TRANSPORTATION COMMITTEE AGENDA

Friday, March 4, 2011
9 a.m. to 12 noon
SANDAG Board Room
401 B Street, 7th Floor
San Diego

AGENDA HIGHLIGHTS

- SAN YSIDRO FREIGHT RAIL YARD IMPROVEMENT PROJECT MITIGATED NEGATIVE DECLARATION
- ESCONDIDO BREEZE Rapid UPDATE

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Welcome to SANDAG. Members of the public may speak to the Transportation 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. Public speakers are limited to three minutes or less per person. The Transportation Committee 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 SANDAG’s 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 Transportation Committee meeting. Any handouts, presentations, or other materials from the public intended for distribution at the Transportation Committee 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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### TRANSPORTATION COMMITTEE
Friday, March 4, 2011

<table>
<thead>
<tr>
<th>ITEM #</th>
<th>RECOMMENDATION</th>
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<tr>
<td>+1.</td>
<td>APPROVE OF FEBRUARY 18, 2011, MEETING MINUTES</td>
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<tr>
<td>+2.</td>
<td>PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS</td>
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Members of the public shall have the opportunity to address the Transportation Committee on any issue within the jurisdiction of the Committee 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 prior to speaking. Public speakers should notify the Clerk if they have a handout for distribution to Committee members. Public speakers are limited to three minutes or less per person. Committee members also may provide information and announcements under this agenda item.

### REPORTS (3 through 5)

<table>
<thead>
<tr>
<th>+3.</th>
<th>SAN YSIDRO FREIGHT RAIL YARD IMPROVEMENT PROJECT MITIGATED NEGATIVE DECLARATION (Pete d’Ablaing)</th>
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The Transportation Committee is asked to adopt the Final Mitigated Negative Declaration for the San Ysidro Freight Rail Yard Improvement Project in substantially the same form as shown in the attachment.

<table>
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<th>STATION PLATFORM RETROFIT BUDGET AMENDMENT (John Dorow)</th>
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The Transportation Committee is asked to approve a budget increase of $300,000 for the Station Platform Retrofit Project (CIP 1095400) to complete the work at the Qualcomm Stadium Trolley Station. The source of the funding is TransNet 1 money that was withheld for the purpose of completing the platform repairs in accordance with Agenda Item No. 22 approved by the Board of Directors on May 28, 2010.

<table>
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<th>ESCONDIDO BREEZE RAPID UPDATE (Danny Veeh)</th>
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The Escondido BREEZE Rapid project, the region’s first rapid bus route, is in the final phase of construction. This project makes a number of improvements to North County Transit District’s existing bus route 350, which runs from the Escondido Transit Center to Westfield North County, including a “queue jump” lane that gives the bus its own lane heading into the Escondido Transit Center, transit signal priority which allows the bus to send a message to the traffic signal to extend a green or shorten a red light when the bus is late, and new upgraded bus stops and shelters, including digital message or “next vehicle” signs at select stops. The project is scheduled for completion in April 2011.
6. UPCOMING MEETINGS

The next meeting of the Transportation Committee is scheduled for Friday, March 18, 2011, at 9 a.m.

7. ADJOURNMENT

+ next to an agenda item indicates an attachment
* next to an agenda item indicates a San Diego County Regional Transportation Commission item
TRANSPORTATION COMMITTEE DISCUSSION AND ACTIONS
MEETING OF FEBRUARY 18, 2011

The meeting of the Transportation Committee was called to order by Chair Jack Dale (East County) at 9:01 a.m. See the attached attendance sheet for Transportation Committee member attendance.

1. APPROVAL OF MEETING MINUTES

Action: Upon a motion by Supervisor Ron Roberts (County of San Diego) and a second by Mayor Matt Hall (North County Coastal), the Transportation Committee approved the minutes from the Transportation Committee meeting and Joint meeting with the Regional Planning Committee on January 21, 2011.

2. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

There were no public comments, communications, or member comments.

CONSENT (3)

3. FEDERAL FISCAL YEAR 2009/10 REGIONAL SURFACE TRANSPORTATION PROGRAM AND CONGESTION MITIGATION AND AIR QUALITY REPORT (INFORMATION)

This report presented year-end summary information for the Regional Surface Transportation Program (RSTP) and Congestion Mitigation and Air Quality (CMAQ) federal funding programs. The report also discussed the use of programming tools to facilitate the delivery of regional projects in Federal Fiscal Year 2009/10.

Action: Upon a motion by Mayor Jim Desmond (North County Inland) and a second by Supervisor Roberts, the Transportation Committee approved the Consent Agenda.

REPORTS (4 through 13)

4. THIS ITEM NOT USED

5. FY 2011 TransNet AND TRANSPORTATION DEVELOPMENT ACT REVENUE REVISIONS AND FY 2012 TO FY 2016 TRANSIT REVENUE ESTIMATES (RECOMMEND)

Sookyung Kim, Financial Programming Manager, and Marney Cox, Chief Economist, provided the staff report. By March 1 of each year, SANDAG provides revenue estimates for the upcoming fiscal year as well as a projection for the next four fiscal years to allow the transit and local agencies to
plan for capital projects and to determine operating subsidies. The Transportation Committee was asked to recommend that the Board of Directors: (1) approve the revision to the FY 2011 TransNet revenue estimate; (2) accept the revision to the FY 2011 Transportation Development Act (TDA) revenue estimate while maintaining the current apportionment; (3) approve the FY 2012 allocations for TransNet and State Transit Assistance (STA) and the apportionments for TDA and Federal Transit Administration (FTA); and (4) approve the transit revenue estimates for FY 2013 to FY 2016 for TDA, FTA, and TransNet.

Action: Upon a motion by Mayor Desmond and a second by Harry Mathis (Chair, Metropolitan Transit System [MTS]), the Transportation Committee recommended that the Board of Directors: (1) approve the revision to the FY 2011 TransNet revenue estimate; (2) accept the revision to the FY 2011 Transportation Development Act (TDA) revenue estimate while maintaining the current apportionment; (3) approve the FY 2012 allocations for TransNet and State Transit Assistance (STA) and the apportionments for TDA and Federal Transit Administration (FTA); and (4) approve the transit revenue estimates for FY 2013 to FY 2016 for TDA, FTA, and TransNet.

6. FUNDING RECOMMENDATIONS FOR FFY 2010 JOB ACCESS AND REVERSE COMMUTE AND NEW FREEDOM PROGRAMS AND FY 2012 AND FY 2013 TransNet SENIOR MINI-GRAIN PROJECTS (RECOMMEND)

Danielle Kochman, Associate Planner, reported that SANDAG is responsible for administering the federal Job Access and Reverse Commute (JARC) and New Freedom programs, including the distribution of funds through a competitive selection process. Similarly, SANDAG also is responsible for distributing Senior Mini-Grant funds through a competitive process as required by the TransNet Extension Ordinance. The Transportation Committee was asked to recommend that the Board of Directors approve the JARC, New Freedom, and TransNet Senior Mini-Grant Projects proposed for selection.

Chair Dale noted there was one request to speak on this item.

Arun Prem, Executive Director, Full Access Coordinated Transportation (FACT), thanked SANDAG staff for the incredible amount of work completed for this grant application process. He stated that medical transportation for seniors (Med-Ride) is a great project for the county transportation system, because for the first time this program provides a way to make regional trips and not depend solely on the social services transportation services, which are restricted in scope. This is a two-year grant and we need to think about how to sustain these services within the county.

Action: Upon a motion by Councilmember Carrie Downey (South County) and a second by Tom Smisek (San Diego County Regional Airport Authority), the Transportation Committee recommended that the Board of Directors approve the JARC, New Freedom, and TransNet Senior Mini-Grant Projects proposed for selection.

7. I-15 EXPRESS LANES AND BUS RAPID TRANSIT CORRIDOR UPDATE (INFORMATION)

Gustavo Dallarda, Caltrans Corridor Director, provided an update on the progress of the Interstate 15 (I-15) Express Lanes and Bus Rapid Transit (BRT) projects. Express lanes are being constructed in the median of I-15 from State Route (SR) 163 to SR 78 with the introduction of BRT service in the corridor to follow.
Action: This item was presented for information.

8. I-15 SABRE SPRINGS/PEÑASQUITOS TRANSIT CENTER PARKING STRUCTURE PROJECT MITIGATED NEGATIVE DECLARATION (ADOPT)

Frank Owsianny, Senior Engineer, provided the staff report. He noted that this is the first design-build project for SANDAG. The Transportation Committee was asked to adopt: (1) the Final Initial Study/Mitigated Negative Declaration for the I-15 Sabre Springs/Peñasquitos Transit Center Parking Structure Project; and (2) Resolution No. 2011-13, approving the use of the design/build procurement method for the implementation of this project.

Mayor Desmond asked for a future report on the design-build lessons learned from this project after its completion.

Action: Upon a motion by Councilmember Downey and a second by Mayor Matt Hall (North County Coastal), the Transportation Committee adopted: (1) the Final Initial Study/Mitigated Negative Declaration for the I-15 Sabre Springs/Peñasquitos Transit Center Parking Structure Project; and (2) Resolution No. 2011-13, approving the use of the design/build procurement method for the implementation of this project.

9. I-15/MIRA MESA DIRECT ACCESS RAMP AND TRANSIT STATION: REQUEST FOR LETTER OF NO PREJUDICE (APPROVE)

Caltrans will be ready to advertise the Interstate 15/Mira Mesa Direct Access Ramp project in early summer. The project has $40.2 million in Proposition 1B Corridor Mobility Improvement Account (CMIA) funds programmed. Due to timing of the issuance of bonds by the state treasurer, the funds may not be available at that time. Approval of a Letter of No Prejudice by the California Transportation Commission would allow Caltrans to begin the advertisement and award process in anticipation of allocation of these funds. The Transportation Committee was asked to approve the submittal of a Letter of No Prejudice to the California Transportation Commission in the amount of $40.2 million in Proposition 1B Corridor Mobility Improvement Account funds for the implementation of the I-15/Mira Mesa Direct Access Ramp and Transit Station project.

Action: Upon a motion by Mayor Hall and a second by MTS Chair Mathis, the Transportation Committee approved the submittal of a Letter of No Prejudice to the California Transportation Commission in the amount of $40.2 million in Proposition 1B Corridor Mobility Improvement Account funds for the implementation of the I-15/Mira Mesa Direct Access Ramp and Transit Station project.

10. FY 2011 BUDGET AMENDMENTS: I-15 VIOLATION ENFORCEMENT SYSTEM STUDY AND I-15 FasTrak® PROJECTS (APPROVE)

Ellison Allegre, Associate Planner, reported that in August 2010, Caltrans announced a transportation planning grant award to SANDAG in the amount of $240,000 to provide additional funding to the I-15 Violation Enforcement System (VES) Study. The proposed amendments to the FY 2011 Budget and Overall Work Program will accept these funds, along with an exchange of the required matching funds, to work elements as modified. The Transportation Committee was asked to approve the FY 2011 budget amendments: (1) to accept Caltrans Transportation Planning Grant funds of $240,000 in the I-15 Violation Enforcement System Study (work element #3310400) and...
approve a funding exchange of $45,000 in Federal Congestion/Value Pricing Program funds in the I-15 Violation Enforcement System Study (work element #8310400) for a like amount of TransNet funds from the I-15 FasTrak capital project (work element #1201504), in accordance with the local matching funds requirement.

Action: Upon a motion by Mayor Hall and a second by Councilmember Downey, the Transportation Committee approved the FY 2011 budget amendments: (1) to accept Caltrans Transportation Planning Grant funds of $240,000 in the I-15 Violation Enforcement System Study (work element #8310400) and (2) approve a funding exchange of $45,000 Federal Congestion/Value Pricing Program funds in the I-15 Violation Enforcement System Study (work element #8310400) for a like amount of TransNet funds from the I-15 FasTrak capital project (work element #1201504), in accordance with the local matching funds requirement.

11. SAN YSIDRO FREIGHT RAIL YARD IMPROVEMENT PROJECT MITIGATED NEGATIVE DECLARATION (ADOPT)

This item was postponed.

12. OVERVIEW OF INTELLIGENT TRANSPORTATION SYSTEMS FOR THE DRAFT 2050 REGIONAL TRANSPORTATION PLAN (DISCUSSION)

Alex Estrella, Senior Planner, and Peter Thompson, Senior Technology Program Analyst, provided the staff report. As part of the 2050 Regional Transportation Plan (2050 RTP), staff has completed the draft white paper, Overview of Intelligent Transportation Systems. The white paper introduced three key, emerging technologies for improving transportation system efficiency, system usage, and safety for consideration and inclusion in the 2050 RTP.

Action: This item was presented for discussion.

13. SAN DIEGO REGION AGGREGATE SUPPLY STUDY (INFORMATION)

Laurie Berman, Caltrans, District 11 Director, introduced this item.

Richard Chavez, Principal Engineer, reported that in collaboration with Caltrans, SANDAG received a Transportation Planning Special Studies grant to explore construction aggregate supply in the San Diego region. SANDAG prepared a report identifying issues surrounding aggregate and developed GIS and other tools that policymakers could use to help identify potential aggregate sources.

Cheryl Mason, Senior Research Analyst, reviewed the study objectives, provided background information, discussed possible supply options, provided a GIS overlay and optimization analysis for potential aggregate sites, described several CO₂ emissions for supply scenarios, and next steps.

Chair Dale noted there was one request to speak on this item.

Crystal Howard, EnviroMINE, said that the report confirms the region is experiencing an aggregate shortage, which results in higher prices and higher levels of greenhouse gases. It also provides information as a catalyst to resolve the problem. She suggested that modifications to reduce permitting process timeframe would be beneficial.
Action: This item was presented for information.

14. UPComing MEETINGS

The next meeting of the Transportation Committee is scheduled for Friday, March 4, 2011, at 9 a.m.

15. ADJOURNMENT

Chair Dale adjourned the meeting at 11:03 a.m.

Attachment: Attendance Sheet
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SAN YSIDRO FREIGHT RAIL YARD IMPROVEMENT PROJECT
MITIGATED NEGATIVE DECLARATION

Introduction

On June 18, 2010, staff provided the Transportation Committee with a status report of projects on the Blue and Orange Line Corridor which includes the San Ysidro Freight Rail Yard Improvement Project. The San Ysidro Freight Rail Yard project is a Trade Corridor Improvement (TCIF) funded project that will double the storage capacity in the San Ysidro Rail Yard. A Draft Initial Study/Mitigated Negative Declaration was prepared and released for public comment on July 13, 2010, and no new significant impacts were identified.

Discussion

Final Initial Study/Mitigated Negative Declaration

The Final Initial Study/Mitigated Negative Declaration (IS/MND) was prepared pursuant to the California Environmental Quality Act (CEQA), and addresses potential environmental consequences of the implementation of the San Ysidro Freight Rail Yard Improvement Project. On July 13, 2010, the Draft IS/MND was released for public distribution and comment. The public notice of the draft MND was posted on the SANDAG Web site, the County Clerk Office, the project site, and published in several newspapers. Additionally, notice was provided to the Local School District, the San Ysidro branch library, San Ysidro Community Planning Group, affected property owners, and federal, state, and local agencies. The 30-day public review period concluded on August 11, 2010.

Comment letters were received from the following agencies/individuals:

City of San Diego
San Diego County Archaeological Society, Inc.
State of California, Department of Fish and Game
State of California, Public Utilities Commission
State of California, Native American Heritage Commission
Steven E. Otto

The comments received generally focused on issues related to traffic circulation, truck access, property acquisition, and regulatory requirements pertaining to biological and cultural resources. Responses addressing the issues raised have been provided to the commenters and are included in the Final IS/MND. Based on the comments received, changes were made in the path of travel from...
the freeway to the rail yard to minimize traffic impacts on local streets. These changes did not result in any new significant impacts that were not already addressed in the draft IS/MND. The final IS/MND includes copies of all the IS/MND comments received and responses to the comments. The IS/MND determined the impacts of the San Ysidro Freight Rail Yard Improvement Project range from “no impact” to “impacts less than significant with mitigation incorporated.”

After the 30-day public review period concluded, Steven P. McDonald, an attorney representing property owners with parcels to the east of the San Ysidro Yard, including parcels identified in the IS/MND as potential property acquisitions, requested a meeting with SANDAG staff. Mr. McDonald and his clients raised concerns about the Project’s potential effects on the adjacent and nearby vacant parcels. Specifically, there was concern about the Project’s impact on access to the adjacent parcels and a request was also made to provide noise and visual mitigation for their potential future development. SANDAG staff agreed to postpone the December 10, 2010, Transportation Committee report on the IS/MND until these concerns could be further discussed at a meeting with the architect for the property owners. Subsequent to the meeting, Mr. McDonald submitted a letter which contained comments on the air quality technical study.

SANDAG staff met with the architect on December 16 to discuss the project and the concerns of the property owners. The northern entrance to facility has been redesigned to allow the current access rights to the subject properties to be maintained. During final design, staff will work to minimize the impact of the Project on the 12 parcels listed in the IS/MND where possible, but there is still a likely need for acquisitions or potential slope easements along the easterly boundary of the Project. Working with SANDAG technical consultants, staff also reviewed Mr. McDonald’s comments on the project’s air quality analysis and validated its original finding. Finally under CEQA, noise and visual mitigation for a potential future development of the adjacent parcels should not be addressed as part of this Project.

**Next Steps**

Upon approval of the IS/MND, the project will have completed an important TCIF funding milestone and final design will commence. Right-of-way acquisition will begin after certification of the IS/MND. Final design is scheduled to be complete by June 2012 and the project is scheduled to be operational by December 2014.

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JIM LINTHICUM  
Director of Mobility Management and Project Implementation

Attachment: 1. San Ysidro Freight Rail Yard Improvement Project Final Mitigated Negative Declaration

The Proposed Final MND including Technical Appendices can be downloaded at [http://www.sandag.org/sanysidromnd](http://www.sandag.org/sanysidromnd), or is available by contacting the SANDAG Public Information Office at (619) 699-1950.

Key Staff Contact: Pete d’Ablaing, (619) 699-1906, pda@sandag.org
STATION PLATFORM RETROFIT BUDGET AMENDMENT

Introduction

A budget amendment is proposed for the Station Platform Retrofit project to complete the work at the Qualcomm Stadium Rail Station due to unforeseen site conditions discovered during construction. This is a project authorized under the original TransNet program for which contingency funds were set aside for this purpose.

Discussion

A budget increase is proposed for the Station Platform Retrofit project due to unforeseen site conditions discovered during the removal and replacement of the platform surface at the Qualcomm Stadium Trolley Station platform. Additional platform removal was required due to deteriorated conditions that were discovered after demolition. The existing drainage system was obstructed and the contractor was unable to salvage portions of the existing system. Additional underlayment material was required due to the inconsistencies in the original platform surface profile. The extra work also has caused the construction time to increase which has resulted in additional construction management and railroad flagging.

On May 28, 2010, the Board of Directors authorized the Executive Director to enter into an agreement to transfer the remaining TransNet funds from the original program, less the amount retained by SANDAG for the Station Platform Retrofit Project, to Metropolitan Transit System. Upon the final reconciliation of TransNet funds retained by SANDAG, an additional $300,000 is needed to complete the Station Platform Retrofit Project.

A project information summary sheet showing the proposed revised budget is included as Attachment 1.

JIM LINTHICUM
Director of Mobility Management and Project Implementation

Attachment: 1. CIP Budget Report

Key Staff Contact: John Dorow, (619) 699-1915, jdo@sandag.org
### Project Description
This project raises the light rail transit (LRT) station platforms to accommodate low-floor light rail vehicles. Existing stations with platforms six inches above top of rail will be raised two inches, and stations that are at top of rail will be raised eight inches. It also provides for turnbacks at Old Town and Weld Boulevard in order to operate the new Green Line Service from Santee Town Center to Old Town.

### Project Justification
In March of 2002, the MTD Board awarded a contract to procure low-floor light rail vehicles as part of the Mission Valley East LRT project. These and future new low-floor cars require an eight-inch platform height above the rail to allow for deployment of a mechanical ramp. The ramp would provide quick wheelchair access to the light rail vehicle. This project raises existing platforms to the required eight-inch height to allow the low-floor vehicles to be placed into service with wheelchair access. The turnbacks at Old Town and Weld Boulevard also are necessary in order to operate the Green Line service from Santee Town Center to Old Town.

### Milestones
- Design: May-10
- Construction: May-11
- Close Out: Jul-11

### Progress to Date
Construction is complete except for the Qualcomm Stadium Trolley platform (Qualcomm). The decorative pavers at Qualcomm are being removed and replaced. A settlement was reached to compensate SANDAG for the reconstruction of the paver system at Qualcomm.

### Expenditure Plan ($000)

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ESCONDIDO BREEZE RAPID UPDATE

Introduction

The 2030 Regional Transportation Plan calls for a network of transit services, each with unique characteristics to serve different markets. One of these services, Rapid Bus, runs largely on arterials and benefits from transit priority measures such as queue jump lanes at busy intersections and transit signal priority. Rapid Bus routes have upgraded stops and unique branding. The Escondido BREEZE Rapid project, the region’s first Rapid bus route, is in the final phase of construction. This project makes a number of improvements to North County Transit District’s (NCTD’s) existing bus route 350, which runs from the Escondido Transit Center to Westfield North County, including a queue jump lane that gives the bus its own lane heading into the Escondido Transit Center, transit signal priority (TSP) which allows the bus to send a message to the traffic signal to extend a green or shorten a red light when the bus is late, and new upgraded bus stops and shelters, including digital message or “next vehicle” signs at select stops. The project is scheduled for completion in April 2011.

Discussion

The Escondido BREEZE Rapid project has been jointly planned and constructed by NCTD, the City of Escondido, and SANDAG. The purpose of the project is to identify and implement improvements that upgrade NCTD Route 350 into a Rapid bus connection between Escondido Transit Center, through downtown and south Escondido, the Westfield North County Shopping Mall, and the Del Lago Transit Center and future Interstate 15 (I-15) Bus Rapid Transit (BRT) service (Attachment 1). These improvements will reduce travel times, enhance reliability, and improve the overall customer experience. The NCTD Board of Directors, Escondido City Council, and SANDAG Transportation Committee approved the recommendations from the initial concept study in 2005. Since that time, preliminary engineering and design, environmental, and final design have been completed on the first phase of project components.

The existing six mile Route 350 suffers from a number of issues throughout the corridor including excess traffic queuing, signal delays, inefficient stop locations, inadequate bus stop amenities, and heavy boardings at schools and transfer points. Escondido BREEZE Rapid addresses these problem areas by implementing a number of priority measures and improvements along the entire six mile corridor.

Queue Jump Lane

In May 2010, construction was completed on a queue jump lane in downtown Escondido on Valley Parkway between Centre City Parkway and Quince Street. The queue jump lane leads directly to a
new mixed-flow lane that leads directly into the Escondido Transit Center. The Valley Parkway queue jump lane allows buses to bypass the heavily congested intersection while reducing travel time. In addition to benefitting Escondido BREEZE Rapid, eight other NCTD bus routes and the Riverside Transit Authority service also use this lane to access the transit center.

Transit Signal Priority

The TSP component was implemented in summer 2010 for the Escondido BREEZE Rapid and is in final testing. TSP facilitates the movement of transit vehicles through signalized intersections with minimum disruption to traffic by holding a green light longer or shortening a red light by a few seconds if the bus is running two minutes or more behind schedule. TSP emitters have been installed on 10 NCTD busses and all City of Escondido signals on the Route 350 corridor have been upgraded. The Regional Transit Management System (RTMS) was upgraded to allow buses to activate TSP with software upgrades to the system so that additional routes can be easily implemented in the future.

Bus Stop Improvements

Construction is currently ongoing for bus stop improvements along the entire route. The enhanced stops will include new benches and trash cans, advanced customer information, and special branding. Some stops will receive digital message signs that will alert riders with real time bus information. New custom bus shelters or kiosks will be installed based on ridership and available space. Some closely spaced bus stops will be consolidated from the existing 31 stops to 25 stops, decreasing bus dwell times while reducing overall trip time. The new bus stop improvements are scheduled to be complete by April 2011.

Branding

Unique branding is seen as a feature that will visually distinguish Escondido BREEZE Rapid from other bus routes to encourage new riders to the system. Each stop will feature key branding elements including a stylized BREEZE Rapid logo and beacon light and Route 350 buses will be wrapped with a specific BREEZE Rapid design. The branding style and colors will be similar to standard BREEZE buses so that passengers will have no doubt that it is an NCTD bus but will distinguish it as Rapid service (Attachment 2).

Customer Outreach

Key to the success of these upgrades was the need to keep the Route 350 open to customers during the construction period with minimal disruption. A number of customer alerts were provided onboard the buses and regular construction updates were available on the SANDAG and NCTD websites, Twitter, and Facebook. In addition, staff kept school officials updated as to work done in the area of both San Pasqual High School and Bear Valley Middle School and work was scheduled outside of drop off and pickup times as much as possible. On February 17, 2011, staff provided an update to the NCTD Board of Directors and is scheduled to brief the Escondido City Council on March 9. Additional community presentations are planned ahead of the April 2011 service launch. A ribbon-cutting event also is being planned.
Future Improvements

The future steps for the project include fine tuning the bus schedule and signal timing to gain the maximum benefit of the TSP system and installing northbound bus shelters at Westfield North County in conjunction with future mall expansion plans. A future improvement of an additional queue jump lane on Bear Valley Parkway is currently unfunded. Additionally, the lessons learned and technology developed for Escondido BREEZE Rapid will be applied to all other SANDAG transit projects in the region that are currently under development.

The successful development and completion of Escondido BREEZE Rapid can be attributed to the strong cooperation and partnership between NCTD, the City of Escondido, and SANDAG. All three parties have been committed to the success of the project from the initial concept study through implementation.

CHARLES “MUGGS” STOLL
Director of Land Use and Transportation Planning

Attachments: 1. Escondido BREEZE Rapid Map
              2. BREEZE Rapid Branding Elements

Key Staff Contact: Danny Veeh, (619) 699-7317, dve@sandag.org
Escondido BREEZE Rapid Map
Escondido Breeze Rapid Branding

Logos

Beacon Light

Column Wraps

Bus Wraps
Dear SANDAG,

I would like to see more transportation in different neighborhoods. For example, my friend lives in La Jolla and there is really no way for me to get to her house. Also, I would like to see more healthy grocery stores in my neighborhood such as Henry’s, Whole Foods... etc.

Sincerely,
an EIS student.

I live in the Webster community.

Letters to SANDAG regarding transportation, from some concerned high school students
In San Diego there should be newer and greener public transportation. There should be less cars on the free way so that cars do not waste gas. More grocery stores across San Diego. And cheaper gas. All streets need to be repaved.

Branden Zink
Lemon Grove
Elementary Institute of Science
To the SWDAG Board of Directors,

For the southeast side of San Diego, I would like to see more grocery stores in urban, populated areas. More affordable housing in areas other than apartment buildings, and I would like to see further expansion of the public transportation to and from this area, more frequency and routes, especially stops nearer the schools.

— Tyler Stolens

* Spring Valley, California
* Elementary Institute of Science
Dear Sanctuary,

I personally would like to see my community get more means of transportation; public transportation needs quicker bus schedules also. More healthy food options would be much appreciated as well.

Sincerely,

Courtney Davis
& I live on the outskirts of Lemon Grove & I attend the Elementary Institute of Science
Dear Sandieg, better sidewalks because everytime I walk home I sometimes trip and fall over a piece of the sidewalk sticking out. We also need busses for Paradise Hills area because sure people like me, have to stay after for things after school and then have things out of school to do and we have to get there on time and I would like to give my parents a break because their whole schedule is busy because of mine. So we need busses for the Paradise Hills area so it would take us 45 mins to get home. Thank you (B.S. and we can get to the location that we need to be on time.)

Sincerely
Katherine

Paradise Hills - Spring Valley Area
Dear SANDAG,

It would be extremely great if there were more public transportation in more areas, considering I am only 14 and can't yet drive. It would make it much more convenient for me and others in my neighborhood. Especially in areas like Lincoln Park, Clairemont, Paradise Hills and many other places. There are many people that I know that don't have cars and more more public transportation around San Diego.

Thank you,

Desiree
(I live in Oak Park)
and am an ESL student
(Elementary Institute of Science)
San Ysidro Freight Rail Yard Improvement Project
Mitigated Negative Declaration

March 4, 2011

San Ysidro Yard: Project Elements

- Double Yard Capacity
- Increase Train Efficiency
- Improve Site Access
- Improve Rail/Truck Loading
- Provide Drainage Enhancements
San Ysidro Yard: Next Steps

TCIF Milestone
- Design Completion
  June 2012
- Right-of-Way Acquisition
  June 2012
- Begin Construction
  January 2013
- Construction Completion
  December 2014

San Ysidro Yard: CEQA IS/MND

- Public Review
  Circulated July 13, 2010
  Concluded August 11, 2010

- Comments Received
  Public Agencies
  - City of San Diego
  - San Diego County Archaeological Society
  - State of California, Department of Fish and Game
  - State of California, Public Utilities Commission
  - State of California, Native American Heritage Commission

  Interested Parties
  - Steven E. Otto
  - McDonald Law Firm, LC

- Impacts are “less than significant with mitigation incorporated”
Project Overview

- Region’s First Rapid Bus
- Project Partnership
  - SANDAG
  - NCTD
  - City of Escondido

- Enhance NCTD BREEZE Route 350
  - 6 Mile Corridor
  - Key connections to SPRINTER and I-15 BRT Routes
Identification of Constraints and Issues

- Traffic Queues
- Signal Delay

- Signal Delay
- Bus Stop Frequency
- Lack of Station Amenities

- Heavy School Boardings
- Missed Transfers
- Roadway Network Constraints

Project Components

- Queue Jump Lane
- Protected Left Turns

- Improved Bus Stop Spacing

- Improved Bus Stop Spacing
- Future Queue Jump Lane

CORRIDORWIDE IMPROVEMENTS

- Transit Signal Priority
- Bus Stop Enhancements
- Variable Message Signs
- Branding (Bus Wraps, Stops)
Valley Parkway Queue Jump Lane

Valley Parkway
Grand Ave
Escondido Transit Center
Quince St
Centre City Parkway
Queue Jump Transit Only Lane

Valley Parkway Queue Jump Lane

Bus/Right Turn Only Lane
Valley Parkway Queue Jump Lane

Transit Signal Priority (TSP)

- Facilitates movement of buses through signalized intersections
- Improves on-time performance and travel time
- 10 NCTD buses equipped with TSP emitters
Branding

- BREEZE Rapid moniker and logo
- Distinct bus stop features
- Bus wraps

Bus Stop Improvements

- Enhanced shelters and kiosks
- Beacon light
- Real time bus information at select stations
- Solar Powered
- Column Wrap
- Seating
- Trash Cans
- Signage
CUSTOMER OUTREACH

- Minimize disruption during construction
  - Customer alerts
  - Coordination with schools
  - Construction updates via Twitter and Facebook
  - Information displays
  - NCTD Rider’s Guide

Timeline

- 2005  Concept Study
- 2006  Funding Secured
- 2008  Environmental Documentation
- 2009  Final Design Complete
- 2010  Valley Parkway Queue Jump Completed
  - TSP Installed and Tested
  - Bus Stop Construction Begins
- 2011  Bus Stop Construction Complete
  - TSP Testing Complete
  - Bus Wraps Installed
  - Official Launch of Service

Future
- Technology Applied to Other Rapid Bus/BRT Projects
  - Bear Valley Parkway Queue Jump (unfunded)
  - Westfield North County Expansion
Marketing Efforts

- NCTD/SANDAG joint effort
- Outreach presentations
- Partnering with Westfield North County and schools
- Ribbon-cutting event in April