moves forward and noted that an outline of what the transportation agencies' roles would be in regards to the regional agency needs to be clearly defined.

Councilmember Monroe clarified that Assemblymember Kehoe is adamant about having a public vote incorporated in the bill.

Councilmember Crawford (Del Mar) asked if the current language in the bills are available and if that language defines regionally significant transportation projects. General Counsel replied that general language to help in defining regionally significant transportation projects is in the bills. The definition of regionally significant transportation projects will be defined by the Board and incorporated into the 2030 RTP.

Councilmember Crawford indicated that it would be helpful if the Board were able to see the language.

Mayor Pro Tem Ritter (Vista) asked how close the vote on the TransNet extension will be to the vote on the regionally significant transportation projects. Staff noted that the vote on the regionally significant transportation projects will be held in the primary election in March 2004 and the vote on the TransNet extension will be held in November 2004.

Action: Coronado – La Mesa. The motion was made and seconded to add language in the bills indicating that a public vote be taken on regionally significant transportation projects in March 2004. Yes - 15. No – 1 (County of San Diego). Abstain – 3 (Del Mar, Imperial Beach, Santee).

23. PUBLIC HEARING: 2002 REGIONAL TRANSPORTATION IMPROVEMENT PROGRAM (Resolution 2002-52) (ADOPT)

Mayor Horton, Chair of SANDAG’s Transportation Committee, stated that the 2002 Regional Transportation Improvement Program (RTIP) is a $4.4 billion, five-year program of major highway, transit, arterial, bicycle, and pedestrian projects funded by federal, state, TransNet, and other local funding from FY 2003 to FY 2007.

Mayor Horton pointed out that the asterisked items on Attachment 1, page 6 of the staff report, are items that were added after the June 13, 2002 Transportation Committee meeting. Mayor Horton added that there may be an opportunity to receive funds when the California Transportation Commission meets in October. If that happens, the State Transportation Improvement Program will need to be amended to reflect those changes.

Councilmember Holz (Encinitas) questioned what the connection is between the four-year plan and the 2030 Regional Transportation Plan (RTP) and when will proposed projects be far enough along that the resources can be shifted to begin improvements on the I-5 corridor. Staff responded there are several I-5 projects currently listed in the four-year
program. Also, the RTP has a list of priority projects in which the RTIP will fund. As the RTP is developed, that will determine how much funding and which projects will be listed in the four or five-year program. Staff added that the key to any project is project readiness. In the past, this region has primarily focused on projects on I-15, which Caltrans and MTDB will embark on a major construction piece. The focus on I-5 primarily has been on the environmental documentation. Caltrans is currently working on that. One major change over the past few years is to look at projects on a corridor basis as opposed to a project-by-project basis. Initially on I-5, there will be a lot of operational improvements taking place until the environmental document is completed. Once the document is completed, based on the criteria and priorities set by the Board, the RTIP will then become the financial mechanism to complete the projects in the RTP.

Councilmember Kellejian (Solana Beach) asked for clarification on where the $4 million will come from that is mentioned in the Caltrans - I-5/HOV Managed Lanes project listed on page 8 of the staff report. Staff replied that San Diego received $4 million in federal discretionary funds which is the Interstate Maintenance Discretionary program. Because there were several projects that the Board approved for STIP funding that were not approved as part of the 2002 STIP, staff has been able to switch out $4 million of discretionary funds for $4 million in STIP funds from the I-5 project in order to fund other Board approved projects. Staff referred to Table 2 which listed the three projects labeled as “Exchanged STIP funds.”

Councilmember Harding (Oceanside) asked if the Oceanside-Escondido Rail Project is still scheduled to be programmed in FY 2005. Staff stated that they are currently working with the CTC to receive a commitment to complete the project; however, the CTC won’t program the funds until the next cycle. Through cash management, SANDAG should be able to deliver the funds for the project on time.

Chair Finnila opened the public hearing. There were no public speakers. Chair Finnila closed the public hearing.

Councilmember Kellejian made the motion to approve the Transportation Committee’s recommendation.

Councilmember Martin seconded the motion.

Action: Solana Beach – San Marcos. The motion was made and seconded to approve Resolution 2002-52 adopting the 2002 RTIP, including the Air Quality Conformity Determination, as well as the 2000 RTIP Amendment No. 12.1. Yes - 19. No – 0.
24. **PUBLIC HEARING:** ESTABLISHING THE COMMISSION’S APPROPRIATIONS LIMIT AND BUDGET FOR FISCAL YEAR 2003 (Resolution RC2002-5) (ADOPT)

Article 3, Section 132103 (a) of the enabling legislation (SB 361) creating the San Diego County Regional Transportation Commission requires the establishment of an annual appropriations limit and the adoption of an annual budget. Article XIII (B) of the California Constitution (as amended by Proposition 111) specifies that appropriations made by state and local governments may increase annually by a factor comprised of the change in population and the change in California per capita income. The Department of Finance is mandated to provide the requisite change data for local jurisdictions to calculate their appropriation limits. On May 24, 2002, the Board of Directors adopted the FY 2003 Final Program Budget of SANDAG which included the Commission’s TransNet Program Budget in the amount of $200,590,000. Staff has re-calculated the FY 2003 Appropriations Limit to be $870,909,744 based on the change in population and the change in California per capita income and recommended that the Board approve the new limit.

Chair Finnila opened the public hearing. There were no public speakers. Chair Finnila closed the public hearing.

Councilmember Holz made the motion to approve staff’s recommendation.

Councilmember Kellejian seconded the motion.

**Action:** Encinitas - Solana Beach. The motion was made and seconded to establish the Commission’s Fiscal Year 2003 appropriations limit to be $870,909,744 and reaffirm the FY 2003 TransNet Program Budget in the amount of $200,590,000. Yes - 19. No – 0.

25. **STATE ROUTE 125 GAP AND CONNECTOR BUDGET INCREASE** (Resolution RC2002-6) (APPROVE)

Mayor Horton, Chair of SANDAG’s Transportation Committee, noted that the SR 125 Gap and Connector project, being developed in conjunction with the SR 125 Toll Road, will improve access for residents traveling from the southern half of the region to major job centers to the north. The 125 corridor also is an important connection for commerce and trade between Mexico and the San Diego region. California Transportation Ventures (CTV) has requested an additional $8.36 million to fund cost increases on the SR 125 Gap and Connector project. At its June 13, 2002 meeting, the Transportation Committee extensively discussed CTV’s request and unanimously recommended Board approval of a new budget of $138.58 million with the stipulations outlined on page two of the staff report. Mayor Horton pointed out that the City of Chula Vista will be considering a $1.8 million loan for the project. This loan will come from the City’s Transportation Impact Fund and has not yet been voted on before the Council.
Public Comment

Ray Ymzon, representing the Sweetwater Valley Civic Association, requested that the Board reject the Transportation Committee’s recommendation and distributed a memo to the Board members outlining the reasons.

Clarissa Reyes, representing the San Diego County Economic Development Corporation, expressed the organization’s continued support for SR 125, recognizing how important this project is regionally, to the quality of life of South County residents, to the future and present economic development in South County and the efficient mobility of international trade to and from the commercial port in Otay Mesa.

Allison Rolfe, Conservation Director for the San Diego Audubon Society, urged the Board to oppose the public subsidy of this private project and expressed concern that costs not associated with the Gap and Connector are being spread out over the entire project and are being passed on to the public.

Alejandra Mier y Teran, Executive Director of the Otay Mesa Chamber of Commerce, expressed the Chamber’s full support for the proposed budget increase for SR 125. The entire project is critical for the 10,000 employees and growing community in Otay Mesa.

Gretchen Berkey, a Bonita resident, stated that the Sweetwater Community Planning Group still opposes the SR 125 project.

Angelika Villagrana, representing the San Diego Regional Chamber of Commerce, expressed the Chamber’s strong support for the additional funding needed to cover cost increases for the SR 125 Gap and Connector project.

Jim Schmidt, representing the East County Regional Chamber of Commerce, stated that to East County, the SR 125 is a critical road and urged the Board to approve this item.

Mayor Madrid made the motion to approve the Transportation Committee’s recommendation.

Councilmember Martin seconded the motion.

Councilmember Crawford asked if there was thorough consideration of the environmental issues raised today. Staff stated that this project has received the most extensive review of any project in the San Diego region. Its environmental review timeline was approximately 10 years and it is water quality friendly because the Regional Water Quality Control Board requirements for this project that had not been required in the past.

Mayor Horton mentioned that this is probably the most environmentally studied road in the United States. She added that there will be major commercial and industrial centers built along the corridor and within close proximity of this roadway.
**Action:** La Mesa - San Marcos. The motion was made and seconded to approve the proposed $8.36 million increase in the budget to a new budget of $138.58 million for the development of the Gap and Connector, with the stipulations listed in the staff report. The Board also voted to authorize the SANDAG Executive Director to execute the Fourth Amendment to Supplemental Agreement No. 4 to the Master Agreement No. 11-0378 for Transportation Sales Tax Highway Projects between SANDAG and Caltrans and to acknowledge the Fourth Amendment to the Invoice and Disbursement Procedures Agreement and the Fifth Amendment to the Development Franchise Agreement between Caltrans and CTV. Yes-19. No - 0.

26. **PLANNING AND DESIGNING FOR PEDESTRIANS, MODEL GUIDELINES FOR THE SAN DIEGO REGION (APPROVE)**

Mayor Sessom, Chair of SANDAG’s Walkable Communities Advisory Committee (WCAC) reminded the Board that the WCAC was formed a few years ago to promote walkability in the region. A demonstration project that distributed $1 million throughout the region for projects that promote walkable communities was the Committee’s first project. The WCAC is comprised of elected officials, developers, fire fighters, city engineers, city planners, community planning group members, academia, and architects, to name a few. At the April 26, 2002 meeting, the Board of Directors accepted the draft Model Pedestrian Guidelines for distribution. The Guidelines have been approved by the WCAC as well as the Transportation Committee. Planning and Designing for Pedestrians supports several aspects of SANDAG’s work program, is important for realizing the Regional Transit Vision and is an essential ingredient to implementing smart growth principles. Staff provided the Board with a brief overview of this comprehensive document.

Mayor Madrid questioned if other areas in California have similar plans. Staff responded that most of the premiere examples for pedestrian design standards in the document are from other regions such as Portland, Seattle and Florida. While some of the examples are from the San Luis Obispo area. However, the San Diego region will probably be the first regional agency in California to develop such a comprehensive document.

Mayor Madrid commented if SANDAG is going to be the lead agency on this issue, it would be beneficial to provide this document to other Councils of Governments.

Chair Finnila stated that this document will be provided to any interested parties.

**Public Comment**

Tina Zinzolla, a San Diego resident, congratulated the Board for leading the way with a policy document that will be an example for many other regions in California and the nation. Walking is a legitimate mode of transportation and has important health implications. Incentives and technical assistance should be considered to help local communities to adopt these guidelines and make them useable.

Mayor Guerin (NCTD) requested that this presentation be made to the NCTD staff and the NCTD Board.
Councilmember Crawford noted that the City of Del Mar is a long time supporter of pedestrian orientation and encouraged SANDAG staff to make this presentation to other communities.

Mayor Sessom stated that the City of San Diego is utilizing one chapter of the Guidelines in their street design manual. She requested that the Board focus on page 5 that outlines how the pedestrian guidelines can be used and implemented.

Councilmember Monroe thanked SANDAG for publicizing the walkability of the City of Coronado in the document and recommended that there be locations associated with the pictures throughout the document.

Councilmember Ramos noted that the City of El Cajon supports this document and thanked the WCAC for awarding El Cajon with a demonstration project.

Mayor Horton mentioned that pedestrian focus is very important to the City of Chula Vista in its development of the Otay Ranch project, which is a good example of smart growth principles. She expressed concern with figure 4.47 on page 81 in that the buildings provide a safety hazard in the way that they are situated and should be pulled back a little in the preferred parking and access configuration

Councilmember Holz stated that one way streets should be considered in designing walkable communities, in order to not increase right of way costs in housing developments.

Councilmember Kellejian commented that this is an excellent report and requested that this document be nominated to the San Diego Taxpayers Association for their annual award.

Mayor Pfeiler made the motion to approve the Transportation Committee’s recommendation.

Councilmember Martin seconded the motion.

Mayor Guerin asked if there will be additional funding available for future pedestrian oriented projects.

Mayor Horton noted that the Transportation Committee will look at future funding possibilities for pedestrian types of projects.

**Action:** Escondido - San Marcos. The motion was made and seconded to approve the Planning and Designing for Pedestrians document as a model for encouraging walking as a significant mode of transportation in the San Diego region. Yes - 18. No - 0. Absent - County of San Diego.
27. SAN DIEGO’S INDICATORS OF SUSTAINABLE COMPETITIVENESS (ACCEPT FOR DISTRIBUTION)

Mayor Cafagna, co-Chair of SANDAG’s Sustainable Competitiveness Advisory Committee and Mayor of the City of Poway, noted that the Committee has developed a report, “San Diego’s Indicators of Sustainable Competitiveness,” that the elected officials in the region can use this document as a tool to target programs that will improve San Diego county’s economic competitiveness.

Julie Meier Wright, co-Chair of SANDAG’s Sustainable Competitiveness Advisory Committee and President and CEO of the San Diego Regional Economic Development Corporation, commented that this type of Index has not been done by any other region. The Sustainable Competitiveness Index will be used as a benchmark for the San Diego region to measure its progress, or lack of progress, in solving problems on a broad front against other regions. The Index can be used as a tool to keep the region’s focus balanced and moving forward.

Staff provided the Board with an outline of the report’s contents.

Mayor Lewis commented that water supply, not just water quality, and the lack of it, should be incorporated into the report. Staff agreed.

Councilmember Holz suggested that this document be distributed to other economists for their input prior to being distributed to the public. Staff noted that the Index will be distributed for both public and peer review in order to bring back an improved product to the Board for approval.

Ms. Meier Wright stressed that this report is not a comprehensive measure and is primarily limited to compatible measures that could be made to other regions.

Mayor Madrid commented that this report is a good starting point. He added that more members from the school districts should be on the Committee and water should be included in the report. Also, the report’s title should be amended to read, “San Diego Regional Indicators of Sustainable Competitiveness.”

Councilmember Monroe stated that the report has a lot of useful information in it and thanked the Committee for its hard work.

Councilmember Crawford asked if this report was shared with the cities that were used as a comparison. Staff responded that the report has not been but will be distributed to the regions that SANDAG compared itself against. Hopefully, this will begin a process where data will be shared between regions.

Mayor Cafagna made the motion to approve the Sustainable Competitiveness Advisory Committee’s recommendation.

Councilmember Ramos seconded the motion.
Action: Poway – El Cajon. The motion was made and seconded to accept the San Diego’s Indicators of Sustainable Competitiveness Report for distribution and to use the Index to provide focus and to track the San Diego region’s progress on the Regional Comprehensive Plan. Yes - 13. No – 0. Absent – Chula Vista, Escondido, Lemon Grove, San Marcos, City of San Diego, County of San Diego.

28. SANDAG TRANSPORTATION MARKETING, PUBLIC OUTREACH AND INVOLVEMENT PROGRAM (INFORMATION)

This item was deferred until the August 2nd Board of Directors’ meeting.

ADJOURNMENT – 12:09 P.M.

GARY L. GALLEGOS
Secretary
SUMMARY OF THE POLICY DEVELOPMENT BOARD MEETING  
July 12, 2002

The meeting of the SANDAG Board of Directors was called to order at 10:14 a.m. by Chair Morrison. Attendance was as follows:

Voting Members
City of Carlsbad................................................................. Ramona Finnila, Councilmember
City of Chula Vista......................................................... Shirley Horton, Mayor
City of Coronado............................................................... Absent
City of Del Mar............................................................... Crystal Crawford, Councilmember
City of El Cajon............................................................... Absent
City of Encinitas.............................................................. Maggie Houlihan, Councilmember
City of Escondido............................................................ Lori Pfeiler, Mayor
City of Imperial Beach ......................................................... Patricia McCoy, Councilmember
City of La Mesa................................................................... Art Madrid, Mayor
City of Lemon Grove.......................................................... Mary Teresa Sessom, Mayor
City of National City .............................................................. Ron Morrison, Councilmember
City of Oceanside............................................................. Jack Feller, Councilmember
City of Poway .................................................................... Bob Emery, Deputy Mayor
City of San Diego................................................................ Absent
City of San Marcos............................................................... Hal Martin, Councilmember
City of Santee..................................................................... Hal Ryan, Councilmember
City of Solana Beach.......................................................... Joe Kellejian, Councilmember
City of Vista....................................................................... Steve Gronke, Councilmember
County of San Diego ............................................................ Ron Roberts, Supervisor

Advisory Liaison Members
Department of Transportation Absent
U.S. Department of Defense Absent
Mexico Absent
San Diego Unified Port District Jess Van Deventer, Commissioner
San Diego County Water Authority Hon. Claude “Bud” Lewis, Director
Metropolitan Transit Development Board Absent
North San Diego County Transit Development Board Hon. Julianne Nygaard, Chair
SOLVING THE REGION’S ENERGY CHALLENGES

Introduction

Chair Morrison announced that the Policy meeting of the SANDAG Board would focus on the region’s energy challenges. The objective of the meeting is to provide policy direction on the three key issues outlined in the staff report: (1) review the basic facts, challenges, and opportunities; (2) discuss available projects, programs, and local and regional actions; and (3) evaluate options in organizing to better influence our energy future.

Chair Morrison explained that the Board would first hear a brief presentation from John Moot, SDREO Board member and Kurt Kammerer, Executive Director, San Diego Regional Energy Office (SDREO). The presentation will summarize the three key issues and the Board will address and discuss the questions listed in the agenda report.

1. Basic Facts, Challenges, and Opportunities

Mr. Moot summarized how the energy environment in the San Diego region has changed. In 1994, as part of the Regional Growth Management Strategy, the last Regional Energy Plan was completed. Since that time the region has faced high and volatile energy prices. The San Diego Regional Energy Office (SDREO) was created in 1998 to assist the public, non-profit, and private sectors in the San Diego region in implementing policies and programs to improve the overall energy security and efficiency, while mitigating the environmental impacts of energy use. In 2001, an Interim Regional Energy Strategy (RES) was created by SDREO and approved by the SANDAG Board. Currently, SDREO is working on the Regional Energy Infrastructure Study (Study), which focuses on the non-transportation energy needs of the region. A draft of the Study is expected to be released this summer and will be used by SDREO and Regional Energy Policy Advisory Council (REPAC) to develop a proposed Regional Energy Strategy, which will be submitted to SANDAG for further input and approval.

There is an increasing demand for electricity and natural gas in the San Diego region. The San Diego region spent over $6 billion on electricity and natural gas over the past two years, roughly 3.4 percent of the region’s Gross Regional Product. Of this amount, more than $3.8 billion left the region’s economy.

Electricity demand is estimated to double by 2030. This increased demand is the equivalent output of seven to eight new power plants. Currently, there is limited local generation, limited electric transmission, and underutilized local resources. The demand can be met by a combination of new power plants, repowering or replacing existing power plants, energy efficiency, small-scale generation, and renewable resources. In addition, there are international energy opportunities. There will be a much higher growth in energy demand in northern Baja California and significant opportunities for the larger binational region to cooperate in solving energy supply issues.
2. Available Projects, Programs, and Local and Regional Actions

Independence vs. Inter-dependence with Greater Local and Regional Control

The critical energy challenges facing the region in the next several years, as well as over the next several decades, present the opportunity for pro-active intervention at the local and regional level. The Board discussed the issue of the San Diego region achieving more energy independence vs. inter-dependence with greater local control. The challenge is that currently, customers can be energy independent but only to a certain extent. Directors felt that we should increase our energy sustainability by having less interdependence on the state, increase local/regional control over our energy future, and increasing the generation of green power within the region.

Directors discussed the Regional Energy Strategy and its inclusion of surrounding areas, such as Mexico. The Regional Energy Strategy will include Mexico and our bordering counties. The Board stated that the San Diego region needs to coordinate more with Baja, not enough has been done to date. Without planning and coordination with Mexico, there could be significant negative impact. Mexico is on track to allow construction of new power plants by private entities which probably will sell to the highest bidder. Therefore, the energy produced by these power plants would not be guaranteed to San Diego. In addition, several LNG (Liquefied Natural Gas) projects are proposed or in process and we need to work with Mexico to develop mutual benefits for use of this important energy resource.

Combined Political Action

Directors discussed the importance of combined political action to support the region’s energy needs and closer tracking of legislation and regulatory proceedings. SDREO needs to closely track legislation to watch for potential legislation that could adversely affect the region. Staff should look into developing legislative ideas and concepts that will help the Borders Committee develop recommendations on energy issues and needs across the borders. There is potential for increased binational and inter-regional cooperation and coordination of new energy development and the opportunity for creating emission offsets through efficiency. SANDAG has contracted with the San Diego State University Foundation to prepare a Binational Energy Strategy. A draft has been presented to the Borders Committee. The final version will be incorporated into the Regional Energy Strategy for consideration by the Board.

Board members felt that the region should look to the Local Government Commission’s experience to help us with some of these issues. They provide a good source of information and assistance because they have grant funding, implementation strategies, and ties to Sacramento. When looking at the short-term, the Board discussed the need to look at state policies and how they currently affect us.

Infrastructure and Land Use

Board members noted that there may be a need to build new power plants and transmission lines. While the region’s transmission lines are adequate to meet current needs, SDREO is working with SDG&E to identify future needs. In the future there are short-comings: the region has only two lines coming in and out of the county, one to the north and one to the south. The proposed Valley Rainbow Transmission line would be useful to meet this need. In addition, the Board discussed the
need to be more involved with water and sewer, not just energy and transportation infrastructure. The region must provide the proper infrastructure to meet basic human needs. Many members believe that the region would benefit from the purchase of the Carlsbad Power Plant by the County Water Authority, which raises the question of whether the region should form a municipal utility district or institute an energy infrastructure joint powers agreement.

**Achieving a Balanced Energy Portfolio**

The San Diego region needs to come up with ways to develop solar and other options to achieve a balanced energy portfolio and reduce the region’s significant dependency on the currently limited fuel sources. One example would be changing building standards and codes to include green alternatives. The Board would like to see model ordinances for all jurisdictions. In addition, there needs to be a forum for discussion of green energy planning concerning what is possible and available to the public and member agencies. Currently, many solutions/options available are not well known. When people see what is possible, the demand for houses with these types of alternatives will increase. There are two developers in the region already providing photovoltaic as a standard feature. In addition, support of alternative uses, such as solar, could provide economic development opportunities and bring new businesses into the region. Conservation strategies are needed in all areas; residential, commercial, and industrial, and need to be customized for each sector.

**Environmental Impacts**

Members discussed the impacts that energy has on the environment in the region, specifically air and water. New opportunities exist in how we use and create energy that are more environmentally friendly. Even with increases in the vehicle miles traveled, population, and housing needs throughout the region, the region has still been able to meet and exceed the air quality standards. Despite current trends the region should be able to provide energy and clean air in the future. This region is a shared air basin; pollutants will be transported across the international border in both directions, depending on the prevailing wind. A good relationship and coordination with Mexico will help to preserve the region’s open space and environment. Power plants and transmission lines that are built without international coordination can result in missed opportunities and unintended negative impacts.

3. **Organizing to Better Influence Our Energy Future**

Alan Sweedler, from SDREO and San Diego State University (SDSU) explained that currently, some coordination is taking place with Mexico but not in an organized way and that SANDAG is in the best position to approach the issue. While the San Diego region is related to Baja and our bordering counties by energy and environment, there is currently no forum to discuss these related issues. On a national level the EPA is trying to establish cross-border relationships but needs local leadership and is looking for a potential pilot/test case. The SANDAG Borders Committee is working on this issue.

The Regional Energy Strategy will provide an opportunity for our region to define critical energy principles and actions and to plan accordingly. The Board discussed a number of organizing actions that could be taken to influence our energy future: expanding the Borders Committee’s energy agenda, a binational energy forum, a municipal utility district or joint powers agreement, greater legislative coordination and action, and green building standards and model ordinances.
PUBLIC COMMENTS

Michael Shams from UCAN stated that the San Diego region needs to address the problem of the region having the highest electrical rates in California. The region is too reliant on natural gas and needs to diversify. The San Diego region is passive when it comes to energy planning, and we must become more active and establish an entity to keep track of all that is going on and show what future needs may be.

Noella Ramos from the Environmental Health Coalition stated that when creating a Regional Energy Strategy we must look at the environmental justice issues involved with siting power plants in certain areas.

Laura Hunter from the Environmental Health Coalition discussed the repowering of the South Bay Power Plant. She stated that the South Bay Power Plant should be replaced with an environmentally superior alternative. Marine life is negatively affected by the cooling process of the power plant; a new dry cooling process is needed.

Holly Duncan, the mother of an asthmatic, stated that the San Diego region needs to go further to exceed current air quality standards. The region has cleaned up the air to meet current standards but will not meet future ones. The San Diego region should adopt a cool communities program that promotes planning alternatives such as reflective surfaces, reflective roofs, and the planting of more trees.

Alan Sweedler, San Diego State University Center for Energy Studies, discussed the importance of Mexico and the binational region. Energy growth rates are higher in Mexico and construction of additional power plants is taking place. The San Diego region is affected by the plants in Mexico, and we need to establish a binational energy forum to examine infrastructure development and create policies to help address environmental issues.

Lyn Baker of the Endangered Habitats League discussed the need to plan for growth, and to do that, the region needs to incorporate all the varying views throughout the region.

David Hookshield of the Vote Solar initiative in San Francisco discussed the region’s need for independence. He suggests that the region pass a bond initiative that will pay for energy saving materials that will be used in public buildings, for example, solar panels. The savings that are generated by region’s decreased energy costs would be used to pay back the bonds. He believes that the San Diego region would be the ideal location for this type of program.

ADJOURNMENT – 11:59 p.m.

GARY L. GALLEGOS
Secretary
EXECUTIVE COMMITTEE DISCUSSION AND ACTIONS
Meeting of July 12, 2002

The regularly scheduled meeting of the San Diego Association of Governments Executive Committee was called to order by Chair Ron Morrison. Committee members in attendance were Ramona Finnila, Dick Murphy, Ron Roberts and alternate Shirley Horton.

CONSENT ITEM

1. COMMUNITY GRANTS TO SUPPORT ENVIRONMENTAL JUSTICE (SUPPORT)

Caltrans is making grant funds available to governmental and nonprofit organizations to promote Environmental Justice activities in transportation and community planning issues addressing the interests of low-income, minority, and other under-represented communities. Eligible applicants are metropolitan planning organizations, cities, counties, and tribal governments. Nonprofit community organizations, transit districts, and others also can receive funding but must be co-sponsored by one of the eligible agencies. Two nonprofit agencies in the region are applying for these grants.

All Communities Together is a faith-based organization that will request $157,500 and will provide $17,500 in matching funds donated by a local foundation, to improve its current transportation program in low-income communities in San Diego, South Bay, and East County. The organization currently provides transportation to “Welfare to Work” and other work-training recipients from their homes to public transit or to job sites not served by transit. The project is supported by SANDAG’s Subcommittee for Accessible Transportation and the applicant agency is a member of the region’s Coordinated Transportation Service Agency. As a multi-jurisdictional project, All Communities Together requests SANDAG co-sponsorship.

The Endangered Habitats League, along with three community partners (El Cajon Business Improvement Association, the Consensus Organizing Institute, and San Diego Dialogue), is applying for a grant for their “Citizen Vision in Action” program that will be implemented in the Mid-City area of San Diego. This project will be co-sponsored with the City of San Diego, an eligible applicant in the grants program. The proposed project will promote pedestrian and transit access improvements in the Mid-City area. There will be no budget impact to SANDAG to co-sponsor and support these projects.

The Executive Committee voted to approve the consent item, subject to concurrence of the Board of Directorsthrough the approval of these actions.
2. PUBLIC COMMUNICATIONS/COMMENTS

None.

REPORTS

3. LEGISLATIVE UPDATE: SB 1703 (PEACE) AND AB 2095 (KEHOE) - SAN DIEGO REGIONAL AGENCY (INFORMATION)

Currently, hearings have been set on both bills. AB 2095 (Kehoe) will be heard in the Senate Transportation Committee on August 6, 2002 and SB 1703 (Peace) will be heard in the Assembly Appropriations Committee on August 14, 2002. SANDAG staff has received a set of amendments proposed by NCTD, which are similar to what NCTD has forwarded in the past. These recent amendments condition initial consolidation of the transit agencies upon approval by both transit boards; condition complete consolidation upon approval by both transit boards and a public vote; propose that transfer of funding to the regional agency be contingent upon approval by both transit boards; and proposes that any and all funding for the regional agency be tied to historic funding levels. The Executive Committee directed staff to negotiate with NCTD regarding these proposed amendments to attempt to reach an agreement and noted that the Board will provide further direction to staff, if needed to resolve these issues, at its August 2, 2002 meeting.

4. HOUSING AND EMERGENCY SHELTER TRUST FUND ACT OF 2002 - PROPOSITION 46 (SUPPORT)

In April 2002, SB 1227 (Burton) was signed by the Governor, placing the Housing and Emergency Shelter Trust Fund Act of 2002 (Proposition 46), a statewide housing bond, on the November 5, 2002 ballot. If approved by a majority of the state's voters, this ballot measure would allocate $2.1 billion of bond funding for various state housing programs including: the construction of rental housing for families and individuals (including the special housing needs of seniors, the disabled, and farmworkers); the preservation and rehabilitation of affordable homes and rental housing; the provision of home purchase assistance for first-time homebuyers; and the purchase, construction, and rehabilitation of emergency shelters and transitional housing for homeless families and individuals. California law states that a basic goal of state government is to provide a decent home and suitable living environment for every California family. To accomplish this goal, three state agencies, the State Department of Housing and Community Development (HCD), the California Housing Finance Agency (CHFA), and the State Treasurer’s Office, administer a variety of housing programs intended to increase the supply of affordable housing and promote homeownership opportunities. CHFA funds a large majority of activities with revenue bonds. The programs administered by HCD, however, are dependent on the general fund or general obligation bond funding.

The issuance of $2.1 billion in general obligation bonds would provide needed additional support for the state’s and San Diego region’s affordable housing programs. As with current programs administered by HCD, these funds would be allocated on a competitive basis. Based on past
practices, the San Diego region has received its fair share of housing funds allocated by HCD on a per capita basis and could expect to receive nearly 10 percent of the funds.

SANDAG’s Regional Housing Task Force recommends approval of a resolution supporting passage of Proposition 46 in November 2002 and encourages SANDAG’s member agencies to support the proposition as well. The Executive Committee voted to approve the Regional Housing Task Force’s recommendation, subject to concurrence of the Board of Directors through approval of these actions.

5. REVIEW OF DRAFT BOARD AGENDA FOR AUGUST 2, 2002 (APPROVE)

The Executive Committee voted to approve the draft Board of Directors Agenda with the following additions.

- Regional Arterial System – Update (Consent)
- Requested Change to TransNet Ordinance for Transit Operating Support (Reports)

ADDITIONAL COMMENTS

Chairman Morrison suggested that signage be posted requesting that cell phones be cut off during SANDAG meetings. In addition, he suggested that notice be posted on the agendas. The Executive Committee agreed.

GARY L. GALLEGOS
Secretary
TRANSPORTATION COMMITTEE DISCUSSION AND ACTIONS
Meeting of July 11, 2002

The regularly scheduled meeting of the Transportation Committee was called to order by Chair Shirley Horton (South County). Committee members in attendance were Joe Kellejian, Vice Chair, (North County Coastal), Art Madrid (East County), Dick Murphy (City of San Diego), Ron Roberts (County of San Diego), and alternates Ron Morrison (South County) and Hal Martin (North County Inland). Ex-officio members in attendance were Julianne Nygaard (NCTD), Bob Emery (MTDB), and Pedro Orso-Delgado (Caltrans).

CONSENT ITEMS (1 through 2)

1. FEDERAL TRANSPORTATION ENHANCEMENT ACTIVITIES (TEA) PROGRAM QUARTERLY REPORT

The Transportation Committee received the TEA quarterly progress report for the period April 1 to June 30, 2002. One project, the City of La Mesa's El Cajon Boulevard Revitalization Project, is complete, and the remaining eight projects are progressing according to their approved schedules.

2. DRAFT 2002 CONGESTION MANAGEMENT PROGRAM

As the designated Congestion Management Agency for the San Diego region, SANDAG is required to prepare and update the Congestion Management Program (CMP) every two years. With the assistance of a CMP Working Group representing local and regional agencies, a draft 2002 CMP update has been prepared. The Transportation Committee recommended that the SANDAG Board of Directors accept the draft 2002 CMP for public distribution and comment at the August 2, 2002 Board meeting.

3. PUBLIC COMMUNICATIONS/COMMENTS

There were no public speakers.

REPORTS

4. REGIONAL ARTERIAL SYSTEM – UPDATE

Staff provided an overview of the process to update the Regional Arterial System (RAS) for the 2030 Regional Transportation Plan (RTP). In January 2002, the Transportation Committee reviewed draft criteria for updating the RAS, directed staff to issue a call for modifications, and directed the Cities/County Transportation Advisory Committee (CTAC) to begin the process for identifying the
subset of the RAS that are regionally significant arterials. In March 2002, the Transportation Committee approved criteria for updating the RAS, and asked that the respective policy board (i.e., City Council or Board of Supervisors) concur with any request to add to or delete segments from the RAS. Requests to add or delete segments of the RAS were received from 10 local jurisdictions. Staff summarized the 21 additions and 11 deletions jointly recommended by CTAC and SANDAG staff, and also described the requested modifications to the RAS not recommended at this time.

Since the original CTAC/SANDAG staff recommendation, the County’s request to add roads serving Indian gaming casinos to the RAS has been reevaluated. Staff recommends that the roads serving Indian gaming facilities be included in the RAS if projected volumes exceed 20,000 average daily trips (ADT) and are classified as four-lane major arterials by the County. If this recommendation is approved by the SANDAG Board, Lake Wohlford Road, Willows Road, and part of Dehesa Road would be added to the RAS at this time, and Wildcat Canyon Road and the remainder of Dehesa Road would be added upon County redesignation of these roads as four-lane major arterials.

Staff stated that the next step is to identify the subset of the RAS that will be the regionally significant arterials for the 2030 RTP. Initial CTAC and staff recommendations for regionally significant arterials will be presented at the August 8, 2002 Transportation Committee meeting.

Committee members expressed concern that the expansion of County roads serving Indian gaming facilities would facilitate increased development into rural areas. Committee members also discussed that while some of these County roads may be added to the RAS, they probably would not be considered a high priority for regional transportation funding.

The Transportation Committee recommended that the SANDAG Board of Directors (1) approve the criteria for evaluating requested additions and deletions to the RAS; (2) add 21 new road segments to the RAS; and (3) delete 11 road segments from the RAS, as described in the staff report. In addition, the Transportation Committee recommended that roads identified by the County of San Diego as serving Indian gaming facilities (as described in Attachment 9 to the staff report) be included in the RAS if projected volumes exceed 20,000 ADT, and the roads are classified as four-lane major arterials by the County.

5. REGIONAL ARTERIAL SYSTEM – REVISED USE-IT-OR-LOSE-IT POLICY

In May 2002, the Transportation Committee asked staff to develop a proposed Use-it-or-Lose-it Policy for Regional Arterial System (RAS) projects that redirects funding from projects with schedule delays to the next project(s) on the list. Staff and CTAC evaluated the existing Use-it-or-Lose-it Policy, previously approved by the Transportation Committee in June 2000.

Staff and CTAC jointly recommended revisions to the RAS Use-it-or-Lose-it Policy. While the revised Policy allows for flexibility for reasonable schedule extensions, it includes stricter requirements for meeting major milestones and consequences for not meeting milestone dates. The Policy describes the conditions under which funding can be redirected from projects with schedule delays to the next project(s) on the priority list. In addition, all project sponsors are required to provide quarterly progress reports, which will be reviewed by staff and a CTAC subgroup.

Transportation Committee members commended CTAC and staff for developing a comprehensive Policy. The Committee questioned whether project sponsors who received funding from the 2002 State Transportation Improvement Program (STIP) would be required to hold to their original
schedules, given the lack of available STIP funding until FY 2007. Staff responded that the Policy contains provisions for adjusting the original project schedule if delays are a result of a delay in the availability of regional funds.

The Committee requested a modification to Section 2. a. (1) of the Policy as follows: “...reallocate any unobligated funds to the next highest project(s) on the most current Regional Arterial System project priority list approved by the SANDAG Board on May 24, 2002.” The Committee also discussed the need to provide oversight for multi-jurisdictional projects to ensure that each jurisdiction is progressing on the project.

The Transportation Committee approved the revised Use-it-or-Lose-it Policy for Regional Arterial System projects, subject to the concurrence of the SANDAG Board of Directors through approval of the Transportation Committee actions.

6. REQUESTED CHANGE TO TRANSNET ORDINANCE FOR TRANSIT OPERATING SUPPORT

Staff stated that MTDB has requested that SANDAG amend the transit funding formula in the TransNet Ordinance to allow more funds for operating support in FY 2003 and increased flexibility to implement early action Transit First projects and services. Staff summarized the three options developed for Transportation Committee consideration and explained the cash flow tables included in the staff report. The three options include:

- Option A (One-Time Amendment for MTDB in FY 2003) - a one-time relaxation of the 80 percent minimum expenditure for the rail capital projects in the TransNet Expenditure Plan to allow $3.6 million to be obligated for FY 2003 operating purposes for MTDB only
- Option B (Permanent Change to the Ordinance for MTDB) - lower the threshold to 70 percent for the rest of the TransNet program to 2008 for MTDB only
- Option C (Permanent Change to the Ordinance) - lower the threshold to 70 percent to 2008 for both MTDB and NCTD

Staff recommended Option C to provide for the most future flexibility to MTDB and NCTD. Option C would allow either transit board to decide how much of the additional 10 percent in TransNet funding would go to support transit operations. Staff also recommended that early action projects and services implementing the Regional Transit Vision be added to the list of projects in the TransNet Expenditure Plan, contingent upon the SANDAG Board approving the specific projects or services prior to implementation, regardless of the option selected.

The Transportation Committee asked about NCTD’s position on the options. Julianne Nygaard, NCTD, responded that her Board had discussed the item at their meeting earlier in the day, but had not taken any formal action. Many NCTD Board members were concerned about the potential impact the proposed changes might have on approval of a future TransNet extension by the voters.

Tom Larwin, MTDB, provided the Transportation Committee with a summary of his Board’s recent actions regarding its operating deficit. The request to seek additional TransNet funding for FY 2003 operations was approved by an 8-7 vote by MTDB in June 2002. Mr. Larwin stated that Options B or C would be consistent with his Board’s actions. He stated that flexibility would be very beneficial to MTDB to deliver both the existing TransNet projects, develop future Transit First projects, and provide for continued transit system operations without a passenger fare increase in FY 2003.
Committee members extensively discussed MTDB’s request to shift TransNet transit capital funds to operations. Those who did not support the request raised concerns that it would set a negative precedent. They felt that the proposed change would jeopardize the ability to develop and implement early Regional Transit Vision (RTV) Showcase projects, and would break a promise to the voters that 80 percent of TransNet transit funds would be devoted to capital projects. These Committee members voiced support for using TransNet funds to support future RTV projects, but did not agree on using additional funds to support the current system’s operations.

Committee members supporting MTDB’s request stated that the proposed change would not break faith with the voters, because the TransNet Ordinance specifically allows the SANDAG Board to make an Ordinance change with a two-thirds vote. By not allowing the flexibility to use more TransNet funds for operations, a fare increase in FY 2003 would be necessary, resulting in the highest transit cash fares in the nation. These Committee members were concerned that such a high fare would make transit even less competitive than the auto, and would be unfair to low-income passengers who rely on public transit as their only way of getting around. Members felt that it was not responsible public policy to sit on a surplus to expand the transit system when the current system operations could not be sustained.

The Transportation Committee asked staff to describe other prior changes to the TransNet Ordinance. Staff replied that the Board had previously voted on three amendments: (1) replacing Poway Road with Scripps Poway Parkway in the Expenditure Plan; (2) a technical correction to the legal description of the limits of the San Miguel Connector; and (3) a one-time change to the local streets and road formula to provide $1 million of funding for walkable communities projects.

Staff explained that Option A would be a one-time change to provide $3.6 million to MTDB for FY 2003 only, while Options B and C would provide for the most flexibility. Staff stated that Options B and C would allow the transit boards to determine how much of the additional 10 percent to use for operations.

Committee members agreed that there was a long-term need to provide more funding for transit operations, and that the transit capital/operations formula would need to be revisited with any future TransNet extension.

Supervisor Roberts moved approval of Option A, and Councilmember Kellejian seconded the motion. The motion failed on a vote of 3-3. Supervisor Roberts and Mayor Horton requested that the item be placed on the SANDAG Board’s August 2, 2002 agenda without a recommendation from the Transportation Committee.

7. AIR QUALITY CONFORMITY ISSUES RELATED TO THE 2030 REGIONAL TRANSPORTATION PLAN

Staff provided a brief update about federal and state air quality conformity issues that may affect the timing of the adoption of the 2030 Regional Transportation Plan (RTP). The 2020 RTP conformity expires on April 13, 2003. A conformity lapse could occur because of the potential unavailability of an approved air quality emissions model to conduct the 2030 RTP conformity analysis between January 1 and April 13, 2003. State and federal agencies, including the California Air Resources Board (ARB), U.S. Department of Transportation (U.S. DOT), and U.S. Environmental Protection Agency (EPA), have pledged to work cooperatively with SANDAG to help avoid a conformity lapse in the San Diego region.
Staff reported on recently received correspondence from ARB and U.S. DOT in response to coordination initiated by SANDAG. ARB stated that close coordination among local, state, and federal agencies will expedite all steps in the process and support the continuation of transportation funding for the San Diego region. In addition, ARB will submit a draft emissions model to EPA earlier than the original January 2003 date to help expedite the review process. ARB also has asked EPA to make approval of the new model and budgets for the San Diego region the top priority.

U.S. DOT stated that the Department and EPA are working closely to ensure that the new emissions model is approved as soon as possible. DOT also has pledged its support to review draft versions of the 2030 RTP and its air quality analysis to expedite the conformity finding.

GARY L. GALLEGOS
Secretary
REGIONAL PLANNING COMMITTEE DISCUSSION AND ACTIONS
Meeting of July 12, 2002

The regularly scheduled meeting of the Regional Planning Committee was called to order by Chair Lori Pfeiler (North County Inland). Committee members in attendance were Patty Davis (South County), and alternates Ron Morrison (South County), Richard Earnest (North County Coastal), and Jim Madaffer (City of San Diego). Ex-officio members in attendance were Pedro Orso-Delgado (Caltrans), Susanah Aguilera (Department of Defense), Julianne Nygaard (NCTD), Gary Croucher (San Diego County Water Authority), and Bill Chopyk (San Diego Unified Port District). Bob Leiter, representing the Regional Planning Working Group, also was in attendance.

1. WELCOME AND INTRODUCTIONS

Chair Pfeiler welcomed Committee members and guests, and introduced the Committee’s newest advisory member, Gary Croucher, from the San Diego County Water Authority. Self-introductions were made.

2. PUBLIC COMMENTS AND COMMUNICATIONS

There were no public comments or communications.

3. ACTIONS FROM MAY 30, 2002 MEETING

There were no changes to the May 30, 2002 meeting actions.

4. POLICY ISSUES RELATED TO THE REGIONAL COMPREHENSIVE PLAN (RCP)

Committee members were asked to provide feedback on the draft vision, the regional priorities, and the infrastructure components included in the agenda packet. Regarding the vision, Committee members generally agreed that it was inclusive and reflected the purpose of a vision: to describe what we would like to be in the best of all worlds. Comments included:

- What defines an “equitable” place to live? The region has many inequities. Can we address equity through the RCP, and if so, should it be a priority?
- The definition of “communities full of character” may be interpreted in many different ways. Walkability, a greater mixture of land uses, design issues, and other land use decisions will result in character. It may be more appropriate to use the terms “sense of place” and “individuality” than the word “character.”
- The transportation portion of the vision focuses on the movement of people, but it should not preclude the movement of cargo and goods.
We should start looking at our economic development in terms of sustainability.

The RCP should take into account the needs of the military.

With regard to regional priorities, Committee members agreed that the first phase of the RCP should focus on four or five areas, such as urban form, transportation, housing, open space, and infrastructure financing, and that we need to be able to measure the progress the region makes toward implementing the Plan. Additionally, there was general agreement that future growth should occur in the western third of the region, and that the Plan should lay out policies that make it easier to pursue additional redevelopment in existing urban areas. It was also emphasized that the RCP must add value to the local general plans, that infrastructure financing is critical, that regional governance needs to be addressed, that there needs to be a variety of urban patterns in different places so that people have choices, and that the areas of the Plan need to be balanced between economic, equity, and environmental issues.

With regard to infrastructure, the Committee indicated that energy, water, transportation, solid waste, and ecosystems should serve as core areas of analysis.

5. QUALITY OF LIFE FUNDING

Councilmember Hal Martin, City of San Marcos, made a brief presentation on the need to explore funding sources for the various regional infrastructure components that are currently competing for funds. Mr. Martin outlined several efforts currently seeking funding (e.g., shoreline preservation, water quality, transportation, habitat protection), and pointed out that no single forum brings stakeholders together to address the various funding needs.

A suggestion was made that the region pursue innovative alternatives, such as a Quality of Life Tax Deduction or tax rebates at the regional level. Staff indicated that the RCP will include an infrastructure and financing component, which will look a variety of issues, including opportunities to spend our revenues differently, especially since the passage of new taxes requires a 2/3 majority vote.

Mr. Leiter emphasized the importance of the region’s habitat efforts, and mentioned that the planning directors are working with the California Department of Fish and Game to examine opportunities to augment regional funding sources for open space.

6. PUBLIC INVOLVEMENT AND OUTREACH STRATEGY

The consultant team of Bailey Gardiner and Crotty Consulting presented a strategy for public involvement and outreach related to the RCP. The basic components of the involvement strategy include coordination with the outreach on the Regional Transportation Plan (RTP), an issue identification process, qualitative and quantitative research through polling and focus groups, outreach to elected officials, local government staffs, key stakeholders, minority groups, and people from our bordering counties and Baja California, subregional forums, newsletters, and other techniques that allow for the creation of a feedback loop. Committee members were receptive of the proposal, and suggested the following additions: sponsorship by major media outlets; inclusion of RCP information in newsletters of utilities; a web site that links to local jurisdictions’ web sites; and special outreach to young families.
Committee members were reminded that their participation will be especially important when the subregional forums are conducted. The outreach process will try to include all of the region’s elected officials (local, state, federal, and special districts), to the maximum extent possible.

7. **ADJOURNMENT AND NEXT MEETING**

The next meeting will be on Friday, August 2, 2002, from 1-3 p.m., following the SANDAG Board meeting, at SANDAG in Conference Room A.

GARY L. GALLEGOS
Secretary
LOCAL TECHNICAL ASSISTANCE PROJECT REQUIRING MORE THAN $1,000 OR THREE DAYS STAFF TIME

City of Poway—Habitat Maps

As part of the Multiple Species Conservation Program, the City of Poway is required to prepare annual habitat tracking reports that describe habitat losses and gains. City staff requested that SANDAG prepare two maps to accompany their sixth annual report. One map displays vegetation information and the other illustrates the components of Poway’s habitat preserve. The total estimated cost of this project is $1,600. With the LTA deduction of $1,000, the cost to the City of Poway will not exceed $600.

Project Manager: Sue Carnevale, (619) 595-5381; sca@sandag.org

GARY L. GALLEGOS
Executive Director

Key Staff Contact: Karen Lamphere, (619) 595-5355; kla@sandag.org

Funds are Budgeted in Overall Work Program #1.02 and Reimbursement by the Requesting Agency
REGIONAL ARTERIAL SYSTEM – UPDATE

Recommendation

At its July 11, 2002 meeting, the Transportation Committee reviewed the requested additions and deletions to the Regional Arterial System and it is the Transportation Committee’s Recommendation that the Board of Directors (1) approve the criteria for evaluating requested additions and deletions to the Regional Arterial System as shown in Attachment 1; (2) add 25 new roads to the Regional Arterial System listed in Attachment 2 and shown in Attachment 3; and (3) delete 11 roads from the Regional Arterial System as listed in Attachment 4 and shown in Attachment 5.

Introduction

The Regional Arterial System constitutes that part of the local street and road network which, in conjunction with the system of highways and transit services, provide for mobility throughout the region. The Regional Arterial System is being updated in conjunction with the 2030 Regional Transportation Plan.

In January 2002, the Transportation Committee reviewed draft criteria for updating the Regional Arterial System and directed staff to issue a call for modifications. In March 2002, the Transportation Committee approved draft criteria for evaluating requested modifications and requested that the respective policy board (i.e., City Council or Board of Supervisors) concur with any requested modification. Requests for modifications were received from 10 local jurisdictions.

Discussion

A Regional Arterial System has been included as part of the Regional Transportation Plan (RTP) since 1989. The Regional Arterial System currently contains 722 miles of arterials. The recommended 25 additions would add 75 miles and the 11 recommend deletions would subtract 20 miles bringing the new total to 777 miles.

Recommended Additions

The recommended additions rank well according to the criteria shown in Attachment 1. The scoring for each arterial against the criteria is shown in Attachment 2. The Critical Link criterion is considered a “super criterion” where designation as a critical link is grounds alone for inclusion in the Regional Arterial System. All but seven of the recommended additions received credit for the Critical Link criterion. Marshall Avenue (#4A and #4B), Massachusetts Avenue (#7), and Community Road (#11) are not considered critical links. However, these three roads all scored strongly according to the other criteria and are recommended for addition. Four recommended additions, Dehesa Road (#22A and #22B), Lake Wohlford Road (#23), Willows Road (#24), and Wildcat Canyon Road (#25) are not considered critical links and do not score strongly according to the other criteria. However, these four roads serve Indian gaming casinos. The Transportation Committee recommends adding these types of roads if the projected traffic volumes exceed 20,000 average daily trips (ADT) and the roads are classified as four-lane roads. Based upon this stipulation, Lake Wohlford...
Road, Willows Road, and part of Dehesa Road would be added at this time, Wildcat Canyon Road and the remainder of Dehesa Road would be added upon County reclassification of these roads as four-lane roads.

**Recommended Deletions**

The 11 recommended deletions listed in Attachment 4, and shown in Attachment 5, did not rank well according to the criteria (except for Sorrento Valley Road and Collwood Boulevard) supporting the recommendation for deletion. The deletion of Sorrento Valley Road (#30) is recommended because it is closed to vehicular traffic and because El Camino Real (#12) and Carmel Mountain Road (#13) are being added, providing a replacement parallel link. The deletion of Collwood Boulevard is recommended because Fairmount Avenue and College Boulevard, currently part of the Regional Arterial System, are parallel routes and provide adequate system redundancy.

**Requested Deletion and Additions Not Recommended at this time**

There was one deletion and four additions to the Regional Arterial System that were requested by local jurisdictions but are not recommended at this time. The County of San Diego requested the addition of Pala-Temecula Road and Dye Road and the City of San Marcos requested the addition of Poinsettia Lane and Smilax Road. These requested additions did not score well according to the criteria. The City of San Diego recommended the deletion of Carmel Valley Road. This road scores well according to the criteria because it is a critical link and located in a high employment density area. This requested deletion and the four requested additions are not recommended by the Transportation Committee for deletion or addition at this time. Future land use changes may warrant adding the requested additions.

**Next Steps**

The next step following the update of the Regional Arterial System will be to identify the subset of the system that will be the regionally significant arterials for the 2030 RTP. The criteria outlined in Attachment 1 will be further refined to assist in this effort. These regionally significant arterials, along with the highway corridors and regional transit services, will constitute the regionally significant transportation network for the 2030 RTP.

GARY L. GALLEGOS  
Executive Director

Attachments (5)

Key Staff Contact: Richard Chavez  
(619) 595-5604; rch@sandag.org

Funds are budgeted in Work Element #4.04
Regional Arterial System Criteria

The Regional Arterial System constitutes that part of the local street and road network which, in conjunction with the system of highways and transit services, provides for mobility throughout the region. Seven criteria define the Regional Arterial System with the first criteria, Critical Link, being a “super criterion.” Designation as a Critical Link alone is justification for addition to the Regional Arterial System.

SANDAG has developed exhibits depicting congestion, employment density, population density, activity centers, and the Regional Transit Vision. The exhibits are used to evaluate arterials recommended for addition or deletion to the Regional Arterial System.

The seven criteria, their definition and methodology for applying the criteria are as follows:

1. **Critical Link:** Provide direct connections between communities ensuring system continuity and congestion relief in high volume corridors. Arterials parallel to other congested arterials will receive partial credit. Arterials parallel to congested highways will receive full credit.

2. **Population:** Located in areas with high concentrations of existing and future populations. Arterials located in areas with a population density of 1,500 persons per quarter square mile in 2020 will receive partial credit. Arterials located in areas with a population density greater than 3,000 persons per quarter square mile in 2020 will receive full credit.

3. **Employment:** Linking areas with high concentrations of existing or future employment. Arterials serving areas with employment densities of 1,500 employees per quarter square mile in 2020 will receive partial credit. Arterials serving areas with employment densities of greater than 3,000 employees per quarter square mile in 2020 will receive full credit.

4. **Activity Centers:** Activity centers are defined as hospitals, retail centers over 75,000 square feet, major entertainment centers, major hotels, colleges and universities. Arterials linking at least one activity center per two miles will receive partial credit. Arterials linking at least one activity center per one mile will receive full credit.

5. **Future Traffic:** Generally accommodate high traffic volumes. Arterials with over 20,000 average daily trips (ADT) in 2020 will receive partial credit. Arterials with over 20,000 ADT and with segments over 40,000 ADT will receive full credit.

6. **Regional Transit Vision:** Accommodate the Regional Transit Vision. Arterials slated for future Red Car or Yellow Car service as outlined in the Regional Transit Vision will receive partial credit. Arterials slated for multiple Red Car or Yellow Car service will receive full credit.

7. **Intermodal:** Provide access to intermodal facilities. Arterials serving a major freight, port, military or airport facility will receive partial credit. Arterials serving multiple freight, port, military or airport facilities will receive full credit.
The attachment to this document can be obtained by contacting SANDAG’s Public Information Office at (619) 595-5347.
2000 REGIONAL TRANSPORTATION IMPROVEMENT PROGRAM (RTIP) - AMENDMENT NO. 13

Recommendation

It is my recommendation that the Board of Directors approve Resolution 2003-4 approving Amendment No. 13 to the 2000 Regional Transportation Improvement Program as described in this report and shown on Table 1.

Introduction

SANDAG adopted the 2000 Regional Transportation Improvement Program (RTIP) on July 21, 2000. The 2000 RTIP is a four-year program of major transportation projects in the San Diego region from FY 2001 to FY 2004. Caltrans has requested one project be added to the 2000 RTIP. The new project is shown in Table 1.

Discussion

The Federal Highway Administration (FHWA) has notified Caltrans that $8,859,200 has been appropriated to the State of California for commercial vehicle enforcement facilities for Fiscal Year 2002. Four facilities were identified for this funding – Tecate, Andrade, Otay Mesa and Calexico. These facilities are being improved as a joint effort between Caltrans and the California Highway Patrol (CHP). At a meeting on July 12, 2002, FHWA, CHP and Caltrans agreed that the entire amount would be used for the Tecate facility. Since this is an FY 2002 appropriation, the funds must be obligated by September 30, 2002 (the end of federal fiscal year). For this reason, the project is being recommended as a 2000 RTIP amendment as opposed to an amendment to the 2002 RTIP (FY 2003-2007) approved by the Board in June 2002. Approval of this amendment would add the Tecate Commercial Vehicle Enforcement Facility to the SANDAG 2000 RTIP.

Air Quality Analysis

On July 21, 2000, SANDAG found the 2000 RTIP in conformance with the Regional Air Quality Strategy/ State Implementation Plan for the San Diego Region. The project identified in Amendment No. 13 is exempt from the requirement to determine conformity according to §93.126 of the Transportation Conformity Rule. SANDAG followed interagency consultation procedures to determine that this project is exempt. The 2000 RTIP including Amendment No. 13 remains in conformance with the air quality program.

GARY L. GALLEGOS
Executive Director

Attachments

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Funds are budgeted in Work Element #4.03
WHEREAS, on July 21, 2000, SANDAG adopted the 2000 Regional Transportation Improvement Program (RTIP) including an air quality conformity finding with the State Implementation Plan for air quality; and

WHEREAS, Caltrans has requested a project addition to the 2000 RTIP, as amended; and

WHEREAS, the proposed amendment is consistent with the 2020 Regional Transportation Plan; and

WHEREAS, the project in this amendment is exempt from the requirement to determine conformity; NOW THEREFORE

BE IT RESOLVED that the SANDAG Board of Directors does hereby approve the attached Table 1 Amendment No. 13 to the 2000 Regional Transportation Improvement Program.

BE IT FURTHER RESOLVED that SANDAG reaffirms conformity of the 2000 RTIP including Amendment No. 13 with the Regional Air Quality Strategy and the State Implementation Plan for the San Diego Region.

PASSED AND ADOPTED this 2nd day of August, 2002.
### Table 1

2000 Regional Transportation Improvement Program (RTIP), Amendment No. 13  
San Diego Region (in $000s)

**Caltrans**

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<th>Phase</th>
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CBI = Federal Discretionary, Coordinated Borders Infrastructure Program  
SHOPP = State Highway Operation & Protection

CI = Capacity Increasing; NCI = Non capacity Increasing  
Phases: E = Engineering/Planning; R = Right-of-Way; C = Construction; T = Total; O = Operations; V = Vehicles/Equipment
PROGRESS REPORT ON TRANSPORTATION PROJECTS

Introduction

This report summarizes the current status of major highway, transit, arterial, traffic management and transportation demand management (TDM) projects in SANDAG’s four-year Regional Transportation Improvement Program (RTIP). The TransNet one-half cent local sales tax and other local, state, and federal sources fund the projects. The projects contained in this report have been previously prioritized and are included in the 2020 Regional Transportation Plan (RTP).

Attachment 1 – “TransNet Program” – indicates sales tax revenue available for allocation was $20,051,939 in June 2002, bringing the fiscal year total to $190,907,837. Revenue for the fiscal year is less than 1% higher than it was last fiscal year at this time. However, an increase in the construction cost index for the last quarter more than offset this gain. The California Highway Construction Price Index is currently 4% higher than last year at this time. Revenue available for allocation since the inception of the TransNet Program totals $1.97 billion.

Highway Projects

Attachment 2 – “Highway Projects” – provides basic cost and schedule information on the major highway projects in the San Diego region. The accompanying map (Attachment 3 – “Major Highway Projects”) locates these projects.

Caltrans completed design plans for the I-15 Widening (project #12) between Friars Road and Interstate 8. Start of construction of this project is anticipated to begin in October 2002. Timing of construction work will be coordinated around upcoming sports events, including the Holiday Bowl and the Super Bowl, to minimize disruption to travelers. The project is anticipated to be open to traffic in 2004.

The design plans for the I-15 Widening (project #14) between Mira Mesa Boulevard and Miramar Way have been completed by Caltrans. Advertisement for bids to construct this project will be released September 2002. Construction is scheduled to begin December 2002. This project is scheduled to open to traffic in 2004.

Caltrans opened bids for the construction contract on June 20 for the SR 56 4-lane freeway (project #27) from Camino Ruiz to Carmel Country Road. The apparent low bidder bid nearly $19 million, or approximately 31%, below the Engineer’s Estimate. The construction contract award is scheduled for late July 2002. A ground breaking ceremony is also tentatively scheduled for the end of July. This last remaining segment of SR 56 between I-5 and I-15 is scheduled to be open to traffic July 2004.

Caltrans is finalizing construction of the SR 94/SR 125 Interim West to North Connector (project #34). It is anticipated to open to traffic by the end of August. Caltrans is also working on the environmental document for the missing ultimate connectors (west to north and south to east) as well as widening of SR 125. The environmental clearance is anticipated to be obtained by 2005.

The design plans for the SR 905/Siempre Viva Road (project #42) interchange have been completed by Caltrans. This project, which is the first phase of the SR 905 freeway, is anticipated to begin construction in 2004.
October 2002. Construction is scheduled to be complete in late 2004.

**Transit and Bikeway Projects**

Attachment 4 – “Transit and Bikeway Projects” – provides basic cost and schedule information on the major transit and bikeway projects in the San Diego region. The accompanying map (Attachment 5 – “Major Transit and Bikeway Projects”) locates these projects.

MTDB completed the design plans for the East Village Transit Station’s Orange Line to Blue Line project and is currently in the process of preparing a bid package for solicitation of construction contract. The East Village Transit Stations are anticipated to be completed in mid-2003.

**Arterial and Freeway Interchange Projects**

Attachment 6 – “Arterial and Freeway Interchange Projects” – provides cost and schedule information on the major arterial and interchange projects in the San Diego region. The accompanying map (Attachment 7 – “Major Arterial and Interchange Projects”) locates these projects.

The City of Oceanside completed the environmental document for the Rancho del Oro Drive Extension (project #81). Design plans for this project have been completed as well. The City of Oceanside will solicit bids for the construction contract in September 2002 and anticipates beginning construction work in November 2002. The project is anticipated to be open to users in late 2003.

The City of San Marcos completed the design plans for the Rancho Santa Fe Road Widening (project #91). The City is currently soliciting bids for the construction contract and anticipates awarding this contract by October 2002. Completion of this project is anticipated by late 2003.

**Traffic and Demand Management**

Attachment 8 – “Traffic Management Projects” – provides cost and schedule information on the major traffic management projects in the San Diego region. The accompanying map (Attachment 9 – “Major Traffic Management Projects”) locates these projects. Attachment 10 – “Transportation Demand and Incident Management” – summarizes monthly activities in those functional areas. Caltrans completed construction of Closed Circuit Television Camera Incident Identification System (project #110). This system was installed along Routes 5, 8, 75 and 94 in the Downtown and south eastern San Diego areas.

Caltrans completed design plans for another Closed Circuit Television Camera Incident Identification System (project #111). This system will be installed along Routes 8, 15 and 805 in the Mission Valley area. Caltrans anticipates placing this system in operation in 2004.

Attachment 11 – “Freeway Service Patrol Assists” – summarizes the number of assists by Freeway Service Patrol beat. Attachment 12 – “Vanpool Program” – summarizes the number of daily vanpool origins by major area.

SANDAG's Vanpool Program participation rate has gone up 21 percent in the last six months, from 170 vanpools to 206 vanpools. Each vanpool eliminates an estimated 18 home-work trips. Transportation Demand Management (TDM) programs reduced an estimated 10,964 pounds of smog forming pollution last month, bringing the fiscal year total to 128,802 pounds reduced, an increase of 14% over last year at this time.

GARY L. GALLEGOS
Executive Director

Attachments (12)

Key Staff Contact: José A. Nuncio, (619) 595-5619; jnu@sandag.org

Funds are budgeted in the TransNet, STIP-RIP, RSTP, and CMAQ Programs.
The attachment to this document can be obtained by contacting SANDAG’s Public Information Office at (619) 595-5347.
AUTHORIZE THE EXECUTIVE DIRECTOR TO ENTER INTO A CONTRACT
WITH CALTRANS FOR THE WELFARE TO WORK TRANSIT STUDY,
PASS THROUGH FUNDS TO MTDB, AND TO AMEND
THE FY 2003 OVERALL WORK PROGRAM AND BUDGET

WHEREAS, SANDAG, with MTDB as Co-Applicant, was awarded a $45,000 Caltrans
Environmental Justice Grant to conduct the Welfare to Work Transit Study; and

WHEREAS, the Welfare to Work Transit Study will refine the transit recommendations from
the SANDAG Welfare to Work Transportation Plan conducted in 1999; and

WHEREAS, SANDAG needs to enter into a contract with Caltrans for these funds; and

WHEREAS, SANDAG needs to amend the FY 2003 Budget to accept grant funds from
Caltrans and pass through these funds to MTDB to conduct the Study; and

WHEREAS, SANDAG needs to amend the FY 2003 Overall Work Program by adding a new
task under the Assistance to Transit Operators Work Element #3.12, to administer grant funds for
the Welfare to Work Transit Study; NOW THEREFORE

BE IT RESOLVED by the Board of Directors of the San Diego Association of Governments that
the Executive Director is hereby authorized to enter into a contract with Caltrans for the Welfare to
Work Transit Study; and

BE IT FURTHER RESOLVED that the Executive Director is authorized to amend the FY 2003
Overall Work Program to add a task under Work Element #3.12 to reflect SANDAG involvement in
the Welfare to Work Transit Study; and

BE IT FURTHER RESOLVED that SANDAG’s Auditor and Controller is hereby authorized to
amend the FY 2003 Budget upwards $45,000 upon execution of an agreement with Caltrans.

PASSED AND ADOPTED this 2nd day of August, 2002.
Agenda Item #10 may be obtained by contacting SANDAG's Public Information Office at (619) 595-5347.
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**Executive Committee:** Ron Morrison, Chair; Mickey Cafagna, Vice Chair; Ramona Finnila, Past Chair; Dick Murphy, City of San Diego (Alt.-Jim Madaffer); Ron Roberts, County of San Diego (Alt.-Bill Horn); 1st Alt.-Shirley Horton; 2nd Alt.-Dick Ramos; 3rd Alt.-To Be Determined.
The documents related to Agenda Item #17 may be obtained by contacting SANDAG’s Public Information Office at (619) 595-5347.
MOBILITY 2030: REGIONAL TRANSPORTATION PLAN FOR THE SAN DIEGO REGION - PRELIMINARY DRAFT

Recommendation

It is recommended that the SANDAG Board of Directors accept for distribution the preliminary draft MOBILITY 2030: Regional Transportation Plan for the San Diego Region.

Introduction

The Regional Transportation Plan (RTP) is a forward-thinking blueprint designed to address the mobility challenges created by our region’s growing population. Required by state and federal regulations, this long-range plan contains an integrated set of public policies, strategies, and investments to maintain, manage, and improve the surface transportation system in the San Diego region through the year 2030. This latest version of the RTP is entitled MOBILITY 2030. This preliminary draft is based on the Reasonably Expected Revenue scenario, which includes $41 billion of projected revenues to fund the recommended improvements.

Under development for about one year, MOBILITY 2030 is the product of collaboration between SANDAG and its transportation partners: local jurisdictions, the San Diego Metropolitan Transit Development Board (MTDB), the North San Diego County Transit District (NCTD), and Caltrans. A 2030 RTP Working Group also assisted in the Plan’s development, providing input to SANDAG’s Transportation Committee. Created in October 2001, the 2030 RTP Working Group consists of diverse representatives from community, environmental, economic development, and building interest groups, as well as staff from local agencies.

Discussion

A Plan for Better Mobility

SANDAG last updated the RTP in 2000. Since then, the Plan has undergone significant changes. The new plan, MOBILITY 2030, was developed around four main components: Land Use, Systems Development, Systems Management, and Demand Management. Each component has a unique role in improving mobility and travel in the San Diego region through the year 2030. Various sections in MOBILITY 2030 highlight the projects, programs, and strategies included in the Plan that address each component.

In developing MOBILITY 2030, past guidance from the SANDAG Board on a variety of land use and transportation issues was considered, including Board policy direction on the 2030 RTP provided at the November 2001 and June 2002 policy development meetings. At the core of MOBILITY 2030 are the seven RTP goals and related policy objectives that will help achieve the goals (see Attachment 1). Highlights from the Plan include:

- **Integrates Land Use and Transportation** – MOBILITY 2030 is based on the 2030 Smart Growth land use distribution scenario. To help strengthen the land use-transportation connection, the Plan calls for offering regional transportation funding as an incentive – or “carrot” – to achieve smarter, more sustainable land use. For the first time, it proposes an innovative, $25 million five-year pilot program to
provide grants to local jurisdictions for small-scale transportation improvements or incentives that encourage compatible development near transit stations and enhance community livability.

- **Incorporates the Regional Transit Vision** – Per the Board’s direction in November 2001, the Regional Transit Vision (RTV) is used as a framework for MOBILITY 2030. The RTV is a 21st century strategy to develop a seamless public transportation system for the region – one that is integrated with our growing communities and that ultimately is competitive with driving a car during rush hours. By implementing the projects in the Plan, the region would achieve a double-digit transit mode share during peak periods, and would improve transit travel times to major job centers such as Sorrento Valley/Sorrento Mesa, downtown San Diego, Kearny Mesa, Palomar Airport Road, and Otay Mesa. By realizing these goals, the San Diego region’s transit system would rival those of major metropolitan areas like San Francisco, Boston, and Philadelphia.

- **Provides Viable Travel Choices** – MOBILITY 2030 shifts the focus of the Regional Transportation Plan from trying to build our way out of congestion to providing viable travel choices during peak periods when most of our congestion occurs. This includes making it more convenient, safe, and fast to take transit, carpool, or vanpool during peak periods, or bike or walk to work. In our fast-paced world, the Plan recognizes that saving time is a very real and powerful incentive for encouraging alternative, more sustainable travel choices. MOBILITY 2030 improves travel times for transit and high occupancy vehicles (HOVs) to major job centers to make these modes competitive.

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**Next Steps**

Following Board acceptance for distribution, the preliminary draft will be circulated to local jurisdictions, MTDB, NCTD, Caltrans, and the 2030 RTP Working Group, and posted on the SANDAG Web site. The Draft 2030 RTP as well as the Draft Environmental Impact Report (EIR) for the 2030 RTP would be issued for public review and comment in September/October 2002.

The Draft 2030 RTP will include two additional financial plans: (1) the Revenue Constrained plan required by state and federal law, and (2) an Unconstrained Revenue scenario that will identify the total funding needed to fully implement all of the programs, projects, and services envisioned. The final 2030 RTP would be presented to the Board for adoption in February/March 2003.

**Keep San Diego Moving Campaign**

Public outreach is a vital component of MOBILITY 2030. In June 2002, an aggressive campaign under the overall theme – Keep San Diego Moving – was launched to raise awareness and solicit feedback on MOBILITY 2030. Outreach activities will continue through 2002. The 2030 RTP public outreach program is described in more detail in a related Board report (agenda item no. 22) on SANDAG’s transportation marketing, public outreach, and involvement program.

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GARY L. GALLEGOS
Executive Director

Attachment and Enclosure

Key Staff Contact: Kim Kawada
(619) 595-5394; kka@sandag.org

Funds are budgeted in Work Element #3.01
# MOBILITY 2030

## MAJOR GOALS AND POLICY OBJECTIVES

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<th>GOAL</th>
<th>POLICY OBJECTIVES</th>
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| Mobility  | No One Size Fits All – Tailor transportation modal improvements to reflect supporting land uses in major travel corridors  
The Most Bang for the Buck – Make the Regionally Significant Transportation Network the highest priority for regional transportation funding  
Move People, not Just Vehicles – Minimize drive alone travel by making it fast, convenient, and safe to carpool, vanpool, ride transit, walk, and bike  
Better Manage Congestion – Better respond to traffic congestion through greater emphasis on the Congestion Management Program |
| Accessibility | Boost Transit Ridership – Achieve a double-digit transit mode share during peak periods, with competitive transit travel times to major job centers  
Let’s Walk and Bike – Encourage walkability and better bicycle access within our local communities |
| Reliability | Inform Travelers – Apply new technologies and management strategies to make travel services more reliable and convenient and to reduce non-recurrent congestion |
| Efficiency | What Gets Measured Gets Managed – Measure the performance of the regional transportation system on a regular basis and manage its efficiency  
Relieve the Pressure – Develop cost-effective, voluntary incentive programs for major employers, schools, and residential areas with a goal of reducing peak period travel demand by at least five percent by 2030. |
| Livability  | Put Transit Where It Works – Focus transit improvements in areas with compatible land uses that support an efficient transit system  
Smart Growth Carrots – Use regional transportation funding as an incentive for smarter land uses |
| Sustainability  | Discourage Sprawl – Focus roadway and transit improvements in urban/suburban areas, and away from the region’s rural areas  
Think Before You Build – Evaluate all reasonable non-capital transportation improvement strategies before pursuing major expansions to roadway or fixed guideway capacity |
| Equity     | Play Fair – Provide equitable levels of transportation services for low-income, minority, and elderly and disabled persons |
The attachment to this document can be obtained by contacting SANDAG’s Public Information Office at (619) 595-5347.
DRAFT 2002 CONGESTION MANAGEMENT PROGRAM

Introduction

State Proposition 111, passed by voters in 1990, established a requirement that urbanized areas prepare and regularly update a Congestion Management Program (CMP). The purpose of the CMP is to (1) monitor the performance of the regional transportation system; (2) develop programs to address near-term and long-term congestion; and (3) better integrate transportation and land use planning. Working with a CMP Working Group, comprised of representatives from Caltrans, the transit agencies, and planning and engineering staff from various local jurisdictions, a draft 2002 CMP update has been prepared. Numerous presentations on the proposals included in the draft 2002 CMP update also have been made to a variety of working groups, such as the City/County Managers Association, Cities/County Transportation Advisory Committee, Regional Planning Working Group, 2030 RTP Working Group, and others. Finally, the Transportation Committee was briefed at three separate meetings on CMP background material, issues to be addressed in the update, and proposed major changes. The technical and background information in support of the proposed changes is provided in the enclosed draft 2002 CMP update document.

Recommendation

It is the Transportation Committee’s Recommendation that the SANDAG Board of Directors accept the draft 2002 Congestion Management Program for distribution and comment, and schedule a public hearing for the September 28, 2002 Board meeting.

Discussion

In addition to meeting the legislative requirements, the CMP provides a number of benefits both to the region as a whole and to local jurisdictions. These benefits include:

- **Ongoing System Monitoring** – The CMP provides regular, consistent data on the region’s roadway and transit system performance that is used to identify congestion “hot spots” and remedial actions. This information can then be used by SANDAG and local jurisdictions in setting funding priorities.

- **Wide Range Of Strategies** – In addition to the traditional transportation solutions (road widening or extensions), the CMP offers a wide range of alternative strategies to better manage congestion. Congestion is caused by a variety of factors and accordingly, potential solutions need to be as varied and flexible in order to respond to local conditions and funding opportunities.

- **Focus On Near Term Solutions** – The CMP focuses on near-term, low cost strategies that can be implemented earlier than the more capital intensive, long range Regional Transportation Plan recommendations. These strategies can be used by local agencies to mitigate the impacts in the early phases of new development projects, thus minimizing larger project impacts in the future.

In the course of drafting the CMP update, a number of major policy issues were identified based upon a review of the current CMP, input from the CMP Working Group and the
Transportation Committee, and approaches taken by other agencies to identify and address congestion. A summary of the policy issues and how they were addressed in 2002 CMP update is provided in Attachment 1. These issues served as the basis for the proposed major changes to the CMP summarized below.

**Major Changes in CMP Focus**

The draft 2002 CMP update recommends a number of changes that implement the legislative requirements while responding to local needs. The major changes summarized below are described in greater detail in Chapters 4 through 9 of the draft 2002 CMP.

**Greater Focus on Non-Traditional Strategies** – The updated CMP focuses more on the use of near-term, lower cost alternative transportation strategies to address congestion. These strategies are grouped into the following areas: transportation demand management (rideshare programs, transit pass subsidies, flexible work hours, teleworking, etc.), transportation system management (signal synchronization, peak period parking restrictions, bicycle paths, etc.), land use (mixed use developments, smart growth strategies), and design guidelines (pedestrian, transit oriented, bicycle, etc.). These strategies can be used in preparing deficiency plans, mitigating new development impacts, and supporting other local planning activities.

**Increased Use of Deficiency Plans** – The CMP recommends increased use of Deficiency Plans to further investigate and recommend specific mitigation measures for congestion “hot spots” identified in the course of ongoing roadway system monitoring. The CMP further recommends that approved Deficiency Plans be used as one means for achieving the 100% mitigation goal discussed below. The CMP provides improved guidelines for preparing Deficiency Plans and increased SANDAG monitoring of their development. The CMP also recommends that SANDAG take the lead for preparing Deficiency Plans for certain roadway segments that were originally “grandfathered” as being exempt from this requirement even though they are operating at level of service F.

**100% Mitigation Goal** – For all major development projects, the CMP recommends that 100% of all significant transportation impacts on the CMP roadway system be fully mitigated. If project impacts are not fully mitigated early in the project approval phase, then the transportation system will experience greater congestion in the future that will require more expensive solutions. Approval and implementation of project mitigation is the responsibility of the local jurisdictions. The CMP can assist local jurisdictions with this responsibility by offering range of strategies to fully mitigate project impacts. One strategy to achieve full project mitigation is for a developer to contribute to Deficiency Plan recommendations.

**Increased CMP Compliance Monitoring** – The CMP recommends that SANDAG take a more proactive stance in working with local jurisdictions and transportation operators to monitor implementation of the CMP and to fine tune the CMP in response to evolving local needs.

The overall approach of the 2002 CMP in providing ongoing monitoring of our CMP network, as shown in Attachment 2, and to monitor new development impacts on the CMP system is provided in Attachment 3.

**Next Steps**

**CMP Approval**

Upon Board release of the draft 2002 CMP update, the following steps will be followed leading to the adoption of a final update:

- Copies of the draft document will be circulated to all local jurisdictions, other affected agencies, and interested parties and posted on the SANDAG Web site.
- Presentations will be scheduled with all SANDAG transportation and land use technical working groups.
- Additional presentations will be scheduled with business and
professional associations, environmental groups, and other public interest groups.

- A noticed public hearing will be held on September 28, 2002 Board meeting.
- Adoption of the 2002 CMP is targeted for the October 25, 2002 Board meeting.

CMP Implementation

Upon adoption, the following steps will be followed to implement the 2002 CMP update:

- Local agency workshops will be conducted explaining existing and new CMP requirements.
- Notices will be sent to local jurisdictions having responsibility for preparing Deficiency Plans.
- Local agencies will be requested to submit resolutions certifying compliance with the CMP requirements within 6 months of CMP adoption.
- Work will be initiated on:
  - Preparing the CMP Toolbox of Mitigation Strategies
  - Preparing a model TDM program and ordinance
  - Defining CMP transit corridors

GARY L. GALLEGOS
Executive Director

Attachments and Enclosure

Key Staff Contact: Mario Oropeza
(619) 595-5369; mor@sandag.org

Funds are Budgeted in Work Element #B.10
### Attachment 1
Major Policy Issues Considered In 2002 CMP Update

<table>
<thead>
<tr>
<th>Issue Area</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>v</strong> Roadway Monitoring Frequency</td>
<td>The frequency of CMP highway monitoring has been increased to every year. [See draft CMP Chapter 4]</td>
</tr>
<tr>
<td><strong>v</strong> Monitoring Procedures</td>
<td>Improved roadway and transit monitoring procedures have been incorporated. [See draft CMP Chapter 4 and Appendices A &amp; B]</td>
</tr>
<tr>
<td><strong>v</strong> CMP Roadway Definition</td>
<td>Revised criteria for adding new routes to the CMP roadway system have been incorporated. Former SR 272 (Balboa Avenue) has been reclassified as a CMP arterial. [See draft CMP Chapter 4]</td>
</tr>
<tr>
<td><strong>v</strong> Congestion Trends</td>
<td>Procedures for identifying and addressing congestion trends have been incorporated. [See draft CMP Chapter 4]</td>
</tr>
<tr>
<td><strong>v</strong> Performance Measures</td>
<td>New transit and multimodal transportation performance measures have been established. [See draft CMP Chapter 4]</td>
</tr>
<tr>
<td>? Model TDM Program/Ordinance</td>
<td>A model TDM program and ordinance for voluntary use by local agencies will be developed in the 2004 CMP update. [See draft CMP Chapter 5]</td>
</tr>
<tr>
<td>? Mitigation Strategies Toolbox</td>
<td>A toolbox of congestion mitigation strategies, to focus on non-traditional transportation solutions, will be developed in the 2004 CMP update. [See draft CMP Chapter 5]</td>
</tr>
<tr>
<td><strong>v</strong> Large Project Definition</td>
<td>The existing CMP large project definition, a project generating 2,400 or more new daily trips, was retained. [See draft CMP Chapter 6]</td>
</tr>
<tr>
<td><strong>v</strong> Traffic Impact Guidelines</td>
<td>Updated traffic impact study guidelines for local agency use have been incorporated. [See draft CMP Chapter 6 and Appendix D]</td>
</tr>
<tr>
<td><strong>v</strong> Mitigation Goal</td>
<td>A new goal of 100% project mitigation has been established. Project sponsors now have the option of funding deficiency plan improvements. [See draft CMP Chapter 6]</td>
</tr>
<tr>
<td>? Funding Priority Setting</td>
<td>A reexamination of existing SANDAG project selection criteria to give priority to projects that reduce congestion or support CMP policies will be initiated with the 2004 RTP update. [See draft CMP Chapter 7]</td>
</tr>
<tr>
<td><strong>v</strong> Deficiency Plan Guidelines</td>
<td>Guidelines have been revised to provide clearer direction on when deficiency plans are required, minimum plan content, evaluation criteria, and development schedule. [See draft CMP Chapter 8 and Appendix H]</td>
</tr>
<tr>
<td><strong>v</strong> Deficiency Plan Monitoring</td>
<td>Procedures for improved SANDAG monitoring of deficiency plan preparation and review have been developed, including SANDAG’s role in preparing some Deficiency Plans. [See draft CMP Chapter 8 and Appendix H]</td>
</tr>
<tr>
<td><strong>v</strong> CMP Conformity Finding</td>
<td>New local agency CMP conformity procedures have been established, including a formal SANDAG conformity finding. [See draft CMP Chapter 9]</td>
</tr>
<tr>
<td><strong>v</strong> External CMP Monitoring</td>
<td>A recommendation for ongoing external monitoring of CMP implementation and performance is proposed. [See draft CMP Chapter 3]</td>
</tr>
</tbody>
</table>

**v** = Completed  ? = To Be Addressed In Future CMP update.
Attachment 2 (Cont.)
2002 CMP Principal Arterials
(Refer to the previous map for locations)

1. Manchester Avenue/El Camino Real (I-5 to SR 76/Mission Avenue)
2. Palomar Airport Road/San Marcos Boulevard (I-5 to SR 78)
3. Olivenhain Road/Rancho Santa Fe Road (El Camino Real to SR 78)
4. Centre City Parkway (I-15 North to I-15 South)
5. Scripps Poway Parkway (I-15 to SR 67)
6. La Jolla Village Drive/Miramar Road (I-5 to I-15)
7. Balboa Avenue (I-5 to I-15)
8. Sea World Drive/Friars Road/Mission Gorge Road/Woodside Avenue (I-5 to SR 67)
9. Fletcher Parkway/Broadway/E. Main Street/Greenfield Drive (I-8 West to I-8 East)
10. Nimitz Boulevard/North Harbor Drive/Grape & Hawthorne Streets/Pacific Highway/Harbor Drive (I-8 to I-5)
11. SR 54 & Sweetwater Road-Interim SR 125 (I-805 to Broadway)*
12. Otay Mesa Road-Interim SR 905 (SR 905 West to SR 905 East)*

* These CMP Principal Arterials are designated as interim facilities on the CMP network and will be replaced by a state highway following their construction
Attachment 3

2002 CMP Overview
"The Region’s Health Maintenance Plan To Address Congestion"

- **“Regular Check-Ups”** – The CMP roadway system is regularly monitored (annually for highways, every two years for arterials) against the adopted level of service standard.

- **“See You Next Time”** – If the roadway standard is met for a given segment, then the segment is evaluated again in two years for CMP arterials and next year for CMP freeways and conventional highways.

- **“More Tests Are Needed”** – If the roadway standard is not met for a given segment, then the segment is further evaluated.

- **“Preventive Medicine”** – On an ongoing basis, the impacts of new major developments on the CMP system are evaluated, and if there are significant impacts, then an attempt is made to mitigate those impacts.

- **“Treatment Plan”** – This consists of either 1) approved mitigation for a new development project or 2) an approved deficiency plan containing recommendations for improving a roadway’s performance.

- **“Pay Insurance Premium”** – If it is not feasible to fully mitigate new development impacts, then the project sponsor has the option of helping fund approved deficiency plan recommendations.

- **“Medicine Cabinet”** – Consists of a number of congestion management strategies for use in preparing deficiency plans and/or to mitigate the transportation impacts of new development projects.
REQUESTED CHANGE TO THE TRANSNET ORDINANCE FOR TRANSIT OPERATING SUPPORT

Introduction

The TransNet Ordinance currently requires that at least 80 percent of the revenues made available to the Metropolitan Transit Development Board (MTDB) and the North San Diego County Transit Development Board (NCTD) for transit purposes be used to implement the rail capital projects identified in the TransNet Expenditure Plan. The remaining 20 percent can be expended for operating support, including reduced-price monthly passes for senior, disabled and youth riders.

On June 27, 2002, MTDB, on an 8-7 vote, acted to request SANDAG to amend the transit funding formula in the TransNet Ordinance. As explained in the July 3, 2002 letter from MTDB (Attachment 1), this request would allow more funds for operating support in FY 2003 and provide the flexibility needed to implement early action Transit First projects and services. The money for both requests would come out of funds currently earmarked for capital projects in the MTDB area. MTDB’s current plans through the end of the TransNet Program are to extend the Mid-Coast line as far north as Balboa Avenue, construct the Nobel Station for the Coaster, and continue design and right-of-way activities for the future extension of the Mid-Coast line to the University Towne Center area.

Staff analyzed MTDB’s request and presented three options for potential TransNet Ordinance amendments to the Transportation Committee for consideration at its July 11, 2002 meeting. The Committee discussed the issue in detail (as described in Agenda Item 3-B) and a motion in support of the option for a one-time $3.6 million change to the Ordinance failed on a 3-3 vote. At the request of Mayor Horton and Supervisor Roberts, the item was placed on the Board agenda for discussion.

Subsequent to the Transportation Committee meeting, the MTDB Board considered this issue again at its July 25th meeting. After an extensive discussion, the MTDB Board was not able to reach consensus on a recommended TransNet Ordinance amendment option, as described in the July 26, 2002 letter from MTDB (Attachment 2). The NCTD Board also considered the issue at its July 25th meeting. NCTD acted to not support a change to the Ordinance at this time, but to support additional flexibility in the use of TransNet funds for transit operating and capital purposes as part of the future reauthorization.

Recommendation

Given the identified issues regarding the need to address the ongoing annual operating shortfalls for the existing transit system and to identify funding sources to implement early action projects consistent with the Regional Transit Vision, it is my recommendation that the Board of Directors direct staff to work with MTDB and NCTD to refine the capital and operating costs associated with early action RTV projects, to examine options for balancing the current operating budget, and provide recommendations for resolving these issues. The recommendations may include amendments to the TransNet Ordinance in the future.
Discussion

This issue has been the subject of considerable debate at the Transportation Committee, as well as at both transit boards. The basic issues that generated the initial request by MTDB are the need to balance the MTDB annual operating budget, the desire to balance the budget without a fare increase at least for FY 2003, and the interest in moving forward with the implementation of early action projects in support of MTDB’s Transit First Program and SANDAG’s Regional Transit Vision (RTV).

MTDB basic request was for an additional $3.6 million in TransNet funds for transit operations in lieu of a proposed fare increase to balance the FY 2003 budget. However, MTDB’s forecasts through FY 2007 (see Attachment 3) identify ongoing shortfalls in the funds needed to operate the existing system.

In addition to the need for more revenue or additional service cuts to balance the annual operating budget for the existing system, MTDB also is trying to identify funding for implementing Transit First/RTV projects and services. In the future, NCTD may be in same position in trying to implement some of the planned Fast Forward/RTV improvements.

Because of the many complexities, sensitivities and tradeoffs involved in the various options for amending the TransNet Ordinance that have been discussed, it may not be appropriate to proceed with an Ordinance amendment at this time. A better approach would be for SANDAG staff to work with MTDB and NCTD staff on identifying potential options for dealing with the current annual operating shortfall problems, as well as the specific capital and operating costs for implementing early action RTV projects. Recommendations coming out of such a study effort could include potential amendments to the TransNet Ordinance at a future date.

GARY L. GALLEGOS
Executive Director

Attachments:
1. MTDB letter dated July 3, 2002
2. MTDB letter dated July 26, 2002
3. MTDB Table 6b - Projected Operating Shortfalls for FY 2003 to FY 2007
4. MTDB Table - Transit Fares in Other Cities
5. MTDB Table - Income Levels of Transit Riders
6. MTDB Table - Local Tax Support for Transit in Other Counties

Key Staff Contact: Craig Scott
(619) 595-5326; csc@sandag.org

No SANDAG Budget Impact
The attachment to this document can be obtained by contacting SANDAG’s Public Information Office at (619) 595-5347.
STATUS REPORT ON THE REGIONAL COMPREHENSIVE PLAN (RCP)

Introduction

In the context of the regional governance discussions, SANDAG has called for the preparation of a Regional Comprehensive Plan (RCP) that is based on the local general plans and regional plans, and addresses interregional issues with surrounding counties and Mexico. The Plan could focus on transportation, housing, environment (shoreline, open space, air, water quality, habitat), economy, regional infrastructure needs and financing, as well as urban form and design. SANDAG received a grant from Caltrans to assist in the preparation of the Plan within the next year and half.

Earlier this year, the Board created a Regional Planning Committee to provide oversight for the preparation and implementation of the RCP.

Major Accomplishments

Since its inception, the Regional Planning Committee has met four times and discussed the following items (Please see Attachments 1 and 2 for more details):

- Existing local plans/policies in relation to the RCP
- The purpose of the RCP
- Potential components
- How the plan might be used
- Potential elements of a regional vision
- Regional priorities
- A public involvement program
- Infrastructure funding and implementation mechanisms
- Committee membership

Significant portions of the Committee’s discussions have focused on the role of smart growth in the plan and the importance of infrastructure funding, especially incentives for jurisdictions that would implement key provisions of the Plan. Although concerns have been expressed about duplication between local and regional plans, the Committee generally has reached consensus that the RCP is necessary to better integrate local plans and policies with those of neighboring jurisdictions, neighboring regions, and the international border, and that the plan can serve as a tool to foster dialogue and action about the future of our communities and our region.

Why is this Important to the Board of Directors?

A primary goal in the preparation of the Plan is to ensure local ownership of the final Plan. As a result, the Regional Planning Committee anticipates making recommendations to, and receiving input from, the Board of Directors and other local elected officials on a frequent basis, particularly through Policy Development Board meetings, workshops, and other interactive mechanisms.

General Timeframe and Upcoming RCP Items

The RCP will be prepared over the next year and a half, with a preliminary draft projected for November 2003, a final draft Plan by January 2004, and an approved Plan by July 2004. To this end, the Regional Planning Committee is meeting on a monthly basis. The Committee is advised by the Regional Planning Working Group (local planning and community development directors), who also meet on a monthly basis. However, a number of policy issues associated with the RCP need broader
direction from the full Board and from additional local elected officials in the region and in bordering areas.

As a result, members of the Regional Planning Committee anticipate hosting subregional “roundtable” workshops with the local elected officials from their subregions this fall. In preparation for these roundtable workshops, SANDAG’s September 13, 2002 Policy Development Board meeting will focus on the Regional Comprehensive Plan. The purpose of this report is to provide background and context for the upcoming Policy Development discussion.

**Public Outreach and Involvement**

Public involvement is key to the success of the RCP. Involvement by the Board of Directors, the Regional Planning Committee, and local planning and public works directors is critical. This involvement, however, needs to be complimented by an extensive outreach and education effort to insure diverse and extensive inputs to the RCP, fully engage issues of environmental justice and social equity, and insure full compliance with federal and state environmental justice and social equity requirements.

A public involvement and outreach strategy for the RCP has been prepared and reviewed by the Regional Planning Committee. The strategy strives to be inclusive, reaching all elected officials, key stakeholders in the region and along our borders, and groups with which SANDAG traditionally has had little contact.

The key to the strategy is a continuous feedback loop where the issues are developed by the elected officials, tested through focus groups and polling, presented back to the elected officials, the planning directors, the public works directors, and key stakeholders. This input is then presented back to the elected officials and staff to prepare for subregional forums, which will serve to provide additional input into the RCP.

Presentation materials will be developed for use by the media, elected officials, staff, and stakeholders to make presentations to various community events, and meetings of various associations, organizations, and clubs. A newsletter will be developed and circulated to all groups and individuals who have been involved in the development of the RCP. The newsletter will reflect comments received on the preparation of the Plan and refinements being made, demonstrating that input received is important.

The Regional Planning Committee will continue to work on the preparation of the RCP, and report back to the Board on a frequent basis.

GARY L. GALLEGOS
Executive Director

Key Staff Contact: Carolina Gregor, (619) 595-5399; cgr@sandag.org

Funds are budgeted in Work Element #5.02
The following is a brief summary of concepts addressed by the Regional Planning Committee over the past four months.

**Existing General Plans and Policies:** On a collective basis, our existing local plans and policies result in the following disconnects at the regional level.

- Existing and planned residential densities in the cities are low;
- There is an imbalance between the amount of vacant land planned for employment uses in relation to that planned for residential uses;
- Our residential areas are often separated from our employment centers; and
- Existing plans consume large amounts of undeveloped land.

Additionally, no adequate mechanism exists to handle transportation and environmental issues with our surrounding counties and the binational border.

**Purpose of the Plan:** A key purpose of the Plan will be to serve as the framework for strengthening the relationship among local and regional plans and policies, and land use and transportation, enabling the jurisdictions, as well as the region, to proactively plan for change. The Plan should clarify the vision for the San Diego region, define regional priorities, establish policies to address key regional issues, and set forth a public investment strategy for regionally-significant infrastructure. The financing strategy should assure that regional infrastructure needs (transportation, habitat and open space, water quality, etc.) are identified and financed on a timely and equitable basis. Additionally, the RCP provides an opportunity to establish a mechanism to more effectively handle interregional and international land use and transportation issues.

**Potential Components:** The Plan could include the following components:

<table>
<thead>
<tr>
<th>Potential RCP Components</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conceptual Vision and Guiding Principles</td>
</tr>
<tr>
<td>Chapters &amp; Policy Options Addressing Regional Priorities</td>
</tr>
<tr>
<td>Urban Form</td>
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<tr>
<td>Enhanced Mobility</td>
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<tr>
<td>Availability &amp; Affordability of Housing</td>
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<tr>
<td>Healthy Ecosystems</td>
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<tr>
<td>Energy Conservation</td>
</tr>
<tr>
<td>Water Supply</td>
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<tr>
<td>Borders (Baja California and Orange, Riverside, and Imperial Counties)</td>
</tr>
<tr>
<td>Economic Prosperity</td>
</tr>
<tr>
<td>Fiscal Issues</td>
</tr>
<tr>
<td>Regionally-Significant Infrastructure Needs and Financing Strategy</td>
</tr>
<tr>
<td>A Call to Action (Implementation Strategies and Tools)</td>
</tr>
<tr>
<td>Summary of Key Policies</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Components of Each Chapter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue Statement</td>
</tr>
<tr>
<td>Description of Interrelated Issues</td>
</tr>
<tr>
<td>Policies/Principles/Goals/Objectives to address the Issues</td>
</tr>
<tr>
<td>Actions and Implementation Responsibilities</td>
</tr>
<tr>
<td>Standards, Performance Monitoring, and Assessment</td>
</tr>
<tr>
<td>Infrastructure Needs and Funding Mechanisms</td>
</tr>
<tr>
<td>Environmental Justice and Social Equity</td>
</tr>
</tbody>
</table>
Use of the Plan: The Plan could be used to solve the regionally-significant problems determined by the identification of regional priorities. At the local level, local agencies could use the Plan when updating local plans and policies, and could adopt a “compact” supporting the Plan and delineating specific implementation commitments. At the regional level, the Plan could prioritize the allocation of infrastructure funds toward urbanized areas that are willing to support smart growth principles in accordance with the RCP, and toward areas where investments in public infrastructure are maximized. At the interregional level, the Plan could be used to address land use and transportation issues associated with our borders, particularly the growing imbalance between jobs and housing.

Defining the Regional Plan: The vision statement and regional priorities presented below evolved from REGION2020. The Regional Planning Committee agrees that the REGION2020 smart growth principles should be used as a starting point. However, the RCP will be significantly different from REGION2020. For example, it will deal with our Borders; it will provide a regional infrastructure strategy; it will strive for local ownership. This work should evolve through an extensive public involvement process, involving local elected officials, key stakeholders, tribal governments, community-based organizations, and others. The regional priorities are inextricably linked; as a result, the chapters of the RCP will need to be multi-disciplinary and coordinated in order to address the interrelationships between the issues and financing strategies.

Key policy issues continue to center around land use and transportation. At SANDAG’s Policy Development Board Meeting on the Regional Transportation Plan (RTP) in June, the Board reaffirmed its commitment to use smart growth land patterns in the 2030 RTP. Additionally, the Board directed staff to develop a simulation of a more aggressive smart growth land use scenario. The Board also directed that the Regional Planning Committee serve as the conduit for the analysis of the more aggressive smart growth scenario, establishing an iterative process between the RTP and the RCP. The results of the simulation will be brought to the Regional Planning Committee this fall, and will help define the vision that will serve as the basis of the Plan.

Vision
Given the level of support that SANDAG received for smart growth and REGION2020 (approximately 70 organizations and 500 individuals signed resolutions of support), the Committee agrees that the following elements of a vision could be put forth, and tested and refined over the course of the preparation of the RCP.

- "In 2030, 2040, 2050, and beyond, the San Diego region will understand and respect the delineations between our urban and rural lands.
- Our communities will have more mixed uses and better urban design. They will be walkable, have a distinct sense of place, and strive for greater equity.
- The people that live in the San Diego region will have the ability to choose from a wider spectrum of housing types and will be able to afford their homes more comfortably.
- The region will have a coordinated transportation system that will supply a variety of options for getting about, better link our jobs and homes, provide more transit, walking, and biking opportunities, and efficiently transport cargo and goods.
- Our ecosystems will be healthy and our open space and habitat conservation systems will be fully funded, and their maintenance will be secure.
- We will have a great variety of jobs, the workforce to meet the demand for these jobs, and the wages to sustain our families’ standard of living.
• Our cities will be good neighbors to the military and our military will be a good neighbor to our cities.
• Our infrastructure systems will be in place and will function appropriately, so that our quality of life will be measurably better.
• The San Diego region will be an equitable place to live, with a healthy environment, a vibrant and sustainable economy, and excellent land use, transportation, environmental, and economic connections to Baja California and our surrounding counties."

❖ Regional Priorities
The Committee agrees that, as a starting point, the RCP should build upon the following REGION2020 principles/priorities.

1. **Urban Form - Spatial Distribution and Urban Design**
   - Reduce urban sprawl / Use land efficiently
   - Focus most future growth in urban areas (western third of region), close to existing and planned transportation networks
   - Create people-friendly places; walkable, mixed use communities
   - Evaluate impacts that different levels of smart growth or sprawl would have on the region’s livability and quality of life

2. **Enhanced Mobility - Regional, Interregional, International Transportation**
   - Provide more transportation options (transit, walking, biking, carpooling, vanpooling) and reduce congestion in key corridors
   - Integrate the transportation infrastructure network with the other significant regional infrastructure systems

3. **Housing - Availability, Affordability, Location, and Jobs-Housing Balance**
   - Supply enough housing in relation to new jobs
   - Create additional regional/local funds for affordable housing
   - Locate new housing close to existing and planned jobs and transportation networks

4. **Healthy Ecosystems - Connect and Fund our Habitat Preserve Systems, Resolve Housing and Transportation Conflicts**
   - Fund regional habitat preserve efforts
   - Establish policies to resolve potential conflicts with housing and transportation issues
   - Identify key ecosystem components and actions to insure a healthy environment (including minimizing pollution and water quality/storm water runoff)

5. **Economic/ Fiscal Issues - Assure that Regional Infrastructure Needed to Improve our Quality of Life are Identified and Addressed through a Financing Strategy**
   - Design and implement a fiscal strategy for the San Diego region
   - Establish a regional infrastructure financing strategy that (1) provides for the implementation of key regional infrastructure systems for transportation, habitat and open space, water quality, and other areas of significance, and (2) relies on a variety of funding sources, rather than on a single funding source

The Regional Planning Committee still needs to discuss whether there are other priorities that the RCP should include: culture, arts, health, and education. The caution is that, with limited time and resources, as items are added, others will need to be eliminated. The Committee generally agrees that
future growth should occur in the western third of the region, and that the Plan should lay out policies that make it easier to pursue additional redevelopment in existing urban areas. The Committee also agrees that there needs to be a variety of urban patterns in different places so that people have choices, and that the areas of the Plan need to be balanced between economic, equity, and environmental issues.

**Public Involvement**: The public involvement and outreach strategy is based on the belief that a communication loop can be developed whereby SANDAG communicates key points about the RCP to various groups, receives feedback about those messages and the Plan, provides affirmation that the feedback was heard, refines its messages based on that feedback and the loop begins again with more outreach to the public. This process will rely on quantitative and qualitative message testing to ensure the message is relevant. It is understood that outreach to the general public will be ongoing by the City of San Diego, the City of Chula Vista, and the County of San Diego as part of their general plan update processes. SANDAG will work in tandem with these jurisdictions to ensure a unified approach in communicating with the public. The process is inclusive, reaching not only elected officials and key stakeholders, but also border agencies, tribal governments, disadvantaged communities, community-based organizations, and the “average citizen” (through the efforts of local jurisdictions). The primary goal is to communicate with and solicit feedback from a wide variety of people and interests with the ultimate goal of support and acceptance of the RCP.

**Infrastructure Funding and Implementation Mechanisms**: Policymakers have consistently pointed out that smart growth needs funding. Additionally, although many interests are competing for regional funds, a regional forum does not currently exist for discussing and prioritizing the allocation of the regional infrastructure funds within the context of a regional comprehensive plan. The RCP will include an infrastructure needs assessment and a public financing strategy. The Committee agrees that the financing strategy should place equal emphasis on financing transportation networks, as well as other critical regional infrastructure systems, including water, energy, solid waste and ecosystems as core constituents. Ultimately, the financing strategy should identify and include incentives to achieve the regional priorities. In addition to the financing strategy, the RCP should define implementation roles and responsibilities, and establish performance measures to assess implementation progress. Other implementation strategies could include transit- and pedestrian-oriented guidelines, negotiated compacts, and others.
MEMBERSHIP

Members

Chair: Lori Pfeiler
Mayor,
City of Escondido
(North County Inland)

Vice Chair: Patty Davis
Councilmember,
City of Chula Vista
(South County)

Dennis Holz
Councilmember,
City of Encinitas
(North County Coastal)

Rick Knepper
Councilmember,
City of La Mesa
(East County)

Scott Peters
Councilmember,
City of San Diego

Ron Roberts
Chair, Board of Supervisors,
County of San Diego

Alternates:

Judy Ritter
Councilmember,
City of Vista
(North County Inland)

Ron Morrison
Councilmember,
City of National City
(South County)

Richard Earnest
Councilmember,
City of Del Mar
(North County Coastal)

Jill Greer
Councilmember,
City of Lemon Grove
(East County)

Jim Madaffer
Councilmember,
City of San Diego

Bill Horn
Supervisor,
County of San Diego

Advisory/ Alternate:

Pedro Orso-Delgado / Gene Pound
Caltrans

Susanah Aguilera
Department of Defense

Leon Williams / Byron Wear
Metropolitan Transit Development Board

To be designated
Baja California, Mexico

Julianne Nygaard
North County Transit District

Gary Croucher
San Diego County Water Authority

Jess Van Deventer / Bill Chopyk
San Diego Unified Port District

The Regional Planning Committee normally meets on the first Friday of the month from 9 – 11 a.m. at SANDAG.

Staff contact: Carolina Gregor (619) 595-5399; cgr@sandag.org
SANDAG TRANSPORTATION MARKETING,
PUBLIC OUTREACH AND INVOLVEMENT
PROGRAM

Introduction

The Board allocated funding to implement a comprehensive program that focuses on public outreach for the 2030 Regional Transportation Plan, public information on the current TransNet program, and marketing of SANDAG’s transportation demand management and RideLink services. The program is running from June 2002 to March 2003.

Based on the Board’s guidance, staff has developed an integrated public communications program to reach out to non-traditional as well as traditional audiences to raise their awareness of the transportation planning process, and specific SANDAG programs and projects. Early public involvement and comment about the 2030 RTP is an important part of developing a transportation public policy blueprint that helps meet the travel needs of our residents. The communications program also is important to highlight the work that has been accomplished to date by SANDAG through the TransNet half percent sales tax program. In addition, SANDAG Directors want to market the transportation demand management services provided through our RideLink program as a cost-effective way to offer commute alternatives with the goal of reducing traffic congestion during rush hours.

Staff has secured consultant services from Bailey-Gardiner, Inc., a full-service advertising, marketing, and public relations agency in San Diego. The agency has developed a comprehensive strategic marketing and public outreach program that includes radio, television, newspaper, outdoor, and bus advertising. Public information materials include brochures, a Web site, and an on-line and printed survey. In addition, a “Road Show” program has been developed for the public outreach efforts (see Attachment 1).

The public outreach and marketing program is being implemented in close coordination with Caltrans, MTDB, and NCTD.

Discussion

Marketing Program/Theme

The consultant has developed an overall theme — Keep San Diego Moving — that has been incorporated into all aspects of the marketing and public information program.

A KeepSanDiegoMoving.com Web site has been launched to highlight commute options, regional transportation programs, and our local transportation partners. KeepSanDiegoMoving.com is a key component of SANDAG’s public information and outreach effort to solicit feedback on the 2030 Regional Transportation Plan, to build awareness for TransNet projects, and to encourage commute alternatives during rush hours — even just once a week. The Web site also features an on-line survey to suggest solutions to reduce traffic congestion.

Public Outreach

A significant transportation public outreach program is underway that will take SANDAG representatives to all corners of the region with the SANDAG Road Show. From Mexport in Otay Mesa, Juneteenth in Oceanside, La Mesa’s
Oktoberfest, Poway’s Community Days, and to the Imperial Beach Sandcastle contest. SANDAG representatives are staffing a colorful, eye-catching booth where they can interact with event-goers and distribute information, solicit feedback with a short survey, and answer questions for residents (see Attachment 2). Brochures are available that describe the 2030 RTP, TransNet program, and RideLink services. Between June and November, the “Road Show” will appear at numerous events throughout the region.

Advertising will appear in community newspapers to help reach populations that traditionally do not participate in the transportation planning process (see Attachment 3). The advertising will solicit feedback either via the KeepSanDiegoMoving.com Web site or the toll free phone number where the public can comment on the RTP or any other transportation issue. Advertisements will appear in English, Spanish, and other languages as appropriate. The consultant also is pursuing additional public relations opportunities in community newspapers with editorial coverage of transportation improvements in the communities as well as announcements about Road Show appearances.

The marketing and public outreach program has been approved as part of SANDAG’s overall work program with funding allocated from SANDAG’s Public Information Program, the TDM program, TransNet, and SourcePoint resources.

GARY L. GALLEGOS
Executive Director

Attachments (3)

Key Staff Contact: Garry Bonelli
(619) 595-5360; gbo@sandag.org.

Funds are budgeted in Work Elements #1.03, 3.01, 4.05, 4.08, and SourcePoint
SANDAG
Transportation Marketing & Public Outreach
Strategic Plan

Presented by Bailey Gardiner Inc.
May 1, 2002
I. PROGRAM OVERVIEW AND TIMELINE

SANDAG’s role in transportation planning, funding, and implementation encompasses many different aspects. In its role as planner, it is responsible for developing a regionwide transportation plan that considers public transportation, highways, bikeways, walking paths, land use, funding options and many other important elements of San Diego’s transportation needs, now and in the future. SANDAG also has a critical responsibility in pursuing and allocating transportation program funding. And, it has also assumed a role of information provider to the public for alternatives to driving alone and strategies for reducing peak period travel.

SANDAG has reached a critical time in the life cycle of two of these roles. It is currently developing a Regional Transportation Plan (RTP) for the year 2030. As part of the RTP’s development, it is incumbent upon the organization to solicit feedback and opinions on transportation, and the plan, from a broad swath of the public.

One of the primary sources of funding for transportation infrastructure in San Diego, TransNet (the One-Half Percent Local Transportation Sales Tax program) will soon be reaching the end of its term. Research shows the public has a low awareness of the program and where the dollars have gone. It is essential that SANDAG build recognition of the TransNet program now in order to lay the groundwork for the future vote.

Efforts to promote commuting choices have dwindled over the past five years. Given growing demands on highways, and increasing construction which inevitably results in further congestion, it is vital that the public see itself as part of the solution, utilizing any form it chooses (transit, flex time, carpool, etc.) - so long as it chooses something.

A strategic and tactical program for all three communication initiatives is outlined in this document. Bailey Gardiner’s approach is to put the majority of the funds into an advertising campaign that can support the TransNet and TDM initiatives. The balance of the funds will be divided between a community outreach program to support the RTP 2030 and public relations to reinforce all three campaigns.

Overarching theme or brand for the campaign – Keep San Diego Moving. This theme connects to each initiative and provides a call to action for each audience group.
II. 2030 RTP PROGRAM – PUBLIC OUTREACH AND INVOLVEMENT

Introduction
An important part of SANDAG’s Transportation Marketing and Public Outreach & Involvement effort will be to obtain significant public input in the development of the final 2030 Regional Transportation Plan (RTP). This plan will outline the major public investments to be made in the regional transportation system over the next 30 years.

The consulting team has been tasked with obtaining input on the 2030 RTP from a wide variety of audiences. This will ensure that environmental justice issues are addressed and that interested members of the public have ample opportunity to provide meaningful input while the plan is still in its draft form.

Program Objectives:
• To solicit participation from a broad range of groups and individuals in the new 2030 RTP’s development and decision-making process
• To raise awareness of the 2030 RTP
• To build public support for transportation improvements outlined in the RTP
• To provide information to San Diego region residents and other stakeholders
• To stimulate dialog about the transportation challenges facing the San Diego region during the next three decades
• To develop and incorporate into the RTP, realistic solutions that address the diverse mobility needs of the region’s residents, visitors and business people

Program Audiences:
The audiences that we need to reach through the 2030 RTP Public Outreach and Involvement effort are varied in both their demographic nature and in their level of knowledge about the transportation planning process. In the past, public input on
transportation planning efforts has largely come from groups and individuals that routinely participate in the public dialog about these issues. These groups include chambers of commerce, economic development organizations, environmental groups and the building industry.

While the input of these involved groups and individuals remains critical to the success of the plan, efforts need to be made to reach out to traditionally underserved populations. This will ensure not only that environmental justice issues are addressed, but that the input we obtain during the development of the 2030 RTP will be varied and will reflect the travel needs of the region’s diverse population. Some of the traditionally underserved populations that we will make efforts to reach out to are:

• The general public, with a focus on the groups that are traditionally underserved by the existing transportation systems and who are normally not involved in the transportation planning process
• Low income households
• Minority households
• Disabled community
• Elderly community

Because SANDAG is closely involved with many of the groups that traditionally participate in the transportation planning process, the majority of the efforts of the consulting team will focus on reaching these underserved populations and communities. However some communication efforts will be made to:

• Community leaders and key stakeholders such as elected officials, planning and traffic commissioners and public agency staffs, representatives of environmental groups, building industry associations, the transportation industry, businesses, employer/employee groups
• School districts, fairs, chambers of commerce, civic and professional associations, and other business organizations

**Program Messaging:**
This is our plan to Keep San Diego Moving. What do you think about it?
Give us your feedback about the long-term commuting issues and managing demand.

**Program Tactics:**
The timeline for Public Outreach and Involvement for the 2030 RTP is relatively short. The draft 2030 RTP will be released during the summer of 2002, with the adoption of the final plan scheduled for February 2003. It will be important to reach a wide variety of audiences with geographic representation from throughout the region in this time frame. Below is a discussion about each of the audiences that need to be reached, and the tactics that we propose to reach each of these audiences.
• **Key stakeholders**: Key stakeholders are those groups and individuals that traditionally have participated in the transportation planning efforts. These groups include chambers of commerce, economic development organizations, environmental groups and the building industry.

Because SANDAG is closely involved with these groups on a regular basis, it is recommended that reaching out to these organizations be handled by SANDAG staff.

• **Community and Other Interest Groups**: We propose to schedule presentations to key community and interest groups to solicit their input on the 2030 RTP. A brief PowerPoint presentation will be developed to help facilitate discussion and input on the plan. The PowerPoint presentation would be composed of a small number of slides designed to facilitate discussion and prompt input on the plan.

The consulting team will coordinate these presentations and attend to record input received at the meetings, as the budget will allow. SANDAG staff will be responsible for making these presentations.

• **“Road Show”**: In order to reach the largest number possible of traditionally underserved populations, we propose to develop a “Road Show” display for participation in a wide variety of community events. Examples of events that we will participate in are:

  - Community fairs and events
  - Job fairs and business expos
  - Public information booths at shopping centers
  - Public information booth at Padres games
  - Public information booth at Kobey’s swap meet

• **This 10’x10’ display will carry the theme “Keep San Diego Moving”.** This highly visual kiosk will be the cornerstone of our community outreach program. The display would be promoted through public relations and advertising programs, allowing the general public to find it if they desired additional information. To create a fun and engaging display, graphic signage will be created. A video will be created by editing an existing SANDAG video to a 1-2 minute continuous loop. This video will be shown at the display to quickly explain all of the transportation issues under the SANDAG umbrella. All elements of the display will carry the look and messaging of the collateral campaign to reinforce the brand. A survey form for individuals to provide feedback related to the RTP 2030 plan and state issues relevant to their community will be available for all that visit the display. The survey would provide a standard list of directed questions for which respondents could
provide answers. These surveys could be mailed back to SANDAG, or dropped into
a Suggestion Box provided at each event.

- A high-end premium item will be given away from a drawing at each event and the
  survey forms will act as entry blanks for these drawings, providing an incentive to
  fill them out. In this way we can be building a database of respondents for future
  marketing and research activities.

- To educate the public about the 2030 RTP, a brochure will be developed that will be
distributed at each Road Show or community event. This brochure will be fairly
general in content so that it can be updated and re-printed as the plan takes shape. It
will support our brand, while providing information about the RTP in English and
Spanish.

- A second brochure explaining the accomplishments of TransNet and an
  accompanying insert on the importance of choices other than driving alone will also
  be distributed at the display.

The consulting team will coordinate, schedule and staff these events. In order to
ensure a SANDAG presence, a SANDAG staff member or intern will staff these
events with a member of the consulting team.

A calendar listing recommended events for participation is attached.

- Interaction with Interest Groups: Because of our desire to reach traditionally
  underserved populations, additional interaction with certain interest groups may be
  needed to augment the efforts of the “Road Show.” This can be accomplished by
  reaching out to organizations that are dedicated to representing the interests of some
  of these populations. Below is a list of organizations that we will work with to reach
  the desired populations (other organizations may be included as needed):

  - The Access Center
  - AARP
  - Area Agency on Aging
  - Urban League
  - Hispanic Chamber of Commerce
  - United African American Ministers Action Council

This could involve making presentations at membership meetings, providing
written information for dissemination in mailings, or a combination of both.

The consulting team will coordinate the most effective way for reaching each of
these organizations and recording input that we receive from them. SANDAG staff
will make all presentations that are scheduled, and the consultant will attend to record input received.

- **Media Relations:** Given the county-wide implications of the RTP 2030, we recommend feature story placement in the broadest media vehicles in the County. This story warrants presentations to editorial boards and commentators (print and broadcast, English and Spanish).

BGI also recommends development of a short bylined article about the RTP 2030 that can be submitted to newsletters of Home Owners Associations (HOAs), churches, retirement communities, nursing homes and disabled groups. The article would include information on how to provide feedback via the website, by mail, or by phone. This potential distribution list is currently being developed.

Pitching for the RTP 2030 story would occur between the end of May and September.

- **Community Newspaper Advertising:** Small space ads in community newspapers to drive attendance at each event is planned throughout the campaign.

- **2030 RTP comment hotline:** To provide the opportunity for people to comment on the RTP at their convenience, we will publicize our direct comment line 877-277-5736 (KSDM). This number will be printed on all public information materials. Messages will be transcribed by sub-consultant MNA Consulting.

- **Input via SANDAG website:** Providing a link on the www.keepsandiegomoving.com website will also provide the opportunity for people to comment on the RTP at their convenience. The website address will be printed on all public information materials. This URL will be a portal that leads viewers to various other resources including the SANDAG website and www.sdcommute.com.

- **Transit Outreach:** BGI has secured the opportunity to place the survey in the MTS News, which is distributed on buses and trolleys throughout the MTS system. This will provide a no-cost method of reaching a potentially diverse audience. Insertion into NCTD’s Take Ones is also being explored.

### III. TRANSPORTATION DEMAND MANAGEMENT PROGRAM - MARKETING COMMUTING CHOICES

**Introduction:**

We are recommending a campaign with a call to action aimed at San Diegans to help solve our commuting problem. By speaking to commuters during drive times when traffic is particularly painful, and by asking everyone in a single occupancy vehicle to
ride transit, ride share, walk, bike, telecommute, etc. to work just once a week, we have the greatest possibility of success in changing behavior.

Program Objectives:
- Increase the numbers of commuters who choose an alternative to driving alone once each week including: mass transit, Vanpool, guaranteed ride home, bike locker, school pool and carpool partner matching programs.
- Increase requests for information from employers
- Increase requests for information from commuters

Program Audiences:
- Commuters, particularly on the following corridors: Coastal North County to Downtown San Diego and South Bay; 1-15 South to Downtown and South Bay; Sorrento Valley; 8 East to SDSU; 8 and 94 to Downtown San Diego
- Students
- Corporate Human Resource Managers, CEOs

Program Messaging: This is what you can do to Keep San Diego Moving.
- Ask for trial – ask commuters to choose an alternative to driving alone once a week
- Be a part of the solution
- Express benefits to companies of offering incentives to employees who ride share.

Creative Strategy:
To really increase the number of commuters using RideLink services will require that people who have never considered it give it a try. If every commuter would use an alternative method of commuting just one day a week, San Diego freeways would be significantly less congested. It is our belief that we can generate trial of these programs by promoting ride sharing to these people while they are sitting in traffic and most receptive to the message. The overarching message for this portion of the campaign is to tell the public that this is one of the things they can do to be a part of the solution to Keep San Diego Moving. A secondary message is to offer more information on alternative through 1-877-277-5736 (KSDM) or www.keepsandiegomoving.com

Program Tactics:
- A very targeted advertising program will be developed, focusing on commuters through:
  - Drive-time Radio
  - Cable Television
  - Transit
The “Road Show” display will be offered to employer fairs and events (with 250+ employees).

Special collateral will be developed for Human Resource Managers/CEOs outlining the benefits of transit subsidy programs, carpooling and how to take advantage of local resources. We will work with SANDAG’s Ridelink staff to develop relevant messages for this audience.

We support development of a multi-agency RideShare Week event that will provide a strong visual opportunity to draw the public and the media. Since we will already have the “Road Show” our energies can be focused on the creative development of the overall event and pitching media to attend.

BGI will look for trend stories such as increasing gas prices that allow us to pitch alternatives to driving alone. We will develop a factoid list (e.g., how much people can save, what the impact is on a given stretch of highway, etc.) that can be used as a sidebar for these types of stories.

Advertising Media Objectives:

- To deliver a target audience of Adults 18+
- To provide a base of advertising throughout San Diego County with focus placed in regions that have the greatest propensity of the core target audience.
- To deliver advertising continuously from June – November 2002 proportional to traffic usage.
- To maximize an effective reach, maintaining a two-week frequency of at least 3x.

Media Strategies:

- Key media mix allocated to key target audiences that are most likely to respond with consideration to seasonal media cost fluctuations.
- Media will be allocated geographically using percentages as a parameter to determine individual community weights
- Media weight will be heavy throughout the summer and fall. Broadcast flights will be lighter during 4th quarter, historically the most expensive and cluttered time due to ratings sweeps and holiday advertising.
- We’re negotiating awareness-building promotions into the media buys and partner with companies that can help increase exposure for SANDAG programs.
- A media mix of cable TV, radio and outdoor.

Radio strategy:
The first two radio flights (6/17-30, 7/15-28) will focus on the TDM message of “Do it Once a Week”, while the last three flights (8/12-25, 9/9-22 and 10/7-20 will be combined with the TransNet messaging.

The radio buy will include all Clear Channel stations, including Clear Channel/ Air Watch Traffic for the mainstream market of Adults 18+, registered voters.
Hispanic market will be reached through KLNV-FM 106.5, the strongest Spanish
language station in the market at this time. Sixty second spots will air primarily
during AM/PM Drive, with added-value spots rotating throughout the day.

All participating stations will provide BGI with a calendar of events in which the
Keep San Diego Moving Road Show may participate. The stations will also heavily
rotate :10 and :15 second PSA’s that can be used to drive traffic to key events.

Hyperlinks and content on various Clear Channel radio station websites.

Cable TV:
- The first flight will start on 7/8 and run for two-three weeks. The buy will cover
  Cox/Adelphia, with 67% of registered voters and Time Warner, with 37%. We will
  be able to tap into full-market coverage with the Padres and News Channel 15 (these
  measure the highest cable viewership by active, registered voters). For the first
  flight, spots will air in-game and the buy includes Road Show participation at
  Hispanic Heritage Day at the Padres on the News Channel 15, and in Padresvision
  (XEWT Spanish), as well as a traditional spot schedule on Fox News, CNN, MSNBC,
  CNN Headline News, Discovery, History and ESPN. We will provide :15 second
  PSA spots and they will also rotate them into the schedule at no additional cost.

Transit advertising:
- Schedule transit to post during July - September.
- Bus Tails/ wraps in key routes.
- Inside Bus Cards
- Bus Shelters/ benches
- Take-ones on buses and trolley
- Article in MTDB Summer Transit on-board Newsletter

- Transit messaging will focus on the “Do it Once a Week” message.

IV. TRANSNET PROGRAM—PUBLIC INFORMATION AND EDUCATION OF
ONE-HALF PERCENT LOCAL TRANSPORTATION SALES TAX PROGRAM

Introduction:
Given that the vote for continuation of the TransNet tax will not occur until November
2004, our focus on TransNet accomplishments begins in August and runs through
October 2002. The purpose of this part of the campaign will be to begin to educate the
public about TransNet in order to prime the pump for a more aggressive campaign
closer to when the tax will be back on the ballot.
Program Objectives:
• To establish name recognition of TransNet
• To remind San Diego county residents of where their sales tax dollars have gone i.e. the transportation projects envisioned in 1987 that have been completed
• To offer public education about the TransNet program over the next 12 months
• To explain the link between SANDAG, TransNet and the 2030 RTP Plan

Program Audiences:
• Registered voters with a propensity to be involved in decisions affecting their community
• Property and business owners
• Retirees
• Hispanics
• Traditional participants in civic dialogue

Program Messaging: This is what we have been doing to Keep San Diego Moving.
Primary: How the accomplished transportation projects have positively affected the general public’s commute and transportation issues

Creative Strategy:
The general public is unaware of TransNet and its accomplishments to date. Furthermore, they are cynical about these accomplishments, since many of them are experiencing a commute that has become increasingly difficult. At the same time they know that the city is growing and that transportation issues must be addressed to maintain a positive lifestyle.
Our creative objective is to make sure the public understands what TransNet does and what TransNet has accomplished. We want to ensure that the public understands where their TransNet tax dollars have gone. All advertising would direct respondents to a 1-877-277-5736 (KSDM) or www.keepsandiegomoving.com.

Program Tactics:
• Rotate TransNet messages with TDM messages on Radio from August through October 2002.
• Rotate TransNet messages with TDM messages on Cable TV beginning 10/21.
• Share Transit messages with “Do it Once a Week”, with the TransNet message of “This Trolley (Bus, Train, etc.) brought to you by TransNet.”

• Media Relations: We recommend a media relations campaign focused on community projects funded by TransNet dollars that targets the affected community newspapers. In addition, short stories about these projects can also be submitted to
college newspapers, residential and HOA newsletters and community organization newsletters.

BGI is working on a short list of factoids that would be meaningful to the public and provide a reporter with an interesting sidebar for a story on TransNet.

Advertising Media Objectives:
• To deliver a target audience of Adults 18+ with special attention given to registered voter; property and business owners; retirees; and Hispanics
• To provide a base of advertising throughout San Diego County with focus placed in regions that have the greatest propensity of the core target audience.
• To deliver advertising continuously from August – November 2002.
• To maximize an effective reach, maintaining a two-week frequency of at least 3x.

Media Strategies:
• Key media mix allocated to key target audiences that are most likely to respond with consideration to seasonal media cost fluctuations.
• Media will be allocated geographically using percentages as a parameter to determine individual community weights
• Media weight will be heavy in summer and fall. Broadcast flights will be lighter during 4th quarter, historically the most expensive and cluttered time due to ratings sweeps and holiday advertising.
• We're negotiating awareness-building promotions into the media buys and partner with companies that can help increase exposure for SANDAG programs.
• A media mix of cable TV, radio and outdoor.

Radio Strategy:
The last three flights (8/12-25, 9/9-22 and 10/7-20) will combine TransNet messaging with TDM messaging.

The radio buy will include all Clear Channel stations, including Clear Channel/ Air Watch Traffic for the mainstream market of Adults 18+, registered voters. The Hispanic market will be reached through KLNV-FM 106.5, the strongest Spanish language station in the market at this time. Sixty second spots will air primarily during AM/ PM Drive, with added-value spots rotating throughout the day.

All participating stations will provide BGI with a calendar of events in which the Keep San Diego Moving Road Show may participate. The stations will also heavily rotate :10 and :15 second PSA’s that can be used to drive traffic to key events.

Cable TV:
The first flight will start in July and run for two-three weeks. The buy will cover Cox/ Adelphia, with 67% of registered voters and Time Warner, with 37%. We will be able to tap into full-market coverage with the Padres and News Channel 15 (these
measure the highest cable viewership by active, registered voters). For the first flight, spots will air in-game and the buy includes Road Show participation at Hispanic Heritage Day at the Padres on the News Channel 15, and in Padresvision (XEWT Spanish), as well as a traditional spot schedule on Fox News, CNN, MSNBC, CNN Headline News, Discovery, History and ESPN. We will provide :15 second PSA spots and they will also rotate them into the schedule at no additional cost.

Transit advertising:
- Schedule transit to post during July – September.
- Bus Tails/ wraps in key routes.
- Inside Bus Cards
- Bus Shelters/ benches
- Take-ones on buses and trolley
- Article in MTDB Summer Transit on-board Newsletter

- Transit messaging will focus on This Trolley (Bus, Train, Highway, etc.) brought to you in part by TransNet.

V. INTERACTIVE

We will assist the SANDAG interactive team in developing a synthesis between the new web site and complementary marketing of the campaign. For example, we would provide content direction for a Pop-up survey.

VI. MEASUREMENT

The RFP specified that the Consultant should develop a method to track and measure the success of the public involvement and marketing efforts. Because the communications plan will be multifaceted and involve several different strategies for education, outreach and marketing, any method of measuring the success of these efforts must also be multifaceted. Accordingly, the team recommends using several methods of measuring the success of the communications plan as a whole, as well as discrete strategies and efforts within the plan. These measurement tools include tracking awareness of each initiative pre- and post-campaign, participation rates and profiling attendees at outreach events, tracking requests for information and use of RideLink by employers and commuters, and conducting scientific surveys to track the influence of the communications strategies on awareness, attitudes and behaviors among the public as a whole and within various subgroups.

Survey research is an essential part of this measurement effort, as it is the only tool that, when used properly, will A) provide accurate, unbiased and reliable measures of the effectiveness of the communications plan and B) provide the team and SANDAG with confidence that the results are representative of the effectiveness of the program.
regionwide and not just among individuals who attend a particular event or represent interested parties. Although existing SANDAG research will provide some baseline measures of awareness, understanding and attitudes as they relate to TransNet, RideLink and the RTP process, the Consultant team expects to conduct two regionwide surveys as part of Task C and Task D. The Consultant team also expects that there will be opportunities to use SANDAG’s upcoming surveys – 2002 regionwide survey and the TransNet tracking survey that has been discussed – to provide additional baseline and/or intermediate measures.

The recommended methodology for the surveys is a random digit-dial sampling frame (sample size= 450) drawn for the entire region, with 10 minute interviews available in English and Spanish. Baseline surveys will occur during the first two weeks of June, with reports prepared in the third week, when radio advertising flights will begin. The follow-up survey will be conducted in November, immediately following final advertising.

VII. VISUAL PRESENTATIONS

Once master graphic elements are finalized, we will develop a master presentation template. The presentation would be built in PowerPoint, to allow for customization depending on the audience. In addition, there will be a simple PowerPoint developed to support that portion of the community outreach program which will be speaking to planning groups with the intention of soliciting immediate discussion and feedback.
SANDAG representatives are coming to your community. Look for the SANDAG booth at any of these events and stop by to learn about transportation projects and plans. Tell us what you think should be done to reduce traffic congestion.

Check back – we will be adding events. Event times and locations are subject to change.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Organization</th>
<th>Location</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/15</td>
<td>Juneteenth</td>
<td>NAACP, North San Diego County Branch</td>
<td>Oceanside Pier</td>
<td>10:00 a.m. – 5:00 p.m.</td>
</tr>
<tr>
<td>6/22</td>
<td>Padres Game</td>
<td>San Diego Padres</td>
<td>Qualcomm Stadium Section D-1</td>
<td>3:45 p.m - 6:45 p.m.</td>
</tr>
<tr>
<td>6/25</td>
<td>San Diego County Fair</td>
<td>22nd District Agricultural Assn.</td>
<td>San Diego County Fairgrounds</td>
<td>11:00 a.m. – 7:00 p.m.</td>
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<td>6/27</td>
<td>Mexport</td>
<td>Otay Mesa Chamber of Commerce</td>
<td>2515 Britannia Blvd., Britannia Corporate Center</td>
<td>9:00 a.m. – 5:00 p.m.</td>
</tr>
<tr>
<td>7/19</td>
<td>Health &amp; Lifestyle Expo</td>
<td>American Assets Management Company</td>
<td>11512 El Camino Real</td>
<td>11:00 a.m. – 1:00 p.m.</td>
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<tr>
<td>7/20</td>
<td>San Diego Auto Heritage Show</td>
<td>Imperial Beach Chamber of Commerce</td>
<td>Seacoast Drive, Imperial Beach</td>
<td>9 a.m. - 6 p.m.</td>
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<tr>
<td>7/28</td>
<td>Target Grand Opening</td>
<td>Westfield Shoppingtowns</td>
<td>Westfield Shoppingtown Mission Valley</td>
<td>10 a.m. - 5 p.m.</td>
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<tr>
<td>8/3</td>
<td>Padres Game</td>
<td>San Diego Padres</td>
<td>Qualcomm Stadium Section D-1</td>
<td>3:45 - 6:45 p.m.</td>
</tr>
<tr>
<td>8/4</td>
<td>National City Auto Heritage Show</td>
<td>National City Chamber of Commerce</td>
<td>Kimball Park</td>
<td>10:00 a.m. – 3:00 p.m. Set up: 9:00 a.m.</td>
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<tr>
<td>8/18</td>
<td>2002 Grand Summer Festival</td>
<td>San Marcos Chamber of Commerce</td>
<td>Via Vera Cruz (between San Marcos Blvd. &amp; Grand Ave.)</td>
<td>9:00 a.m. – 5:00 p.m.</td>
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<td>8/21</td>
<td>KPOP Big Band</td>
<td>San Diego Museum of Art</td>
<td>Balboa Park-San Diego Museum of Art.</td>
<td>5:30 p.m. – 7:30 p.m.</td>
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<tr>
<td>Date</td>
<td>Event</td>
<td>Location</td>
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<tr>
<td>8/25</td>
<td>Celebrate Chula Vista</td>
<td>Chula Vista Chamber of Commerce</td>
<td>11:00 a.m. – 9:00 p.m.</td>
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<tr>
<td>9/14</td>
<td>Community Days</td>
<td>City of Poway</td>
<td>12:00-8:00 p.m.</td>
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<tr>
<td>9/15</td>
<td>Festival del Grito - Fiestas Patrias</td>
<td>Coors Amphitheatre</td>
<td>TBA</td>
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</tr>
<tr>
<td>9/28 – 9/29</td>
<td>Adams Avenue Street Fair</td>
<td>Adams Avenue – between Bancroft and 35th Streets</td>
<td>Saturday: 10 a.m. – 10:00 p.m. Sunday: 10 a.m. – 6:00 p.m.</td>
<td></td>
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<tr>
<td>10/4 – 10/6</td>
<td>La Mesa Oktoberfest</td>
<td>East County Chamber &amp; La Mesa Village Merchants Assn.</td>
<td>TBA</td>
<td></td>
</tr>
<tr>
<td>10/12</td>
<td>Santee Swap Meet</td>
<td>Shop Smart</td>
<td>Location: 10990 Woodside Avenue North</td>
<td>TBA.</td>
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<tr>
<td>10/19</td>
<td>Miramar Air Show</td>
<td>MCAS</td>
<td>TBA</td>
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<tr>
<td>11/3</td>
<td>Carlsbad Village Fair</td>
<td>Carlsbad Chamber of Commerce</td>
<td>8 a.m. – 4 p.m.</td>
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# SANDAG Community Newspaper Schedule

**May 29, 2002**

<table>
<thead>
<tr>
<th>NEWSPAPER</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
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<td>El Sol de San Diego</td>
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<td>La Prensa</td>
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<td>American Chinese Times</td>
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<td>Chula Vista Star News</td>
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<td>El Cajon/Lakeside/Alpine Gazette</td>
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<td>East County Californian</td>
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<td>Alpine Sun</td>
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<td>Indian Voices</td>
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<td>Ramona Sentinel</td>
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<td>San Diego Voice &amp; Viewpoint</td>
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