SANDAG

BOARD OF DIRECTORS
POLICY AGENDA

Friday, September 10, 2010
10 a.m. to 12 noon
SANDAG Board Room
401 B Street, 7th Floor
San Diego

AGENDA HIGHLIGHTS

• 2010 PUBLIC OPINION SURVEY RESULTS

• SENATE BILL 375 IMPLEMENTATION: PROPOSED FINAL GREENHOUSE GAS TARGETS

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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, plans, engineers, and builds public transit, 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 of Directors 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/Member Comments. Speakers are limited to three minutes. The Board of Directors may take action on any item appearing on the agenda.

This agenda and related staff reports can be accessed at 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 12 noon, two working days prior to the Board of Directors meeting. Any handouts, presentations, or other materials from the public intended for distribution at the Board of Directors meeting should be received by the Clerk of the Board no later than 12 noon, two working days prior to the meeting.

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1. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

Members of the public shall have the opportunity to address the Board on any issue within the jurisdiction of SANDAG that is not on this agenda. Anyone desiring to speak shall reserve time by completing a “Request to Speak” form and giving it to the Clerk of the Board prior to speaking. Public speakers should notify the Clerk of the Board if they have a handout for distribution to Board members. Speakers are limited to three minutes. Board members also may provide information and announcements under this agenda item.

CONSENT (2)

+2. RESOLUTION TO SUBMIT A GRANT PROPOSAL TO THE STRATEGIC GROWTH COUNCIL FOR PROPOSITION 84 FUNDS TO SUPPORT THE DEVELOPMENT AND IMPLEMENTATION OF THE SUSTAINABLE COMMUNITIES STRATEGY PURSUANT TO SENATE BILL 375 (Rob Rundle)

The Board of Directors is asked to approve Resolution No. 2011-06 to authorize the submittal of a grant proposal for the Sustainable Communities Planning Grant and Incentives Program: Regional SB 375 Plus Funding, pursuant to Proposition 84.

REPORTS (3 through 4)

+3. 2010 PUBLIC OPINION SURVEY RESULTS (Kristen Rohanna, Anne Steinberger)

What are San Diego region residents’ priorities when it comes to building more transportation infrastructure, improving transit, and preserving open space? Are residents aware of new legislation mandating a reduction in greenhouse gas emissions from cars and light trucks? How should the region fund programs that would help reduce greenhouse gas emissions? These questions recently were posed to San Diego region residents in a survey conducted by SANDAG. Staff will summarize the public opinion survey results for the Board of Directors.
SENATE BILL 375 IMPLEMENTATION: PROPOSED FINAL GREENHOUSE GAS TARGETS (Rob Rundle)

On August 9, 2010, staff from the California Air Resources Board (CARB) distributed the recommended final greenhouse gas targets for the years 2020 and 2035 pursuant to Senate Bill 375 (Steinberg, 2008). SANDAG staff will provide an overview of the CARB staff report and the next steps before the final targets are considered by CARB at its September 23, 2010, meeting.

5. UPCOMING MEETINGS

The next Business meeting is scheduled for Friday, September 24, 2010, at 9 a.m. The next Policy meeting is scheduled for Friday, October 8, 2010, at 10 a.m.

6. ADJOURNMENT

+ next to an agenda item indicates an attachment
RESOLUTION TO SUBMIT A GRANT PROPOSAL TO THE STRATEGIC GROWTH COUNCIL FOR PROPOSITION 84 FUNDS TO SUPPORT THE DEVELOPMENT AND IMPLEMENTATION OF THE SUSTAINABLE COMMUNITIES STRATEGY PURSUANT TO SENATE BILL 375

Introduction

SANDAG has been collaborating with the other metropolitan planning organizations (MPOs) in the state on the greenhouse gas target setting process pursuant to Senate Bill 375 (Steinberg, 2008) (SB 375). In addition, the MPOs have been collaborating on implementation of SB 375 and development of the Sustainable Communities Strategy (SCS), a new component of the Regional Transportation Plan (RTP). The MPOs have been working together on a coordinated approach to request Proposition 84 funding from the Strategic Growth Council to support the development and implementation of requirements outlined in SB 375.

Discussion

SANDAG staff has been seeking funding opportunities to defray the significant increase in costs associated with the development of the 2050 RTP. As this RTP includes new requirements pursuant to SB 375, the budget to adequately prepare this RTP has increased nearly three-fold over the last RTP. Other MPOs anticipate similar increases in their RTP budgets. Therefore, all of the major MPOs have collaborated on developing grant proposals for the Sustainable Communities Planning Grant and Incentives Program: Regional SB 375 Plus Funding, pursuant to Proposition 84. The grant proposals were due on August 31, 2010, and the SANDAG proposal submitted noted that a resolution was pending Board of Directors approval.

Recommendation

The Board of Directors is asked to approve Resolution No. 2011-06 to authorize the submittal of a grant proposal for the Sustainable Communities Planning Grant and Incentives Program: Regional SB 375 Plus Funding, pursuant to Proposition 84.

GARY L. GALLEGOS
Executive Director

Attachment: 1. Resolution No. 2011-06

Key Staff Contact: Rob Rundle, (619) 699-6949, rru@sandag.org

Funds are budgeted in Work Element #3100000
RESOLUTION OF THE SAN DIEGO ASSOCIATION OF GOVERNMENTS (SANDAG)
APPROVING THE APPLICATION FOR GRANT FUNDS FOR THE
SUSTAINABLE COMMUNITIES PLANNING GRANT AND INCENTIVE PROGRAM
UNDER THE SAFE DRINKING WATER, WATER QUALITY AND SUPPLY, FLOOD CONTROL,
RIVER AND COASTAL PROTECTION BOND ACT OF 2006 (PROPOSITION 84)

WHEREAS, the Legislature and Governor of the State of California have provided funds for the program shown above; and

WHEREAS, the Strategic Growth Council has been delegated the responsibility for the administration of this grant program, establishing necessary procedures; and

WHEREAS, said procedures established by the Strategic Growth Council require a resolution certifying the approval of an application by the applicant’s governing board before submission of said application to the State; and

WHEREAS, the applicant, if selected, will enter into an agreement with the State of California to carry out the development of the proposal;

NOW THEREFORE, BE IT RESOLVED that the Board of Directors:

1. Approves the filing of an application for the Sustainable Communities Planning Grant and Incentive Program: Regional Senate Bill 375 Plus Funding in order to become a sustainable community;

2. Certifies that SANDAG as the applicant understands the assurances and certification in the application, and

3. Certifies that SANDAG as the applicant will have sufficient funds to develop the proposal or will secure the resources to do so, and

4. Certifies that the proposal will comply with any applicable laws and regulations, and

5. Appoints the Executive Director, or designee, as agent to conduct all negotiations execute and submit all documents including, but not limited to applications, agreements, payment requests and so on, which may be necessary for the completion of the aforementioned project.

We the undersigned, hereby certify that the foregoing Resolution Number 2011-06 was duly adopted by the Board of Directors.

PASSED AND ADOPTED this 10th day of September 2010.

________________________________________           ATTEST: ______________________________________
CHAIRPERSON                   SECRETARY

MEMBER AGENCIES: Cities of Carlsbad, Chula Vista, Coronado, Del Mar, El Cajon, Encinitas, Escondido, Imperial Beach, La Mesa, Lemon Grove, National City, Oceanside, Poway, San Diego, San Marcos, Santee, Solana Beach, Vista, and County of San Diego.

ADVISORY MEMBERS: California Department of Transportation, Metropolitan Transit System, North County Transit District, Imperial County, U.S. Department of Defense, San Diego Unified Port District, San Diego County Water Authority, Southern California Tribal Chairmen’s Association, and Mexico.
2010 PUBLIC OPINION SURVEY RESULTS

Introduction

In December 2009, the Board of Directors approved the SANDAG Public Participation Plan (PPP). The agencywide PPP provides an overview of the process for communicating with and obtaining input from the public concerning agency programs, projects, and program funding, including major work efforts such as the Regional Transportation Plan (RTP).

As part of this public participation process, SANDAG periodically conducts surveys with San Diego region residents to involve them in the regional planning process and to keep SANDAG aware of the issues that matter to people who live here. These surveys provide an opportunity for SANDAG to collect statistically reliable information on a number of different topics, including identifying issues that are of utmost concern to residents, gauging public opinion and awareness as they relate to specific SANDAG programs, identifying funding and policy priorities, and exploring public attitudes about matters that directly affect the quality of life in the region. By gathering and analyzing current opinion data, these studies provide SANDAG with additional information it needs to make sound, strategic decisions. To aid in the development of the 2050 RTP, a public opinion survey recently was conducted. This report summarizes the survey results.

What are San Diego region residents’ priorities when it comes to building more transportation infrastructure, improving transit, and preserving open space? Are residents aware of new legislation mandating a reduction in greenhouse gas (GHG) emissions from cars and light trucks? How should the region fund programs that would help reduce GHG emissions? These questions recently were posed to San Diego region residents in a survey conducted by SANDAG.

Discussion

SANDAG engaged the services of True North Research to conduct a regionwide phone survey in June to secure input from the public on transportation system priorities, gauge awareness of new legislation mandating a reduction in GHGs, and information on what the public supports for reducing GHGs from cars and light trucks. The information in the 2050 Regional Transportation Plan: Public Opinion Survey Report (Attachment 1 includes the report introduction; the complete report can be found at www.sandag.org/2050rtp.) will be useful as SANDAG makes critical decisions about the 2050 Regional Transportation Plan (2050 RTP) and its components, including the Sustainable Communities Strategy (SCS), transportation networks, funding priorities, and other transportation initiatives.

A total of 1,200 people who reside in the San Diego region and are registered to vote were selected using stratified random sampling. This sample provides statistically reliable estimates for the region as a whole, as well as within six planning areas (North County West, North County East, North City,
Central San Diego, East County, and South County). The margin of error regionwide ranges from 2 percent to 3 percent depending upon the question and ranges from 6 percent to 7 percent by planning area. The study employed a strategic oversample by planning area to balance the statistical margins of error associated with estimates at the planning area level.

2010 Public Opinion Survey Results Overview

Although the overwhelming majority (84%) of San Diego residents rated the quality of life in San Diego as excellent or good, their assessment of the region’s transportation system was mixed—indicating that residents see room for improvement overall and within specific aspects of the system.

One of the primary goals of the 2050 RTP is to identify transportation-related projects and improvements that should be priorities for the region’s future given funding limitations and other constraints. To assist SANDAG in this effort, the survey asked residents to prioritize among a list of potential transportation improvements, as well as identify the factors that should be given top consideration when policymakers are developing transportation policies and plans. Although residents see value in making improvements to all aspects of the transportation system, when asked to select the single highest priority for future investments and improvements the most common response was the public transit system (36%), followed by major streets and roads (31%), and lastly major freeways and highways (29%).

These percentages varied substantially by planning area, with North City, South County and North County West showing a stronger preference for prioritizing improvements to the public transit system, East County and North County East prioritizing major freeway/highway improvements, and the Central planning area expressing a balanced interest in improvements to public transit and major streets/roads. In terms of specific projects that could be considered as part of the 2050 RTP, respondents assigned the highest priority to removing bottlenecks in freeways where lanes merge together and cause congestion (86% high or medium priority), expanding Trolley and bus routes so they can service more areas (79%), adding lanes to existing freeways (69%), and adding lanes to existing freeways that are dedicated for carpools, vanpools, and buses (69%).

Respondents also were asked to provide some guidance to policymakers as to the factors they should consider when developing transportation plans and policies. The three factors that residents feel should carry the most weight when policymakers are developing transportation policies and plans are reducing traffic congestion, ensuring that the transportation system supports the needs of the local economy, and improving the safety of the transportation system.

In an effort to reduce the harmful effects of GHGs on the environment and curb climate change, in 2008 the California Legislature passed Senate Bill 375 (Steinberg, 2008) (SB 375). Per SB 375, SANDAG is required to prepare a Sustainable Communities Strategy as part of the 2050 RTP, which will demonstrate how the region can achieve GHG emission reduction targets through integrated land use, housing and transportation planning, infrastructure investments, transportation measures and policies, and alternative strategies.

Most San Diego residents (77%) feel at least somewhat informed about the relationship between GHG and climate change, and nearly two-thirds (63%) reported being aware that California established new requirements for San Diego and other regions to reduce GHG emissions from cars and light trucks.
As for the various projects and programs that would be effective in reducing GHGs, San Diego residents strongly favored those that improve the efficiency of the existing transportation system or positively encourage individuals to reduce their use of a personal vehicle. Among the most popular were making road improvements that reduce bottlenecks and improve traffic flow (88%), followed by expanding programs that encourage telecommuting and flexible work hours (87%), making improvements to the transit system so that it attracts more riders (84%), and concentrating new housing near existing employment centers and areas that are well-served by transit (82%). In contrast to their clear support for the aforementioned projects and programs, San Diego residents were much less supportive of fee-based strategies that discourage the use of a personal vehicle by making it more expensive to operate. Overall, less than one-third of respondents (30%) supported establishing parking fees in urban and commercial centers, and less than one-quarter supported increasing the gas tax (24%) or establishing a new fee on miles driven per vehicle (21%).

In addition to measuring San Diego residents’ support for various policies and programs, the survey identified residents’ willingness to change their travel behavior, as well as the conditions that may be required to facilitate these changes. Approximately half (51%) of San Diego residents indicated that realistically, they are willing to reduce the amount that they drive during the next six months through such methods as carpooling, taking transit, trip linking, riding a bicycle, and other means—with trip linking and walking appearing to be the most accessible methods of trip reduction. The vast majority of workers also indicated that, if allowed by their employer, they would telecommute at least once per week and/or adopt a flexible schedule in order to avoid rush hour traffic.

Finally, it should be noted that although establishing parking fees in urban and commercial centers was a somewhat unpopular approach to reducing GHG emissions, it nevertheless appears to hold considerable potential for increasing the use of alternative modes among commuters. Just 11 percent of commuters currently pay for parking at their school or work site, and most pay less than $50 per month. If a fee of $10 per day were charged for parking, nearly half (47%) of those who primarily drive solo stated that it would compel them to adopt an alternative method of commuting to work or school.

GARY L. GALLEGOS
Executive Director

Attachment: 1. Excerpt from 2050 Regional Transportation Plan: Public Opinion Survey Report (the complete report can be found at www.sandag.org/2050rtp)

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Funds are budgeted in Work Element #3100200
Following is the Introduction to the 2050 Regional Transportation Plan: Public Opinion Survey Report. The complete report can be found at www.sandag.org/2050rtp.
**INTRODUCTION**

In 2009, SANDAG began the process of developing the 2050 Regional Transportation Plan (RTP), which focuses on sustaining and enhancing the movement of people and goods in the San Diego region. The 2050 RTP goals are structured into two overarching themes: Quality of Travel & Livability and Sustainability. The *Quality of Travel & Livability* theme focuses on how the transportation system functions from the customer’s perspective in terms of mobility, reliability, system preservation, and safety. *Sustainability*, meanwhile, addresses the link between the transportation system and the need to ensure social equity, a healthy environment, and a prosperous economy.

The 2050 RTP will rely on the Regional Comprehensive Plan (RCP) and other planning efforts as the foundation for integrating land uses, transportation systems, infrastructure needs, and public investment strategies within a regional smart growth network. The Plan will also outline how new legislative requirements related to greenhouse gas (GHG) emission reduction targets will be achieved through development patterns, infrastructure investments, transportation measures and policies, as well as alternative strategies.

**MOTIVATION FOR SURVEY** The primary purpose of the survey described in this report was to engage the public in the process of developing the 2050 RTP and keep SANDAG aware of the issues that matter to people who live in the region. How do residents rate various aspects of the region’s transportation system? What aspects of the transportation system do residents think should be the priority for future improvements/investments? What GHG reduction strategies and programs would residents support, and what actions are they willing to take in the interest of reducing GHGs? Answers to these and related questions will provide the SANDAG Board of Directors and staff with the information needed to make sound, strategic decisions when developing the 2050 RTP.

**METHODOLOGY OVERVIEW** A full description of the methodology used for this study is included later in this report (see *Methodology* on page 41). In brief, a total of 1,200 people who reside in the San Diego region and are registered to vote were selected using stratified random sampling. To accommodate SANDAG’s interest in obtaining reliable parameter estimates for the region as a whole, as well as within the six planning areas identified in Figure 1 on the next page, the study employed a strategic oversample by planning area to balance the statistical margins of error associated with estimates at the planning area level. To adjust for the oversampling, the raw data were then weighted according to voter population estimates prior to analyses and presentation. The results presented in this report are the weighted results, which are representative at the region-wide level, as well as within the six planning areas.

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1. In addition to the statistically reliable survey described in this report, the Public Participation Plan for the 2050 RTP includes an online survey, public presentations and workshops, as well as the region monthly newsletter and other publications.
ORGANIZATION OF REPORT  This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled Just the Facts and Conclusions are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see Table of Contents), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see Questionnaire & Toplines on page 45) and a complete set of crosstabulations for the study results is contained in Appendix A, which is bound separately.

ACKNOWLEDGEMENTS  True North thanks the staff at SANDAG who participated in the design of this study. Their expertise and insight improved the overall quality of the research presented here.
DISCLAIMER  The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of SANDAG. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH  True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, opinions, priorities and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, organizational development, establishing fiscal priorities, and developing effective public information campaigns. During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 500 survey research studies for public agencies, including more than 250 studies for councils of government, municipalities and special districts.
JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader’s convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

QUALITY OF LIFE IN REGION

• The vast majority of residents shared positive assessments of the quality of life in the San Diego region, with 39% rating it as excellent and 45% as good. Approximately 12% of respondents indicated that the quality of life in the region is fair, whereas less than 4% used poor or very poor to describe the quality of life in the region.

TRANSPORTATION PRIORITIES & PLANNING

• When asked to rate various aspects of the transportation system in the San Diego region, residents were most positive in their assessment of the region’s freeways (63% excellent or good), followed by local streets and roads (44%) and the transportation system overall (42%).
• When compared to the other aspects tested, residents were somewhat less positive in their assessment of the region’s public transit system, with one-third (33%) of respondents rating it as excellent or good.
• Rating three broadly defined transportation areas independently, 86% of residents indicated that major streets and roads should be a high or medium priority for future funding, followed closely by major freeways and highways (81%), and public transit services including the bus, Trolley, Coaster and Sprinter train services (76%).
• When asked to select the single highest priority for future improvements and investments, the most frequently mentioned area was public transit services (36%), followed by major streets and roads (31%), and major freeways and highways (29%).
• Among eight specific projects tested, respondents assigned the highest priority to removing bottlenecks in freeways where lanes merge together and cause congestion (86% high or medium priority), followed by expanding Trolley and bus routes so they can service more areas (79%), adding lanes to existing freeways (69%), and adding lanes to existing freeways that are dedicated for carpools, vanpools and buses (69%).
• The three factors that respondents felt should carry the most weight when policymakers are developing transportation policies and plans are reducing traffic congestion (74% extremely or very important), ensuring that the transportation system supports the needs of the local economy (73%), and improving the safety of the transportation system (64%).

PROGRAMS TO REDUCE VMT & EMISSIONS

• Forty-one percent (41%) of respondents indicated that they feel well-informed about the relationship between GHGs and climate change, and an additional 36% stated they feel somewhat informed about the relationship. Approximately 13% indicated that they feel slightly informed, whereas 9% confessed to being not at all informed about the relationship between climate change and GHGs.
• Among all residents surveyed, 63% stated that they were aware of the new legislative requirements pertaining to GHG emission reductions from cars and trucks, whereas 36% confided that they were not aware of the new requirements and 1% were unsure.
• When presented with 10 different strategies for reducing GHGs emissions from cars and trucks, residents of the San Diego region were most supportive of making road improvements that reduce bottlenecks and improve traffic flow (88%), followed by expanding programs that encourage telecommuting and flexible work hours (87%), making improvements to the transit system so that it attracts more riders (84%), and concentrating new housing near existing employment centers and areas that are well-served by transit (82%).

• Respondents were somewhat less supportive of expanding the ability of solo drivers to pay a fee to use carpool lanes and using the money to improve the transportation system (56%), converting existing general purpose lanes to carpool lanes (63%) and building new carpool lanes (70%) to encourage carpooling and reduce the number of vehicles on freeways.2

• Overall, less than one-third of respondents supported fee-based strategies to reduce driving, including establishing parking fees in urban and commercial centers (30% support), increasing the gas tax (24%), or establishing a new fee on miles driven per vehicle (21%).

TYPICAL TRAVEL BEHAVIOR

• Two-thirds (68%) of those who commute to work or school reported driving solo as their primary mode of transportation, followed by carpooling with a single passenger (13%), and carpooling with two or more passengers (5%). Approximately 6% of workers and students reported using some form of public transit as their primary mode, including the bus, Trolley, Coaster or Sprinter.

• By comparison, those who do not commute to work or school were more varied in their primary mode of transportation. Less than half (48%) reported that they primarily drive alone when traveling in the San Diego region, more than one third reported carpooling with a single (23%) or multiple passengers (14%), whereas 10% reported primarily using some form of public transit.

• Nearly nine out of ten respondents (88%) who primarily drive solo when commuting to work or school reported that they do not have to pay for parking at their work or school site.

• Among the 11% who reported that they do pay for parking, most (8%) pay less than $50 per month. Overall, just 3% of those who drive solo when commuting to work or school pay $50 or more per month for parking at their work site or school.

• Nearly half (47%) of respondents who drive solo to work/school and do not pay for parking (or pay less than $200 per month) indicated that having to pay $10 per day for parking would compel them to adopt an alternative method of commuting to work or school.

PERSONAL BEHAVIOR CHANGE

• Approximately half (51%) of San Diego residents indicated that, realistically, they are willing to reduce the amount that they drive during the next six months. Approximately 45% indicated that they were not willing to make this change, whereas 2% indicated that it depended on other factors and 1% refused to answer the question.

• More than 40% of respondents indicated that they already trip link at least once per week, and an additional 38% stated that they were very likely to take this action in the upcoming six months.

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2. It’s also worth noting that more than one quarter (27%) definitely opposed expanding the ability of solo drivers to pay a fee to use carpool lanes and using the money to improve the transportation system, and 19% definitely opposed converting existing general purpose lanes to carpool lanes.
• Eighteen percent (18%) reported that at least once per week they walk for a trip that they normally drive, and 28% stated they were very likely to start taking this action in the period of interest.

• A similar percentage (18%) reported that they currently follow a flexible work schedule to avoid commuting during rush hour traffic, and 23% stated that they are very likely to start doing so during the next six months.

• The remaining methods tested had less than one-third of respondents indicating that they are currently engaging in the behavior or were very likely to do so in the upcoming six months—including increasing their use of public transit, joining a carpool or vanpool, riding a bike at least once per week for a trip they would normally drive, and telecommuting at least once per week.

• Free shuttles to work or school from major transit stations was the change most likely to increase a respondents’ frequency of using an alternative mode of travel for commuting in the future—with 57% of respondents indicating that it would make them use an alternative method of commuting at least somewhat more often than they do now. Other top-ranked effective changes included cash incentives to carpool or vanpool (56%), guaranteed rides home in emergency situations (53%), being matched in a carpool with neighbors going to the same destination (53%), having a portion of the cost of participating in a carpool/vanpool paid for by one’s employer/school (52%), and having a transit pass paid for by one’s employer/school (50%).

• More than two-thirds (70%) of those currently working indicated that they would work from home at least one day per week if their employer allowed them to telecommute, whereas 21% were not willing to work from home, and 9% were unsure or unwilling to answer the question.

• More than three-quarters (78%) of workers surveyed stated that they would alter their work schedule to avoid rush hour traffic if their employer allowed it. Just 16% were not willing to flex their work schedule to avoid rush hour traffic, whereas 8% were unsure or unwilling to answer the question.
As noted in the Introduction, this study was designed to provide SANDAG with a statistically reliable understanding of residents’ opinions and behaviors as they relate to the 2050 RTP and the need to prioritize future transportation plans, strategies and investments. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to ‘see the forest through the trees’ and note how the collective results of the study answer the key questions that motivated the research.

The following conclusions are based on True North’s interpretations of the results, as well as the firm’s collective experience conducting similar studies for government agencies throughout the State.

**How do residents rate the transportation system in the San Diego region?**

Although the overwhelming majority (84%) of San Diego residents rated the quality of life in San Diego as excellent or good, their assessment of the region’s transportation system was mixed—clearing indicating that residents see room for improvement overall and within specific aspects of the system. Residents were most positive in their assessment of the region’s freeways (63% excellent or good), followed by local streets and roads (44%) and the transportation system overall (42%). When compared to the other aspects tested, residents were somewhat less positive in their assessment of the region’s public transit system, with just one-third (33%) of respondents rating it as excellent or good.

**What areas of the transportation system do residents think should be the priority for future improvements/funding?**

One of the primary goals of the 2050 RTP is to identify transportation-related projects and improvements that should be priorities for the region’s future given funding limitations and other constraints. To assist SANDAG in this effort, the survey asked residents to prioritize among a list of potential transportation improvements, as well as identify the factors that should be given top consideration when policymakers are developing transportation policies and plans.

Although residents see value in making improvements to all aspects of the transportation system, when asked to select the single highest priority for future investments and improvements the most common response was the public transit system (36%), followed by major streets and roads (31%), and lastly major freeways and highways (29%). Naturally, these percentages varied substantially by planning area, with North City, South County and North County West showing a stronger preference for prioritizing improvements to the public transit system, East County and North County East prioritizing major freeway/highway improvements, and the Central planning area expressing a balanced interest in improvements to public transit and major streets/roads.
In terms of specific projects that could be considered as part of the RTP, respondents assigned the highest priority to removing bottlenecks in freeways where lanes merge together and cause congestion (86% high or medium priority), expanding Trolley and bus routes so they can service more areas (79%), adding lanes to existing freeways (69%), and adding lanes to existing freeways that are dedicated for carpools, vanpools and buses (69%).

Of course, there was not space in the survey to test every project that may be considered as part of the 2050 RTP, so respondents were also asked to provide some guidance to policymakers as to the factors they should consider when developing transportation plans and policies. The three factors that residents feel should carry the most weight when policymakers are developing transportation policies and plans are reducing traffic congestion, ensuring that the transportation system supports the needs of the local economy, and improving the safety of the transportation system.

In an effort to reduce the harmful effects of greenhouse gases (GHGs) on the environment and curb climate change, in 2009 the California Legislature passed SB 375. Per SB 375, SANDAG is required to prepare a Sustainable Communities Strategy (SCS) as part of the 2050 RTP which will demonstrate how the region will achieve GHG emission reduction targets through integrated land use, housing and transportation planning, infrastructure investments, transportation measures and policies, and alternative strategies.

Most San Diego residents (77%) feel at least somewhat informed about the relationship between GHGs and climate change, and nearly two-thirds (63%) reported being aware that California established new requirements for San Diego and other regions to reduce GHG emissions from cars and trucks.

As for the various projects and programs that would be effective in reducing GHGs, San Diego residents strongly favored those that improve the efficiency of the existing transportation system or positively encourage individuals to reduce their use of a personal vehicle. Among the most popular were making road improvements that reduce bottlenecks and improve traffic flow (88%), followed by expanding programs that encourage telecommuting and flexible work hours (87%), making improvements to the transit system so that it attracts more riders (84%), and concentrating new housing near existing employment centers and areas that are well-served by transit (82%).

In contrast to their clear support for the aforementioned projects and programs, San Diego residents were much less supportive of fee-based strategies that discourage the use of a personal vehicle by making it
more expensive to operate. Overall, less than one-third of respondents (30%) supported establishing parking fees in urban and commercial centers, and less than one-quarter supported increasing the gas tax (24%) or establishing a new fee on miles driven per vehicle (21%).

General support for GHG reduction policies and programs is one thing. A willingness to personally change one’s travel behavior in the interest of reducing VMT\(^3\) is quite another. Thus, in addition to measuring San Diego residents’ support for various policies and programs, the survey also identified residents’ willingness to change their travel behavior, as well as the conditions that may be required to facilitate these changes.

Approximately half (51%) of San Diego residents indicated that, realistically, they are willing to reduce the amount that they drive during the next six months through such methods as carpooling, taking transit, trip linking, riding a bicycle, and other means— with trip linking and walking appearing to be the most accessible methods of trip reduction.

When workers and students were asked to identify which types of changes or incentives would be the most effective at motivating them to use an alternative mode for commuting, free shuttles to work or school from major transit stations was the highest ranked, with 57% of respondents indicating that it would make them use an alternative method of commuting at least somewhat more often than they do now. Other top-ranked effective changes included cash incentives to carpool or vanpool (56%), guaranteed rides home in emergency situations (53%), being matched in a carpool with neighbors going to the same destination (53%), having a portion of the cost of participating in a carpool/vanpool paid for by one’s employer/school (52%), and having a transit pass paid for by one’s employer/school (50%). The vast majority of workers also indicated that, if allowed by their employer, they would telecommute at least once per week and/or adopt a flex schedule in order to avoid rush hour traffic.

Finally, it should be noted that although establishing parking fees in urban and commercial centers was a somewhat unpopular approach to reducing GHG emissions, it nevertheless appears to hold considerable potential for increasing the use of alternative modes among commuters. Just 11% of commuters currently pay for parking at their school or work site, and most pay less than $50 per month. If a modest fee of $10 per day were charged for parking, nearly half (47%) of those who primarily drive solo stated that it would compel them to adopt an alternative method of commuting to work or school.

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3. Vehicle Miles Traveled (VMT).
SENATE BILL 375 IMPLEMENTATION:
PROPOSED FINAL GREENHOUSE GAS TARGETS

Introduction

SANDAG is in the process of developing its first Regional Transportation Plan (RTP) subject to the provisions of Senate Bill 375 (Steinberg, 2008) (SB 375). The 2050 RTP is scheduled for Board of Directors adoption in summer 2011. At its July 23, 2010, meeting, the Board of Directors approved the submittal of recommended greenhouse gas (GHG) targets to the California Air Resources Board (CARB) for its consideration. Final action by CARB on the GHG targets is scheduled for its September 23, 2010, meeting.

Discussion

SB 375 includes a provision for the MPOs to propose targets for their respective regions prior to the final targets being set. Based on the revised hybrid scenario and the direction of CARB to set a target that is both ambitious and achievable, a recommendation for final targets for the San Diego region was approved by the SANDAG Board of Directors at its July 23, 2010, meeting and was submitted to CARB.

On August 9, 2010, CARB staff circulated a recommendation for final targets, which will be considered its Board of Directors on September 23, 2010, meeting. The targets that are being recommended by CARB are consistent with the recommendation the SANDAG Board of Directors made to CARB, and are included in Table 1.

<table>
<thead>
<tr>
<th>Target Year</th>
<th>Per-Capita Reduction From 2005 Baseline</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>7%</td>
</tr>
<tr>
<td>2035</td>
<td>13%</td>
</tr>
</tbody>
</table>

Next Steps

While SANDAG continues to develop the 2050 RTP, the final GHG targets will be incorporated into the analysis of transportation system development, transportation demand/system management, and pricing policies that are recommended for inclusion in the plan. SANDAG staff will provide the Board of Directors with regular updates, including the action taken by CARB on September 23, 2010. As the 2050 RTP is developed, SANDAG staff will continue to provide options to consider regarding approaches to meet the GHG targets set by CARB.

GARY L. GALLEGOS
Executive Director

Key Staff Contact: Rob Rundle, (619) 699-6949, rru@sandag.org
Good Morning SANDAG Board,

I'm Mike Bullock from Oceanside, a retired Satellite Systems Engineer.

Back in early 2009, I was working to improve SANDAG's Smart Growth Design Guideline. My focus was to unbundle car parking costs because that would reduce driving by increasing fairness and choice. I had developed the methods in response to a request made by a California Deputy Attorney General. I saw a need for a systems-engineering approach to parking and I wrote a report, called "Intelligent Parking".

I proposed referencing that report in the Smart Growth Design Guideline. Stephan Vance told me that I needed to get the paper peer-reviewed and published.

On June 22, I delivered my paper to the 103rd Conference of the Air and Waste Management Association, in Calgary. I presented it in their Sustainable Land Use and Transportation Session. Its abstract is the following:

The Introduction shows documented driving reductions due to the pricing of parking. It notes that although the benefits of priced and shared parking are known, such parking has not been widely implemented, due to various concerns. It states that a solution, called "Intelligent Parking," will overcome some of these concerns, because it is easy to use and naturally transparent. It asserts that this description will support a "Request for Proposal" (RFP) process. Eight background information items are provided, including how priced parking would help California achieve greenhouse gas reduction targets. A story demonstrates some of the key features of Intelligent Parking. Arguments for less parking, shared parking, and priced parking are made. Barriers to progress are identified. The fair pricing of parking is described. New ways to characterize transportation demand management are presented. Seven goals of Intelligent Parking are listed. Eleven definitions and concepts, that together define Intelligent Parking, are described. This includes a method to compute a baseline price of parking and how to adjust that price instantaneously to keep the vacancy above 15% ("Congestion Pricing"). An implementation strategy is described.

I hope at least some directors can voice support for directing your staff to consider my report and its methods in constructing the details of the parking strategy of your Sustainable Community Strategy.

Thank you. mike_bullock@earthlink.net
Michael Bullock
1800 Bayberry Drive
Oceanside, CA 92054
760-754-8025 (325 words, 2.8 minutes)

Good Morning SANDAG Board,

I'm Mike Bullock from Oceanside, a retired Satellite Systems Engineer.

I support approving the resolution asking for the grant. Crafting the specific strategies for the SCS is the most important work SANDAG will do. You have the talent that can do this work. They need your full support.

Unbundling the cost of parking is one important strategy. Unbundling the cost of parking by the method described in the paper I described earlier is the proper approach to get public support for pricing. The money goes to the people for whom the parking is built. For example, if a school parking lot exists for the students of driving age, unbundling by this method ensures that all of those students will benefit equally from the parking, regardless of how often they might drive. Fairness matters. As government officials, fairness must be one of your goals. We do not have fairness now. This method is built on fairness and transparency.

I have in my hand, "Parking Strategies for Smart Growth". I support this report. If it had an abstract, it would be that it is shown that often too much parking is required. My report says very little on this topic.

Therefore, besides this important resolution, I hope at least some directors can voice support for directing your staff to consider my report and its methods in constructing the details of the parking strategy of your SCS.

My calculations show that California regions are going to have no hope of meeting AB32 and the Governor's Executive Order straight-line trajectory without the extensive pricing of parking. About a year ago, Dr. Siva Send of the Energy Policy Initiatives Center (EPIC) made the same finding in her report on how we could meet AB32. My paper shows the best way to implement pricing. I would like your staff to accept the report and consider its methods when they construct the details of the Sustainable Community Strategy.

Thank you.  mike_bullock@earthlink.net
Michael Bullock
1800 Bayberry Drive
Oceanside, CA 92054
760-754-8025 (302 words, 2.8 minutes)

SANDAG Board,

I commend you for conducting your public survey and for the excellent report.

From the report:

San Diego residents were much less supportive of fee-based strategies that discourage the use of a personal vehicle by making it more expensive to operate. Overall, less than one-third of respondents (30%) supported establishing parking fees in urban and commercial centers, and less than one-quarter supported increasing the gas tax (24%) or establishing a new fee on miles driven per vehicle (21%).

Frankly, I am impressed the support is that high. “Establishing fees” gives NO indication as to where the money is going to go.

What if the question were instead phrased this way:

Parking is expensive to provide and it lowers your wage, increases rents and all other costs. Would you support unbundling the cost of parking from all money transactions so the parking cost is visible and the cost can be avoided by choosing to not use the parking? Our current system is unfair to those that might choose to drive less. Do you support increasing choice over the high cost of parking if it increases fairness in a totally transparent way?

I will think this would get a support level of over 50%.

Finally, I want to thank Director Gallegos and his staff for the final paragraph:

If a fee of $10 per day were charged for parking, nearly half (47%) of those who primarily drive solo stated that it would compel them to adopt an alternative method of commuting to work or school.

I believe that the cost to park at work would average closer to $5 per day and the reduction in driving at that price would be about 25%. This shows how important it is to carefully construct a parking strategy that will get the support of the general public.

Thank you.    mike_bullock@earthlink.net
Michael Bullock
1800 Bayberry Drive
Oceanside, CA 92054
760-754-8025 (183 words, 2 minutes)

SANDAG Board,

The proposed targets are too low. Especially the value for 2035

1.) Just to show how far off CARB targets are, for 2035, I will use a “huge” 20% reduction, to result in a 2005 to 2035 factor, per capita driving of .8.

2.) For population, I will use the SANDAG populations figures, shown in http://arb.ca.gov/cc/sb375/mpo_co2_reduction_calc.pdf, which is a growth of from 3034388 to 3984753, for a factor of (the larger over the smaller) 1.313.

3.) It can be shown that the the Pavley reduction, extrapolated out to 2035, gives a very nice reduction factor of .685.

4.) The LCFS factor is .9.

5.) It can be shown that the straight-line trajectory of the reduction, needed to get 80% down by 2050, for 2035, is .525.

The four factors are multiplied to give (.8)(1.313)(.685)(.90) = .648. This is not good enough. We need this to be at least as low as .525.

A reduction of 35.1% will do the trick: (.649)(1.313)(.685)(.9) = .525

Please ask your staff to verify my conclusion that a 35.1% reduction is needed to support the Governor’s Executive Order.

Thank you. mike_bullock@earthlink.net
RESOLUTION OF THE SAN DIEGO ASSOCIATION OF GOVERNMENTS (SANDAG)  
APPROVING THE APPLICATION FOR GRANT FUNDS FOR THE  
SUSTAINABLE COMMUNITIES PLANNING GRANT AND INCENTIVE PROGRAM  
UNDER THE SAFE DRINKING WATER, WATER QUALITY AND SUPPLY, FLOOD CONTROL,  
RIVER AND COASTAL PROTECTION BOND ACT OF 2006 (PROPOSITION 84)  

WHEREAS, the Legislature and Governor of the State of California have provided funds for the program shown above; and  

WHEREAS, the Strategic Growth Council has been delegated the responsibility for the administration of this grant program, establishing necessary procedures; and  

WHEREAS, said procedures established by the Strategic Growth Council require a resolution certifying the approval of an application by the applicant’s governing board before ratifying submission of said application to the State; and  

WHEREAS, the applicant, if selected, will enter into an agreement with the State of California to carry out the development of the proposal;  

NOW THEREFORE, BE IT RESOLVED that the Board of Directors:  

1. Approves–Ratifies the filing of an application for the Sustainable Communities Planning Grant and Incentive Program: Regional Senate Bill 375 Plus Funding in order to become a sustainable community;  

2. Certifies that SANDAG as the applicant understands the assurances and certification in the application, and  

3. Certifies that SANDAG as the applicant will have sufficient funds to develop the proposal or will secure the resources to do so, and  

4. Certifies that the proposal will comply with any applicable laws and regulations, and  

5. Appoints the Executive Director, or designee, as agent to conduct all negotiations execute and submit all documents including, but not limited to applications, agreements, payment requests and so on, which may be necessary for the completion of the aforementioned project.  

We the undersigned, hereby certify that the foregoing Resolution Number 2011-06 was duly adopted by the Board of Directors.  

PASSED AND ADOPTED this 10th day of September 2010.

________________________________________
CHAIRPERSON

______________________________
ATTEST: ________________________
SECRETARY

MEMBER AGENCIES: Cities of Carlsbad, Chula Vista, Coronado, Del Mar, El Cajon, Encinitas, Escondido, Imperial Beach, La Mesa, Lemon Grove, National City, Oceanside, Poway, San Diego, San Marcos, Santee, Solana Beach, Vista, and County of San Diego.

ADVISORY MEMBERS: California Department of Transportation, Metropolitan Transit System, North County Transit District, Imperial County, U.S. Department of Defense, San Diego Unified Port District, San Diego County Water Authority, Southern California Tribal Chairmen’s Association, and Mexico.
2050 RTP Public Opinion Survey Results

September 10, 2010
What do residents think?

Q3 Rating the transportation system

Percent of Respondents

<table>
<thead>
<tr>
<th>Category</th>
<th>Excellent/Good</th>
<th>Fair</th>
<th>Poor/Very Poor</th>
<th>Not Sure/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall transportation system</td>
<td>20%</td>
<td>32%</td>
<td>32%</td>
<td>16%</td>
</tr>
<tr>
<td>Freeways</td>
<td>9%</td>
<td>62%</td>
<td>44%</td>
<td>24%</td>
</tr>
<tr>
<td>Local streets &amp; roads</td>
<td>21%</td>
<td>33%</td>
<td>27%</td>
<td>33%</td>
</tr>
<tr>
<td>Public transit system</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Support Balanced Approach

Not sure/refused 4%

Improvements to major freeways, highways 29%

Improvements to public transit services 36%

Improvements to major streets & roads 31%
Removing bottlenecks: 86%
Expanding trolley and bus routes: 79%
Adding lanes to freeways: 69%
Adding lanes for carpools, vanpools, and buses: 69%

Q6 Specific improvements - High/Medium Priority
Policy Considerations

1) Reducing traffic congestion . . . . . . . 74%

2) Ensuring the transportation system supports local economy . . . 68%

3) Improving safety of transportation system ............... 64%

Reducing Greenhouse Gas Emissions
What should San Diego region do?

Q10 Definitely/probably support approach to reduce GHG

- Road improvements: 88%
- Encourage telecommuting and flexible work hours: 87%
- Improve transit system: 84%

Less support for:

Q10 Definitely/probably support approach to reduce GHG

- Parking fees: 30%
- Gas tax: 23%
- Fee based on VMT: 20%
### Most Effective Commute Incentives

<table>
<thead>
<tr>
<th>Incentive</th>
<th>Much More Often</th>
<th>Somewhat More Often</th>
<th>No</th>
<th>Does Not Apply</th>
<th>Not Sure/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your employer/school provided free shuttles from major transit stations</td>
<td>36%</td>
<td>21%</td>
<td>28%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Your employer offered a cash incentive to carpool or vanpool</td>
<td>35%</td>
<td>21%</td>
<td>27%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Your employer/school offered guaranteed rides home for emergency situations</td>
<td>30%</td>
<td>23%</td>
<td>31%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>You could be matched in carpool with neighbors going to the same destination</td>
<td>29%</td>
<td>24%</td>
<td>31%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Your employer/school paid portion of your vanpool cost</td>
<td>29%</td>
<td>24%</td>
<td>32%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Your employer/school paid for entire transit pass in exchange for parking</td>
<td>35%</td>
<td>15%</td>
<td>31%</td>
<td>18%</td>
<td></td>
</tr>
</tbody>
</table>

Percent of Employed/Student Respondents
2050 RTP Goals

2050 RTP

Reliability
Mobility
System Preservation & Safety
Prosperous Economy
Social Equity
Healthy Environment

2050 RTP Public Opinion Survey Results

September 10, 2010
Our Region.
Our Future.

2050 Regional Transportation Plan

Senate Bill 375 Implementation:
Recommended Final Greenhouse Gas Targets

September 10, 2010
CARB Staff Recommended Final GHG Targets for the San Diego Region

Target Year:  
- 2020
- 2035

Per-Capita Reduction from 2005 Baseline:  
- 7%
- 13%

Senate Bill 375 Implementation:

Recommended Final Greenhouse Gas Targets

September 10, 2010
Our Region.
Our Future.

2050 Regional Transportation Plan