Friday, November 6, 2009
12 Noon to 2 p.m.
SANDAG Board Room
401 B Street, 7th Floor
San Diego

AGENDA HIGHLIGHTS

• DISCUSSION ON THE URBAN CORE TRANSIT STRATEGY
• RESULTS OF THE 2008-2009 RESIDENTIAL AND EMPLOYMENT LANDS INVENTORY

PLEASE TURN OFF CELL PHONES DURING THE MEETING

YOU CAN LISTEN TO THE REGIONAL PLANNING COMMITTEE MEETING BY VISITING OUR WEB SITE AT WWW.SANDAG.ORG

MISSION STATEMENT

The Regional Planning Committee provides oversight for the preparation and implementation of the Regional Comprehensive Plan that is based on the local general plans and regional plans and addresses interregional issues with surrounding counties and Mexico. The components of the plan include: transportation, housing, environment (shoreline, air quality, water quality, habitat), economy, borders, regional infrastructure needs and financing, and land use and design.
Welcome to SANDAG. Members of the public may speak to the Regional Planning Committee on any item at the time the Committee 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 Committee staff. Also, members of the public are invited to address the Committee on any issue under the agenda item entitled Public Comments/Communications/Member Comments. Speakers are limited to three minutes. The Regional Planning Committee may take action on any item appearing on the agenda.

This agenda and related staff reports can be accessed at [www.sandag.org](http://www.sandag.org) under meetings on the SANDAG Web site. Public comments regarding the agenda can be forwarded to SANDAG via the e-mail comment form also available on the Web site. E-mail comments should be received no later than noon, two working days prior to the Regional Planning Committee meeting.

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![Map of Downtown San Diego](image-url)
REGIONAL PLANNING COMMITTEE
November 6, 2009

ITEM #

+1. APPROVAL OF OCTOBER 2, 2009, MEETING MINUTES  APPROVE

2. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS  INFORMATION

Members of the public will have the opportunity to address the Regional Planning Committee (RPC) on any issue within the jurisdiction of the Committee that is not on this agenda. Speakers are limited to three minutes each and shall reserve time by completing a “Request to Speak” form and giving it to the Clerk prior to speaking. Committee members also may provide information and announcements under this agenda item.

REPORTS

+3. UPDATE ON DRAFT SANDAG PUBLIC PARTICIPATION PLAN (Anne Steinberger)  DISCUSSION

The draft SANDAG agencywide Public Participation Plan (Plan) was released on October 9, 2009, for a 45-day public review and comment period. This Plan establishes a process for communicating with and obtaining input from the public concerning agency programs, projects, and program funding. The Plan guides the agency’s outreach efforts for transit, highway, smart growth, environmental, planning, growth forecasts, the Regional Transportation Plan, Regional Transportation Improvement Program, Tribal Consultation, and other initiatives. SANDAG is securing input from individuals, organizations, agencies, and others in the update of the Public Participation Plan. Staff will provide an update to the Regional Planning Committee on its outreach efforts.

+4. LOCAL GOVERNMENT PARTNERSHIP AWARD WITH SAN DIEGO GAS & ELECTRIC (Andrew Martin)  INFORMATION

SANDAG has been awarded a Local Government Partnership with San Diego Gas and Electric (SDG&E) from the California Public Utilities Commission to continue providing energy planning assistance to member agencies through the Sustainable Region Program (SRP). The partnership is for $1.7 million and will run from January 1, 2010, through December 31, 2012. Through the SRP, Energy Roadmaps will be developed for local governments that choose to participate. The Roadmaps include ways to reduce local government energy use and utility bills at existing buildings and in planned new construction. The Roadmaps also include energy recommendations for local codes, plans, and policies. SANDAG staff is preparing a budget and work program amendment for SANDAG Board of Directors consideration. This item is presented to the RPC for information.
5. **2008-09 EMPLOYMENT AND RESIDENTIAL LAND INVENTORY (Marney Cox)**

The San Diego Regional Economic Development Corporation (EDC) and SANDAG partnered to update the Employment Land Inventory and Market Analysis study, most recently completed in 2000. The study includes, for the first time, an inventory of residential land. The inventory was designed to address differences in opinion concerning the adequacy of the inventory of employment land, as well as concerns about the proximity of employment and residential land. The EDC and SANDAG convened a Task Force to develop and update the inventories. An overview of the process and the results will be provided for the Regional Planning Committee’s information.

6. **HIGHLIGHTING SMART GROWTH: CITY OF VISTA (John Conley, Director of Planning and Community Development)**

The City of Vista is updating its general plan and incorporating smart growth principles into the planning effort. The update began in 2007 and will be completed by 2010. Major focus areas include: connections, opportunity areas, and consistency with the Smart Growth Concept Map. Staff from the City of Vista will provide an overview of the general plan update effort.

7. **INITIAL INPUT INTO URBAN CORE TRANSIT STRATEGY (Carolina Gregor)**

An important part of the 2050 Regional Transportation Plan (RTP) will be the development of an innovative and visionary “Urban Core Transit Strategy” to significantly increase the attractiveness and use of transit, walking, and biking in the urban core area, and make transit time-competitive with the car. Staff will provide an overview of the work program to develop the Urban Core Transit Strategy and will facilitate an initial brainstorming session with the RPC on potential transit concepts and ideas that could be considered in the development of alternative transit networks. Input from the Regional Planning Technical Working Group (TWG) and the Cities/County Transportation Advisory Committee (CTAC) will be provided. Input from the Regional Planning Stakeholders Working Group will be sought at its November 18, 2009, meeting.

8. **UPCOMING MEETINGS**

The next meeting of the Regional Planning Committee is scheduled for December 4, 2009, at 12 noon.

9. **ADJOURNMENT**

+ next to an agenda item indicates an attachment
REGIONAL PLANNING COMMITTEE DISCUSSION AND ACTIONS
MEETING OF OCTOBER 2, 2009

The meeting of the Regional Planning Committee was called to order by Vice Chair Jerry Jones (East County) at 12:06 p.m. See the attached attendance sheet for Regional Planning Committee member attendance.

1. APPROVAL OF MEETING MINUTES (APPROVE)

   Action: Upon a motion by Councilmember Lesa Heebner (North County Coastal) and a second by Councilmember Steve Gronke (North County Inland), the Regional Planning Committee (RPC) unanimously approved the minutes from the July 31, 2009, meeting.

2. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

   Action: There were no public comments/communications/member comments.

REPORTS

3. REGIONAL COMPREHENSIVE PLAN ANNUAL PERFORMANCE MONITORING REPORT PROPOSED SCHEDULE (RECOMMEND)

   Monitoring our progress in implementing the Regional Comprehensive Plan (RCP) occurs on an annual basis, as prescribed by Chapter 8 of the RCP. In December 2008, the RPC requested that staff determine how this information could be provided in a timely manner so that data is recent and relevant at the time of reporting. Staff has determined that the annual reporting schedule and increased workload associated with the 2050 Regional Growth Forecast has resulted in staff resources being diverted from the RCP Performance Monitoring Report effort this year. For these two reasons, staff recommends that the next RCP Performance Monitoring Report be presented to the RPC in May 2010.

   Christine Eary, Associate Planner, provided the staff report.

   Action: Upon a motion by Councilmember Heebner and a second by County Vice Chairwoman Pam Slater-Price (County of San Diego), the RPC recommended that the Board of Directors revise the annual RCP Performance Monitoring Report schedule to reflect release of the draft by the RPC each May and consideration by the Board of Directors each June.
4. **STATUS REPORT ON 2050 REGIONAL GROWTH FORECAST (INFORMATION)**

On July 10, 2009, the SANDAG Board of Directors accepted an outreach plan for the 2050 Regional Growth Forecast, which includes meeting with each jurisdiction through council/board meetings (or by other means if preferred by the jurisdiction) on land use assumptions whereby each jurisdiction will have the option to select a preferred 2050 land use pattern. The purpose of this item is to provide a status report on progress to date on the July 10, 2009, outreach plan.

Beth Jarosz, Associate Research Analyst, provided the staff report.

**Action:** This item was presented for information only.

5. **UPDATING THE OVERALL SANDAG PUBLIC PARTICIPATION PLAN (DISCUSSION)**

SANDAG is updating the agencywide Public Participation Plan (PPP). This plan establishes a process communicating with and obtaining input from the public concerning agency programs, projects, and program funding. The strategies and tactics outlined in the plan guide the agency’s outreach efforts for transit, highway, smart growth, environmental, planning, growth forecasts, the Regional Transportation Plan, Regional Transportation Improvement Program, Tribal Consultation, and other initiatives. SANDAG is securing input from individuals, organizations, agencies, and others in the update of the PPP. Staff will solicit input from the RPC on the elements of the plan to help guide the plan update.

Anne Steinberger, Communications Manager, provided the staff report.

**Action:** This item was presented for discussion only.

6. **NATIONAL CITY GENERAL PLAN UPDATE (INFORMATION)**

Local planning efforts are periodically highlighted at the RPC. The City of National City is beginning a comprehensive update to its General Plan.

Brad Raulston, Planning and Community Development Director, provided an overview of the City of National City’s planning effort.

**Action:** This item was presented for information only.

7. **FAMILY HOMELESSNESS PLAN AND MAYORAL SUMMIT (INFORMATION)**

SANDAG and San Diego Grantmakers co-sponsored a summit on Family Homelessness on February 11, 2009, in conjunction with the National Alliance on Ending Homelessness Annual Conference on Family Homelessness, which was held in San Diego from February 11–13, 2009.

Susan Baldwin, Senior Planner, provided the staff report.
Mary Herron (Chair, San Diego Grantmakers) and Karen Brailean (member of the San Diego Grantmakers Homelessness Working Group) reported on the group’s efforts.

Frank Riley (Field Office Director, U.S. Department of Housing and Urban Development) informed he is going to partner with the San Diego Grantmakers Homelessness Working Group in order to focus on preventing and ending family homelessness in San Diego and assist in the development of a regional plan to end family homelessness.

**Action:** Upon a motion by Councilmember Heebner and a second by Councilmember Sherri Lightner (City of San Diego), the RPC recommended this item be forwarded to the SANDAG Executive Committee for consideration to allow San Diego Grantmakers to consult and collaborate with SANDAG staff in the development of a regional plan to end family homelessness.

8. **UPCOMING MEETINGS**

The next meeting of the RPC is scheduled for November 6, 2009, at 12 noon.

9. **ADJOURNMENT**

Vice Chair Jones adjourned the meeting at 1:28 p.m.

Attachment: Attendance Sheet
<table>
<thead>
<tr>
<th>SUBREGIONAL AREA</th>
<th>JURISDICTION</th>
<th>NAME</th>
<th>MEMBER / ALTERNATE</th>
<th>ATTENDING</th>
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<td>City of Vista</td>
<td>Steve Gronke</td>
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<td>Don Higginson</td>
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<td>Jim Janney, Chair</td>
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<td>Sherri Lightner</td>
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<td>Johnny Hernandez (ipay Nation of Santa Ysabel)</td>
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<td>Wildlife Conservation Board</td>
<td>Deborah Townsend</td>
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UPDATE ON DRAFT SANDAG PUBLIC PARTICIPATION PLAN

Introduction

The draft SANDAG Public Participation Plan (PPP) was released by the SANDAG Board of Directors for a 45-day public review and comment period on October 9, 2009. The PPP guides SANDAG public outreach efforts for transit, highway, smart growth, environmental, planning, growth forecasts, the Regional Transportation Plan, Regional Transportation Improvement Program, Tribal Consultation, and other initiatives.

Discussion

The updated draft PPP was developed in accordance with guidelines established by FHWA for metropolitan transportation planning (23 CFR 450.316), and addresses Title VI, related nondiscrimination requirements, and reflects the principles of social equity and environmental justice. Included in the PPP are procedures, strategies, and outcomes associated with the ten requirements listed in 23 CFR 450.316. The plan also fulfills various state and federal public involvement requirements. The PPP reflects the SANDAG commitment to public participation and involvement to include all residents and stakeholders in the regional planning process.

To start the update process for the PPP, in June 2009, SANDAG launched initial public outreach with a survey in English and Spanish to secure input from residents, stakeholders, agencies, and other interested parties on how SANDAG should communicate opportunities to receive information or provide input on regional projects. The survey was distributed at SANDAG Board and Committee meetings, promoted in rEgion (the SANDAG monthly electronic newsletter), circulated to SANDAG e-mail lists, promoted on the SANDAG Web site, and circulated at diverse community events. SANDAG distributed a press release and public notices to promote the survey. More than 1,100 participants responded. Key feedback included recommendations to provide information on the SANDAG Web site; provide information via e-mail newsletters; implement e-mail and online options for providing feedback; and consider conducting some public meetings, workshops, and/or open houses during the workday.

An initial task for the Stakeholders Working Group (SWG) was to provide input on the draft PPP. The SWG is composed of diverse individuals from throughout the region who are interested in providing input into regional initiatives such as the Regional Transportation Plan, the Sustainable Communities Strategy, and the Regional Comprehensive Plan. In September, the SWG received an overview of the plan, in October provided initial input on the draft plan, and will provide final input at its November 18 meeting.
Notices and Outreach

In an effort to receive robust input on the draft PPP, notices were posted in the Asian Journal, La Prensa (in Spanish), North County Times (all editions), San Diego Daily Transcript, The San Diego Union-Tribune (all editions), San Diego Voice & Viewpoint, and Star News. Public Announcements on drive-time radio are underway from November 2–13, with a call to action for residents to tell SANDAG how they want to be involved in regional projects. The media list and radio stations for public service advertising are listed in Attachment 1.

Initial media coverage includes a news article that appeared in The San Diego Union-Tribune on October 26, 2009, and a story on KPBS radio on October 26, 2009.

SANDAG staff also contacted working groups, committees, organizations, and agencies to promote the public input period for the PPP and to solicit additional input. Initial reports are that stakeholders are taking the PPP to their groups for input and will report back to SANDAG.

Announcements also were distributed to the following groups to secure input and promote further distribution to other interested parties. Working groups, committees, and interested stakeholders include:

City Managers
Planning Directors
City of San Diego and County of San Diego Community Planning Groups
Bicycle-Pedestrian Working Group
Cities/County Transportation Advisory Committee
Committee on Binational Regional Opportunities
iCommute (formerly RideLink) Employer Database
Independent Taxpayer Oversight Committee
Mid-Coast Corridor Transit Project Working Group
Regional Energy Working Group
Regional Housing Task Force
Regional Planning Stakeholders Working Group
Regional Planning Technical Working Group
San Diego Region Conformity Working Group
Tribal Working Group

SANDAG also is promoting the public comment period and soliciting additional input through the SANDAG Web site, e-mail distribution, and through the rEgion newsletter. Through these outreach efforts, more than 5,000 interested stakeholders will be reached.

Public Comment Period

The deadline for comments is November 30, 2009, at 4 p.m. The plan may be downloaded at www.sandag.org/ppp. Comments will be received via mail, e-mail, fax, or phone. A dedicated phone line has been established to take comments. A printed or electronic copy may be requested from SANDAG. Please direct requests and provide comments or input on the PPP to SANDAG Public Information Office, 401 B Street, Suite 800, San Diego, CA 92101; phone (619) 699-0640; fax (619) 699-1905; e-mail to pio@sandag.org.
Next Steps

Staff will present final draft information to the Regional Planning Committee, Transportation Committee, Borders Committee, and Public Safety Committee. After input and comments are received, staff will incorporate changes into a final draft Public Participation Plan. The final draft PPP will be presented to the Board of Directors for consideration at its December 18, 2009, meeting.

COLLEEN WINDSOR
Director of Communications

Attachment: 1. Advertising and Media Distribution List

Key Staff Contact: Anne Steinberger, (619) 699-1937, ast@sandag.org
SANDAG Draft Public Participation Plan Advertising and Media Distribution

- **Newspaper Advertising (October 16 – 22)**
  - Asian Journal
  - La Prensa (in Spanish)
  - North County Times (all editions)
  - San Diego Daily Transcript
  - San Diego Union-Tribune (all editions)
  - San Diego Voice & Viewpoint
  - Star News

- **Radio Advertising (November 2 – 13)**
  - KBZT - 94.9 FM Alternative
  - KCBQ - 1170 AM Talk
  - KCEO - 1000 AM Business News
  - KFMB - 760 AM Adult Contemporary
  - KFMB - 100.7 FM Adult Contemporary
  - KFSD - 1450 AM Big Band
  - KIFM - 98.1 FM Lite Jazz
  - KPRI - 102.1 FM Adult Album Alternate
  - KPRZ - 1210 AM Christian
  - KSCF - 103.7 FM Adult Contemporary
  - KSON - 97.3 FM Country
  - KSOQ - 92.1 FM Country
  - KYXY - 96.5 FM Adult Contemporary
  - XGLX - 91.7 FM Spanish
  - XHIT - 95.3 FM Spanish
  - XHRM - 92.5 FM Top 40
  - XHTZ - 90.3 FM Urban
  - XLTN - 104.5 FM Spanish
  - XMOR - 98.9 FM Hip Hop
  - XOCL - 99.3 FM Spanish
  - XSPN - 800 AM Sports Talk
  - XTRA - 91.1 FM Alternative Rock
• Press Release Distribution List

Asia Media
Asian Journal
Associated Press
Peninsula Beacon News
BIA Builder Magazine
Cal Regions
Chinese News
City Beat
Clairemont Community News
CNS City
Coast News
CW 6
Daily Journal
Del Mar Times
Diario San Diego
Downtown News
East County Californian
El Latino
Fox 5 News
Hispanos Unidos
KBNT - Univision
KFMB
KGTV
KOGO Radio
KPBS
KUSI
La Jolla Village News
La Opinion
La Prensa
La Opinion
Los Angeles Times
Mercury News
Navy Dispatch
NBC 7/39
North County Times
Oceanside Magazine
Pomerado Newspaper Group
Poway Corridor News
Presidio Sentinel
Prime News
Ramona Sentinel
Rancho Bernardo News Journal
Riverside Press Enterprise
San Diego AP
San Diego Business Journal
San Diego California Examiner
San Diego Channel
San Diego Community Newspaper Group
San Diego Daily Transcript
San Diego Metropolitan Magazine
San Diego Monitor News
San Diego News
San Diego Sun
San Diego Union-Tribune
San Diego Voice and Viewpoint
San Diego Uptown News
Star News
Voice of San Diego
XEWTV Televisa
XHAS Telemundo 33 News
XHTY Uniradio
ZETA
LOCAL GOVERNMENT PARTNERSHIP AWARD WITH SAN DIEGO GAS & ELECTRIC

File Number 3200300

Introduction

SANDAG has been awarded up to $1.7 million in funding from the California Public Utilities Commission (CPUC) for a Local Government Partnership with San Diego Gas and Electric (SDG&E). The Partnership funding will enable SANDAG, in partnership with SDG&E, to make energy planning assistance available to all 18 cities and the County through the Energy Roadmap initiative, which is an expansion of the existing SANDAG Sustainable Region Program (SRP). The energy planning assistance is expected to help local governments save money, use less energy, and reduce greenhouse gas (GHG) emissions. The Partnership will fund the Energy Roadmap initiative from January 2010 through December 2012.

Discussion

The local government Energy Roadmap initiative is a partnership between SANDAG and SDG&E, through the SANDAG Sustainable Region Program. The SRP was designed to help local governments develop energy management plans (“Energy Roadmaps”) and implement cost-saving energy measures. The program has been targeted at local governments without full-time energy staff and that have minimally participated or not participated at all in available energy-saving programs.

The SRP helps local governments develop energy management plans and implement cost-saving energy measures. The Energy Roadmaps focus on the identification of energy-saving measures for local government operations, as well as policy measures that local governments could implement to realize energy savings for residents, businesses, and throughout their communities. The SRP includes energy assessments and audits of existing government buildings and facilities; plan review of proposed construction projects; analysis of opportunities to integrate energy-saving policies into existing local government plans, policies, and regulations; assistance with project development for energy efficiency installations; and identification of appropriate rebate and financing programs.

The SRP is an expansion of a pilot program undertaken with the City of Carlsbad from 2005-2006. The pilot program identified almost $200,000 in available energy savings through cost-effective energy efficiency measures and the City was able to save 489,571 kWh in energy consumption through local energy efficiency programs. In 2007 the SRP was expanded, with assistance from the Energy Commission, to provide energy management plans and technical assistance to the Cities of Solana Beach and Poway, and, in 2008, the Energy Roadmap framework was successfully introduced as a pilot project with the City of Imperial Beach.
To begin the initiative, interested local governments will receive an Energy Roadmap Guide with comprehensive information about local government opportunities and responsibilities, staff training, energy-saving programs, public education and engagement tools, financing options, identifying and managing energy needs, and other useful resources for energy management planning. Moreover, the initiative will address additional mechanisms to achieve energy savings, including the local General Plan, local government vehicle fleets, financing options, and public engagement and education. There also will be a focus on clean energy economic development; potential pilot demonstrations of emerging technologies; and opportunities for clean, on-site energy generation.

The Energy Roadmaps are consistent with the SANDAG Regional Energy Strategy Update and SDG&E long-term energy plan. The Energy Roadmaps also locally implement California’s preferred loading order for electricity, and are consistent with the Energy Commission Integrated Energy Policy Report and the CPUC Energy Efficiency Strategic Plan.

Next Steps

The SANDAG Board of Directors will be asked to approve an amendment to the FY 2010 Budget and Overall Work Program to accept up to $1.7 million in CPUC funding at its November meeting.

BOB LEITER
Director of Land Use and Transportation Planning

Key Staff Contact: Andrew Martin, (619) 699-7319, ama@sandag.org
INITIAL INPUT INTO URBAN CORE TRANSIT STRATEGY

Action Requested: DISCUSSION

Introduction

An important part of the 2050 Regional Transportation Plan (RTP) will be the development of an innovative and visionary “Urban Core Transit Strategy” to significantly increase the attractiveness and use of transit, walking, and biking in the urban core area, and to make transit time-competitive with the car. The urban core area is defined as the downtown trolley ring that includes Downtown San Diego, Mission Valley, La Mesa, Lemon Grove, and portions of National City, as shown in Attachment 1. Through this project, three transit network alternatives will be developed and tested over the next year, with ultimate incorporation of one of the networks (or a combination or variation thereof) into the development of the 2050 RTP.

In order to “kick off” the project, staff will review the work program for the project and facilitate an initial brainstorming session on potential transit concepts that could be considered in the development of the transit network alternatives. Staff has conducted a similar brainstorming session with the Regional Planning Technical Working Group (TWG) and the Cities/County Transportation Advisory Committee (CTAC), and will be reaching out to the Regional Planning Stakeholders Working Group (SWG) at its November 18 meeting. Input from the TWG and CTAC will be relayed at today’s meeting.

Discussion

Work Program

In an effort to prepare for the 2050 RTP and in compliance with the terms of the 2008 Settlement Agreement between SANDAG and various parties regarding the adequacy of the 2030 RTP Environmental Impact Report, SANDAG is developing an “Urban Core Transit Strategy.” This project will develop and evaluate a series of innovative and visionary transit network alternatives designed to maximize peak-period transit mode share in the urban core area and in key transportation corridors/communities, and to reduce vehicle miles traveled and greenhouse gas (GHG) emissions in the San Diego region. Transit network alternatives resulting from the planning process will be used as major inputs in the preparation of the 2050 RTP.

SANDAG has signed a contract with PB Americas to conduct work on the Urban Core Transit Strategy. Liz Young of PB Americas will serve as the PB Project Manager on this project. The project schedule includes a number of detailed tasks that need to be completed in a very concentrated time span. The following project highlights summarize the work program.
Project Highlights

- Establish a Peer Review Panel
- Conduct stakeholder meetings throughout the process (policymakers, working groups, Settlement Agreement Parties, Peer Review Panelists, public workshops, other interested parties)
- Research and review lessons learned from Peer Regions
- Develop transit mode share methodology
- Develop peak-period transit mode share goals for key corridors/communities
- Develop network evaluation criteria
- Develop “Comparison Scenario” based on:
  a. 2050 Regional Growth Forecast land uses and
  b. 2030 RTP Unconstrained Transportation Network
- Interpret the travel demand forecast
- Assemble the PB “Think Team” and host the Think Team Workshop to develop conceptual transit network alternatives
- Peer review of the conceptual alternatives
- Refine the alternatives, code and model the alternatives, and develop initial cost estimates and graphic representations
- Conduct transportation model runs
- Evaluate the performance of the transit network alternatives
- Develop parking strategies and assessments, and re-evaluate performance
- Refine the alternatives for 2050 RTP transportation model runs and analysis
- Conduct the unconstrained transportation model runs and select the Draft 2050 Unconstrained Transportation Network
- Refine the cost estimates for the selected network
- Develop the network phasing/priority rankings
- Develop five- and ten-year implementation strategies
- Produce the final Urban Core Transit Strategy Technical Documentation Report

Attachment 2, the Work Flow Approach, illustrates how the work effort will be conducted and shows approximate times for stakeholder input. Input will be sought around three key points: (1) mode share goals and network performance criteria; (2) the transit network alternatives and their evaluation; and (3) phasing and implementation, including the five- and ten-year action plans. Input and recommendations from the TWG, CTAC, SWG, the Settlement Agreement Parties, the Peer Review Panel, public workshops, and other forums will be relayed to the SANDAG Transportation and Regional Planning Committees. The Transportation Committee will be responsible for making recommendations to the SANDAG Board. The SANDAG Board will ultimately select the transit network that will be incorporated into the 2050 RTP.
**Brainstorming Session and Next Steps**

Early next year, PB Americas will assemble a “Think Team” of transportation experts from throughout the United States and Australia to begin developing the three transit networks. In preparation for the workshop and to kick off the project, staff will facilitate a brainstorming session with the Regional Planning Committee on ideas and concepts that could be considered in the alternative networks.

At the next Regional Planning Committee meeting, staff and the consultant team will present an overview of lessons learned from the Peer Regions. Comments also will be sought on the methodology for developing the transit mode share goals, and on suggestions for criteria by which the transit network alternatives will be evaluated.

**BOB LEITER**  
Director, Land Use and Transportation Planning

**Attachments:**  
1. Map of Urban Core Area  
2. Work Flow Approach

**Key Staff Contact:** Carolina Gregor, (619) 699-1989, cgr@sandag.org
Figure 1
Urban Core Transit Strategy
Study Area

Study Area Boundaries
- Urban Core Area
- Other Transit Investment Areas

April 2009

Attachment 1
Taking it to the Streets
2008-09 Employment and Residential Land Inventory
Background

- Past Employment Land Inventory completed in 1998 and 2000
- First Inventory of Residential Land 2009
- Task Force
- Inventory identifies
  - Availability
  - Location
  - Trends
Employment Land Inventory
Inventory Elements

- Developed/Under Construction
- Immediately Available
- Short-Term Available
- Long-Term Available
- Redevelopment to non-employment
- Unmarketable
- Non-employment land

Santee

Employment Land Inventory
10,000 Gross Acres of Developable Land

<table>
<thead>
<tr>
<th>Category</th>
<th>Acres</th>
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<td>Immediately Available</td>
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<tr>
<td>Short-Term Available</td>
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</tr>
<tr>
<td>Long-Term Available</td>
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<tr>
<td>Vacant</td>
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<tr>
<td>Redevelopable</td>
<td>1,905</td>
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</tbody>
</table>

Employment Land Inventory

SANDAG
65% of Gross Developable Land in Six Areas

- Otay 24%
- Otay Mesa 18%
- Lakeside 7.9%
- Chula Vista 7.8%
- Carlsbad 4.5%
- Oceanside 3.4%
- All Other Areas 34.4%
60% of Immediately Available Land in Four Areas

- Otay: 19.20%
- Carlsbad: 19.10%
- Otay Mesa: 16.80%
- Oceanside: 8.20%
- All Other Areas: 36.70%
Residential Land Inventory
Inventory Elements

- Developed/Under Construction
- Immediately Available
- Short-Term Available
- Long-Term Available
- Planned Mixed-Use
- Redevelopment to non-residential
- Non-residential land
- Multi Family

Residential Land Inventory

Uptown
456,740 Acres of Gross Developable Land

- **Developable Residential Land**: 429,939
- **Immediately Available**: 3,370
- **Short-Term Available**: 23,430
- **Long-Term Available**: 429,939
- **Vacant and Redevelopable Land**: 443,157
- **Planned Mixed Use Redevelopable**: 3,897
- **Vacant Redevelopable**: 9,686

*Residential Land Inventory*
456,740 Acres of Gross Developable Land
Incorporated vs. Unincorporated Areas

- Incorporated: 11%
- Unincorporated: 89%

Residential Land Inventory
Less than 1% of Developable Acres are Immediately Available of which 54% are in the incorporated cities.

Long-Term Available 94%

Immediately Available 0.7%

Incorporated 54%

Unincorporated 46%

Short-Term Available 5%
How many units can be accommodated on gross developable acres regionwide?

- 331,378 - 486,336 potential units
- 52% - 57% potential multi-family

Residential Land Inventory
Future Potential Role of Redevelopment and Infill

- Development Pipeline: 7% (Acres)
- Redevelopable & Planned Mixed Use: 3% (Acres)
- Vacant: 90% (Acres)
- Development Pipeline: 32% (Units)
- Redevelopable & Planned Mixed Use: 48% (Units)
- Vacant: 20% (Units)

Residential Land Inventory
130,016 units in the pipeline

Unincorporated: 18%
Incorporated: 82%

Single Family: 20%
Multi Family: 80%
Making the data accessible

- Web based analysis tool
  - Regional Economic Development Information System (REDI)
  - [http://redi.sandag.org](http://redi.sandag.org)
2008-09 Employment and Residential Land Inventory

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Why prepare the Urban Core Transit Strategy?

Overarching Goal: A world class transit system for the San Diego Region
- Transit, walking, and biking
- Transit mode share
- Reduction of greenhouse gas emissions
- Settlement Agreement

Study Area

Boundaries:
- Urban Core Area
- Other Transit Investment Areas

In a Nut Shell

- Develop three innovative and progressive transit network alternatives
- Analyze and test alternative networks
- Incorporate preferred network into the 2050 RTP
- Develop action plans

Organizational Structure

- SANDAG and Consultant Work Team
- Peer Review Panel
- Stakeholders and Public Workshops
- Transportation Committee

Project Highlights

- Peer regions – lessons learned
- Transit mode share goals for key corridors/communities
- Evaluation criteria
- PB Professional Consultant Team – alternative transit networks
- Peer Review Panel
- Coding and modeling
- Network phasing/priority rankings
- Five- and ten-year action plans
Stakeholder Input

Three key points:
- Goals and criteria
- Network alternatives and evaluation
- Phasing and implementation

The Reality

Where We’ve Been…
Past 30+ Years
System Facts (FY 2008)
- 75 miles of light rail transit
- 42 miles commuter rail
- Local and express bus
- Commuter bus
- Regional transit centers
- 102.6 million annual boardings
  - 38 million light rail (Trolley and Sprinter)
  - 1.6 million COASTER
  - 63 million bus
- 360,000 daily boardings

Growth 1975 – 2005
- Transit ridership = 150%
- County population = 75%

2030 Transit Network
- Light Rail/Commuter Rail
- Bus Rapid Transit
- Rapid Bus

Peer Regions
- What can we learn from other regions?
- What regions are comparable to the San Diego region?
- What regions have gone through a transit “sea-change”?
- How can we apply lessons from other regions to San Diego?

Visual Simulation: E Street Trolley Station – Chula Vista
Visual Simulation:
E Street Trolley Station – Chula Vista

Existing
Conceptual

Video Links

Phoenix Light Rail

Bogota, Colombia, BRT and Bike System
http://www.streetfilms.org/archives/bus-rapid-transit-bogota/

Los Angeles, California, BRT and Bike Network
http://www.streetfilms.org/archives/las-orange-line-bus-rapid-transit-bike-path/

Discussion Questions and Brainstorming Session

• What “world class transit” characteristics could you envision in the San Diego region by 2050?
• What do you like the most and the least about our current transit system?
• Are there key destinations that should be better served by transit in the San Diego region?
• What ideas do you have for better linking transit, walking, and biking?
• What additional ideas should be considered during the planning process?

How is this study different from others?

• 2050 vision, with emphasis on urban core
• Diverse alternatives; thorough testing and evaluation
• Enhanced connections to walking and biking
• Integration into 2050 RTP
• Five- and ten-year action plans and RTIP

Next Steps

• November
  - NCTD
  - MTS
• December
  - Policy Board Meeting
  - Committees and Working Groups: Lessons learned from Peer Cities, preliminary mode share goals, evaluation criteria
• January
  - PB Professional Consultant Team
  - Alternative transit networks

Urban Core Transit Strategy
A component of the 2050 RTP
November 6, 2009
City of Vista: General Plan Update
General Plan Update: Overview

- Update of the General Plan began in 2007
- Will be completed in 2010
- Major focus areas:
  - Connections
  - Opportunity Areas
  - Consistency with Smart Growth Concept Map and implementation of Smart Growth principles
  - Community Identity
Visioning Sessions - Treasures

- Community Input
  - Small Town, Rural Atmosphere, Large Lots, Small-Scale Agriculture
  - Sense of Community
  - Horticulture, Trees, Gardens
  - Vista Village and Downtown
  - Parks, Open Space, Buena Vista Creek, Undeveloped Ridge Lines
  - Rancho Buena Vista Adobe and Rancho Guajome Adobe
  - Cultural Diversity
  - Relative Affordability
  - Topography and Scenic Views
Visioning Sessions - Challenges

- Community Input
  - Many Neighborhoods Physically Isolated From City’s Core
  - Traffic Congestion and Traffic Safety
  - Difficulty Attracting Quality Stores; Too Many Budget Establishments
  - Over-reliance on Automobile; Lack of Pedestrian and Bike Facilities
  - Need for More Affordable Housing
  - Urban Sprawl
  - Building Heights Too Restrictive
  - Public Relations – Difficulty Promoting City’s Assets
Visioning Sessions - Visions

Community Input
- Maintenance of Small Town Atmosphere
- Safe, Clean, Walkable Neighborhoods
- Easily Accessible Community Amenities
- Transit-Oriented Development
- Enhanced Urban Design and Public Art
- Undeveloped Hillsides; Trails and Open Space
- Sustainability: Reduced Pollution, Local Production of Goods and Services, Locally Grown Produce, Green Building Practices, Efforts to Address Global Warming
- Improved Transportation System
Vistans wish to create a balanced future land use plan that:

- Prioritizes the needs and desires voiced in the Visioning workshops
- Is workable given outside forces and conditions
- Builds and supports the local economy
- Improves accessibility and provides better connections
- First recognizes, then preserves, creates or enhances community identity
- Supports a diverse population
- Provides better quality of life for all residents
Connections: Pedestrian and Bicycle Trail Visioning Team

**Goal:** To Create the Opportunity for a Future Circulation Network which is Pedestrian and Bike-Friendly, and Allows for Full Access and Enjoyment of the City’s Resources by Residents and Visitors

**How Do We Do It:**
- Identify the places people want to go and the pathways needed to get there
- Identify gaps or problems in existing and proposed plans
- Solve problems through new planning policies
- Establish priorities to implementing policies

**Set of Four Sessions – April and May 2008**
Connections: Pedestrian and Bicycle Trail Visioning Team

- Take-Home Trails Audit distributed
- Using large-scale City maps, groups, separated by interest, shared personal knowledge of the City’s mobility challenges

Results:
- Consensus for bicycle and pedestrian facility priority list; and
- Development of General Plan goals, objectives and policies for bicycle, pedestrian, and recreational trails
7 Smart Growth Areas in Vista
2 that include Sprinter Stations are adjacent (OC-7 & CN-4)
Opportunity Areas:

- Where targeted land use changes will occur in Vista, especially mixed-use and multi-family residential
- Located in areas that offer multi-modal options:
  - Near SPRINTERT stations
  - Along transit corridors
  - Near connections to existing and future bicycle and pedestrian facilities and recreational trails
- Incorporate Smart Growth Areas
Opportunity Areas:

- Land uses, densities, and amenities are transit-, pedestrian- and bicycle-supportive
- Promote redevelopment, revitalization, and infill
- Enhance connections within and between neighborhoods and commercial / employment centers
- Enhance community identity
- Land Use Element policies call for new and redeveloped projects to utilize SANDAG’s “Designing for Smart Growth” and “Planning and Designing for Pedestrians” model guidelines
OA-1: Downtown Vista

- Includes historic downtown, Vista Village, Vista Village Transit Center, & Civic Center Drive Sprinter Station
- Incorporates 3 Smart Growth Areas: VS1 (Town Center), VS3 (Mixed-Use Transit Corridor), VS7 (Community Center)
- Redesignates all property to mixed-use (40 du/ac)
- New specific plan for OA
OA-5: North Santa Fe Avenue/West Bobier Drive

- Redesignates most property on N. Santa Fe to mixed-use (40 du/ac)
- Makes connections to Vista Village Transit Station & Melrose Sprinter Station
- Incorporates Smart Growth Area VS5 (Mixed-Use Transit Corridor) and OC-7 (Community Center)
- Is directly adjacent to Downtown Vista and VS-1
Additional Community Input

- Series of Community Identity Workshops – 4 in all
- Two Sessions with Youth Commission
- Circulation Element Workshop
- Regular Planning Commission and City Council Updates
- Upcoming Park, Recreation and Open Space Workshop
In 2009, Californians were asked, “do you think things in California are generally going in the right direction or the wrong direction?”

89% of Californians answered: wrong direction

77% of Californians say the state should focus transportation planning dollars on expanding public transit.

Just 18% say the state should focus on building freeways and highways.

In What Direction is San Diego Headed?

Transit Priority Area
Major Active Projects on the I-15 Corridor

**KEY**

- **New units at existing project**
- **Planned development**

<table>
<thead>
<tr>
<th>Project</th>
<th>DU units on GPU maps or in existing SPA</th>
<th>DU units not on GPU maps</th>
</tr>
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<tbody>
<tr>
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<td>Rubel</td>
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<td>Welk</td>
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<td>Castle Creek</td>
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<td>Rancho Lilac</td>
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<td>354</td>
</tr>
<tr>
<td>Accretive</td>
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<td>1900</td>
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<tr>
<td>Dulin Ranch</td>
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<td>Pala Mesa</td>
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<td>Campus Park West</td>
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<td>Campus Park Meadowood</td>
<td>Referral - 1400 Master Specific Plan - 805</td>
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<td>Warner Ranch</td>
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<td><strong>TOTALS</strong></td>
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<tr>
<td></td>
<td></td>
<td><strong>6415</strong></td>
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</table>

Grand Total = 9193 dwelling units or 30,000 people on the I-15 Corridor
To: Planning Commissioners

October 9, 2009

County staff needs to reanalyze the Merriam Mountain Project in the following areas:

1. Inducing growth on the I-15 corridor:
   a. One of 12 major projects in 13 mile stretch
   b. 3 projects and some of 3 more not in GPU process
      i. Merriam in GPU as cumulative project at 1200 units
   c. Projects use each other to validate their existence
   d. Moves CUDA line into rural area

2. Impact to the I-15 traffic:
   a. All projects add over 9000 housing units plus commercial and community campus
   b. Comprehensive study is needed
      i. I-15 already at LOS E in GPU
      ii. Only 4 freeway interchanges for this area
   c. SANDAG planned improvements north of 78 are minimal
      i. Toll lanes
      ii. Bus to Palomar

3. Housing/jobs Balance:
   a. Statement of Overriding Considerations sites outdated SANDAG documents
      i. No mention of 2004 Regional Comprehensive Plan or 2007 Regional Transportation Plan
   b. No meaningful long-term jobs are added with this project
   c. Housing not needed to meet regional goals – already met with GPU

4. AB 32/SB375 goals:
   a. Not near existing urban development and transit – freeways are not transit!
   b. No available revenues for implementation
      i. Conditions waived if no agreements with CALTRANS or City of San Marcos

5. I-15 Corridor design:
   a. Neighborhood A violates policy
   b. Extensive grading
   c. Sound walls ruin rural aesthetics

6. Property rights of existing landowners:
   a. Cost prohibitive to develop
   b. Merriam Mountain uses all available infrastructure

This project is too intense for the rural area planned for rural development. The project analysis is incomplete and only uses information that supports the project. The statement of overriding considerations does not justify the extensive lists of impacts that are significant and unavoidable. State and regional planning laws and policies are moving in the opposite direction of this project, encouraging housing close to existing jobs and transit. The County of San Diego can lead this movement by rejecting the urban sprawl of Merriam Mountain, sending a strong message to the other projects that will use it as a catalyst for unneeded growth.

Sandy Smith
Valleym Center