MEETING NOTICE AND AGENDA

SAN DIEGO REGIONAL TRAFFIC ENGINEERS COUNCIL

The San Diego Regional Traffic Engineers Council (SANTEC) may take action on any item appearing on this agenda.

Thursday, November 13, 2008

9 to 11 a.m.

SANDAG, 7th Floor Conference Room
401 B Street, Suite 800
San Diego, CA  92101-4231

Chair:       Kathy Feilen, City of La Mesa
Vice-Chair:  Frank Rivera, City of Chula Vista

Staff Contact:  Alex Estrella
                (619) 699-1928
                aes@sandag.org

AGENDA HIGHLIGHTS

• SMART GROWTH TRIP GENERATION AND PARKING DEMAND STUDY UPDATE
• SANTEC VICE-CHAIR NOMINATIONS AND ELECTIONS
• SAN DIEGO SMART PARKING PILOT AND RESEARCH PROJECT

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1. INTRODUCTIONS

+2. MEETING SUMMARY OF OCTOBER 9, 2008

SANTEC is asked to review and approve the meeting notes of the October 9, 2008, meeting.

3. PUBLIC COMMENTS

4. PROPOSITION 1B TRAFFIC LIGHT SYNCHRONIZATION PROGRAM (TLSP) UPDATE (SANDAG Staff)

SANTEC will be provided with an update on the TLSP projects and will share any efforts completed to date.

+5. SMART GROWTH TRIP GENERATION AND PARKING DEMAND STUDY UPDATE (SANDAG Staff)

SANDEG has begun data collection efforts for the Smart Growth Trip Generation and Parking Demand Guidelines. An update on the status of the effort will be provided. Recent issues that have emerged with respect to the economic slowdown will be discussed as well.

6. SANTEC VICE-CHAIR NOMINATIONS AND ELECTIONS (SANTEC Chair)

The Council will consider candidates for a Vice-Chair for the 2009 Calendar Year. The Council will be asked to confirm the appointment of Frank Rivera (current Vice-Chair), as the new Chair starting on January 2009.

7. REGIONAL ARTERIAL MANAGEMENT SYSTEM PROJECT UPDATE (SANDAG Staff)

The Regional Arterial Management System (RAMS) project will create the ability for agencies to develop traffic signal timing plans for regional arterials that cross multiple jurisdictions. SANTEC will be provided with a progress update on the RAMS project and specifically work efforts completed since Fall 2007.
<table>
<thead>
<tr>
<th>ITEM #</th>
<th>RECOMMENDATION</th>
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| 8. | **SAN DIEGO SMART PARKING PILOT AND RESEARCH PROJECT (SANDAG Staff)**  
Over the past months, SANDAG in coordination with North County Transit District, Caltrans Department of Research and Innovation, and Federal Highways Administration’s Value Pricing Program have been working on a Smart Parking pilot and research project. The project focuses on assessing the application of Smart Parking technology along several Coaster Stations to determine if such system can improve parking management, while also examining several parking management strategies. Staff will provide a presentation on the development of these efforts. |
| 9. | **CTAC MEETING BRIEFING**  
The SANTEC will be provided with an overview of the CTAC meeting held on November 5, 2008. |
| +10. | **UPCOMING MEETINGS/AGENDA ITEMS**  
Possible agenda items for future SANTEC meetings will be discussed. |
| 11. | **MATTERS FROM MEMBERS**  
SANTEC members are encouraged to discuss additional topics of general interest. |

+ next to an item indicates an attachment
MEETING SUMMARY OF OCTOBER 9, 2008

1. **Introductions**

   The attendees of the meeting introduced themselves at the request of the SANTEC Chair.

2. **Approval of Meeting Summary**

   SANTEC members reviewed and approved the meeting notes of September 11, 2008.

3. **Comments from the Public**

   There were no comments from the public.

4. **Proposition 1B Traffic Light Synchronization Program (TLSP) Update**

   Alex Estrella (SANDAG staff) provided a progress update on the TLSP projects. SANTEC members were reminded that all TLSP project Baseline Agreements were due on August 22, 2008, and that SANDAG along with other San Diego County local agency grant recipients were still waiting on receipt of executed TLSP Project Baseline Agreements. Staff indicated that SANDAG will be contact D-11 Local Assistance staff for further information on this process and suggested that local agency grant recipients also do the same. Staff will continue to provide on-going updates on the TLSP projects.

5. **Smart Growth Visual Simulations**

   This item was presented by Carolina Gregor (SANDAG) and provided an introduction on SANDAG’s efforts on the development of simulation tools for visualizing how smart growth place types could look like in the San Diego region. This effort is part of the Smart Growth Tool Kit to implement the Regional Comprehensive Plan. Staff indicated that SANDAG and various consultants have been developing “2-D” and “3-D” visual simulations to demonstrate what smart growth and transit oriented development (TOD) could like in local areas in the San Diego region. In addition she presented several examples of completed 2-D and 3-D visual simulations completion along several Smart Growth place types in the San Diego Region.
SANTEC members were also informed on the level effort including cost for the completed visual simulations. Staff indicated that the cost for 2-D simulation range from $8,000 to $12,000 and from $30,000 to $60,000 for 3-D simulations. During her discussion she expressed the possibility of having local agencies leverage consultants services through an on-call consultant process lead by SANDAG for similar simulation efforts. On this note, she indicated that SANDAG would be sending a link for a survey to determine the level of interest on these services.

6. **Draft 2008 Congestion Management Program**

Heather Werdick of SANDAG provided an overview of the Draft 2008 Congestion Management Program (CMP) Update and referred to the staff report developed and included in the SANTEC packet for presentation at the November 7, 2008, Transportation Committee. Her discussion focused on the anticipated request for adoption by the Transportation Committee including highlighting key 2008 CMP Update Sections. Key sections included an overview of the updated CMP Roadway LOS Analysis, Deficient CMP Segment Analysis and anticipated Deficiency Plans, and an extensive discussion on the future development of CMP Updates. Two specific options were briefly highlighted and included Streamlining the CMP approach and corresponding analysis and an option of CMP Opting Out. A final item that was discussed included a listing of proposed addition of Arterials to the CMP network and these included Telegraph Canyon Road/Otay Lakes Road in the City of Chula Vista (I-805 to SR 125) and Mira Mesa Boulevard (I-805 to I-15) in the City of San Diego.

7. **Multi-Modal Performance Measurement System Project Update**

This item was introduced by Alex Estrella (SANDAG Staff) and included a brief overview on SANDAG’s current efforts for improving the current transportation performance management tool used by SANDAG. In short, this system is a web enabled tool that allows transportation professionals and the public, to obtain information on the performance of the State Highway System and is known as the Freeway Performance Measurement System (PeMS). PeMS is a joint effort by Caltrans, U.C. Berkeley, Partners for Advanced Transit and Highways, and Berkeley Transportation Systems. Staff indicated that SANDAG is working toward a vision that is shared by Caltrans to extend the capabilities of PeMS to include real-time arterial and transit data.

Current efforts have focused on the development of a multi-modal performance measurement and evaluation tool. This is being achieved by undertaking a pilot project that is focused assessing the ability of gathering and analyzing real-time arterial and transit data. This effort includes the development of arterial and transit proto-type PeMS applications. These applications will allow PeMS to collect, view and analyze, arterial and transit transportation data. These efforts have focused on developing an understanding of how data is structured, reported, and updated based on an assessment of existing and evaluation of arterial and transit data collection systems. These enhancements, once implemented, will help the region develop door to door travel times and compare trip times across all modes.
Past SANDAG efforts have included the support for the several PeMS enhancements tailored to the San Diego region including adding modules to view and analyze ramp data and trends, and loading historical San Diego regional freeway data into PeMS. As the project moves forward, staff agreed to bring this item back for future updates and progress reports.

8. **Cities/County Transportation Advisory Committee (CTAC) Meeting Briefing**

Frank Rivera, CTAC Vice-Chair, briefed members on several key items that were presented at the CTAC meeting held on October 2, 2008. Items included a similar presentation on the smart growth visual simulations, update on the 2008 CMP Update, SANDAG’s effort for establishing an Ad Hoc Technical Advisory Group to provide technical input and feedback in the development of the Fair Share Methodology Study.

9. **Upcoming Meetings/Agenda Items**

Staff reviewed the upcoming SANTEC meeting dates and corresponding proposed agenda items. Staff announced that the next SANTEC meeting is scheduled for November 13, 2008.

10. **Matters from Members**

None Discussed.

The meeting adjourned at 11:00 a.m.
SMART GROWTH TRIP GENERATION AND PARKING DEMAND STUDY UPDATE  File Number 3000206

Introduction

The Smart Growth Trip Generation and Parking Demand Guidelines will identify trip generation rates and parking demand associated with smart growth developments. Findings from the study effort will be used to update the San Diego Traffic Generators manual and the SANDAG transportation model. SANDAG has retained Fehr and Peers and its subconsultant team for this effort. Fehr and Peers, together with subconsultants VRPA Technologies, KTU+A, Robert Cervero, and Reid Ewing, have established a methodology and begun contacting site owners throughout the region regarding data collection. The following report outlines the status of this effort.

Discussion

- Permission to gather travel survey data at local sites has been very difficult to achieve. Of the ten candidate sites, the project team has full permission to conduct surveys at only two sites.

- A pilot trip generation survey was conducted on October 2, at Otay Ranch. Although permission was originally given to survey the site, this permission was revoked on the day that the counts were taken. The withdrawal of permission was received too late to stop the surveys, but this raises questions about whether the data can be used. Other than the withdrawal of permission to conduct the surveys, the data collection was successful.

- The nationwide and regional economy is in the midst of a slowdown and questions have been raised as to whether the counts taken at this time are representative of normal conditions.

- A new methodology is emerging for conducting trip generation studies at mixed-use, transit-oriented, and pedestrian-oriented developments. This methodology is from an EPA nationwide study being conducted by Fehr & Peers and other consultants. The methodology relies on historical surveys conducted for use in regional travel demand models as well as geo-coding of results to obtain information on traveler behavior at specific smart growth developments. This methodology could be applied to the SANDAG study by using nationwide data or by using SANDAG Travel Behavior Survey data from 2006. In either case, the data would be supplemented by local counts at smart growth sites in the San Diego
area. From discussions with property owners, it is apparent that permission to conduct counts is easier to achieve than permission to conduct travel surveys involving face-to-face interviews.

**Next Steps**

Given these developments, the project team is planning to prepare an outline for applying the methodology of the nationwide study to the SANDAG Smart Growth Trip Generation Study. The outline would be discussed with the Cities/County Transportation Advisory Committee (CTAC) and SANTEC prior to proceeding. Additionally, the project team is also discussing the possibility of collaborating with Caltrans on their statewide infill trip generation study, as Caltrans has also been experiencing difficulty in obtaining permission to collect data at infill sites.

Attachment: 1. SANDAG Smart Growth Trip Generation and Parking Demand Guidelines List of Priority Sites for Data Collection

Key Staff Contact: Christine Eary, (619) 699-6928; cea@sandag.org
### LRT Transit Oriented Development Samples

<table>
<thead>
<tr>
<th>#</th>
<th>Candidate Site, City</th>
<th>City</th>
<th>Land Uses</th>
<th>Transit Availability</th>
<th>Pedestrian Friendliness</th>
<th>Adjacent Area (High, Medium, Low)</th>
<th>Traffic Counts (Yes/No)</th>
<th>Parking Counts (Yes/No)</th>
<th>Surveys (Yes/No)</th>
<th>Time Frame</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Morena/Linda Vista Trolley Station</td>
<td>San Diego</td>
<td>Residential, Retail</td>
<td>LRT</td>
<td>Medium</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Fall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Hazard Center, San Diego (7876 Hazard Center Dr)</td>
<td>San Diego</td>
<td>Retail</td>
<td>LRT</td>
<td>Medium</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Fall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Rio Vista Trolley Station, Promenade (2185 Station Way)</td>
<td>San Diego</td>
<td>Residential, Retail</td>
<td>LRT</td>
<td>Medium</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Fall</td>
<td></td>
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### Bus Corridor Transit Oriented Development Samples

<table>
<thead>
<tr>
<th>#</th>
<th>Candidate Site, City</th>
<th>City</th>
<th>Land Uses</th>
<th>Transit Availability</th>
<th>Pedestrian Friendliness</th>
<th>Adjacent Area (High, Medium, Low)</th>
<th>Traffic Counts (Yes/No)</th>
<th>Parking Counts (Yes/No)</th>
<th>Surveys (Yes/No)</th>
<th>Time Frame</th>
<th>Notes</th>
</tr>
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<tbody>
<tr>
<td>10</td>
<td>Egyptian District, Park Blvd. &amp; University Egyptian Apts</td>
<td>San Diego</td>
<td>Residential, Retail</td>
<td>Frequent Bus</td>
<td>High</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Fall</td>
<td></td>
<td></td>
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</table>

### Commuter Rail Transit Oriented Development Samples

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<thead>
<tr>
<th>#</th>
<th>Candidate Site, City</th>
<th>City</th>
<th>Land Uses</th>
<th>Transit Availability</th>
<th>Pedestrian Friendliness</th>
<th>Adjacent Area (High, Medium, Low)</th>
<th>Traffic Counts (Yes/No)</th>
<th>Parking Counts (Yes/No)</th>
<th>Surveys (Yes/No)</th>
<th>Time Frame</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>Poinsetta Station Apartment near Poinsetta Transit Station (Carlsbad)</td>
<td>Carlsbad</td>
<td>Residential</td>
<td>Commuter Rail</td>
<td>Low</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Fall</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Walkability to adjacent commuter rail station is limited. Other sites may be preferable.*
<table>
<thead>
<tr>
<th>Candidate Site</th>
<th>City/Region</th>
<th>Land Use</th>
<th>Transit Options</th>
<th>Pedestrian Friendliness</th>
<th>Adjacent Area</th>
<th>Traffic Counts</th>
<th>Parking Counts</th>
<th>Surveys</th>
<th>Time Frame</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 Del Mar Plaza</td>
<td>Coastal North County</td>
<td>Retail, Office</td>
<td>Standard Bus, Hybrid Bus</td>
<td>High</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Summer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19 Uptown District, University Ave</td>
<td>Central San Diego</td>
<td>San Diego</td>
<td>High</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Summer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>22 Little Italy, India Street-Aperture</td>
<td>Central San Diego</td>
<td>San Diego</td>
<td>Standard Bus, Pedestrian Bus</td>
<td>High</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Fall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>23 Otay Ranch Heritage Town Center</td>
<td>South County</td>
<td>Chula Vista</td>
<td>Standard Bus, Medium Bus</td>
<td>Medium</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Fall</td>
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There is at least one residential building near this site (Allegra) which is closer to an LRT station.
AGENDA ITEM NO.: 10

Action Requested: INFORMATION

UPCOMING MEETINGS/AGENDA ITEMS

December 11, 2008
- TLSP Update
- Cities/County Transportation Advisory Committee (CTAC) Meeting Update
- Communications/Interconnect Protocols
- Smart Growth Trip Generation and Parking Demand Study Update

January 11, 2009
- TLSP Update
- CTAC Meeting Update
- I-15 Integrated Corridor Management (ICM) Project

Key Staff Contact: Alex Estrella, (619) 699-1928; aes@sandag.org