MEETING NOTICE AND AGENDA

REGIONAL PLANNING TECHNICAL WORKING GROUP
The Regional Planning Technical Working Group may take action on any item appearing on this agenda.

Thursday, April 11, 2013
1:15 to 3:15 p.m.
SANDAG, Conference Room 7
401 B Street, Suite 800
San Diego, CA 92101-4231

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AGENDA HIGHLIGHTS

• SAN DIEGO FORWARD: THE REGIONAL PLAN:
  - ALTERNATIVE LAND USE AND TRANSPORTATION SCENARIOS TO FURTHER REDUCE GREENHOUSE GAS EMISSIONS - BACKGROUND INFORMATION
  - PUBLIC HEALTH WHITE PAPER
  - ENGAGING COMMUNITY-BASED ORGANIZATIONS IN THE PLANNING PROCESS

• FREIGHT STAKEHOLDERS WORKING GROUP UPDATE

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REGIONAL PLANNING TECHNICAL WORKING GROUP  
Thursday, April 11, 2013

ITEM #  

1. WELCOME AND INTRODUCTIONS  
INFORMATION

2. PUBLIC COMMENTS AND COMMUNICATIONS  
Members of the public will have the opportunity to address the Regional Planning Technical Working Group (TWG) on any issue within the jurisdiction of SANDAG that is not on this agenda. Public speakers are limited to three minutes or less per person.

+3. APPROVAL OF MEETING SUMMARY  
APPROVE

The TWG should review and approve the meeting summary from its March 14, 2013, Joint Meeting with the Cities/County Transportation Advisory Committee (CTAC).

CHAIR’S REPORT

4. SAN DIEGO FORWARD: THE REGIONAL PLAN: UPCOMING PUBLIC WORKSHOPS (Carolina Gregor)
INFORMATION

A series of workshops on the various proposed topic areas of the regional plan are being planned for May, June, and July. A flyer is being developed and will be provided to the TWG electronically. TWG members will be encouraged to attend, post the invitation on their local websites, and invite others that might be interested.

REPORTS

5. 2050 REGIONAL GROWTH FORECAST (SERIES 13) (Kirby Brady)
INFORMATION

SANDAG staff will provide an update on the forecast process including progress on the collection of land use inputs and the schedule for the subregional forecast.

6. SAN DIEGO FORWARD: THE REGIONAL PLAN: ALTERNATIVE LAND USE AND TRANSPORTATION SCENARIOS TO FURTHER REDUCE GREENHOUSE GAS EMISSIONS - BACKGROUND INFORMATION (Carolina Gregor)
DISCUSSION

At its joint meeting with the CTAC last month, the TWG indicated that a matrix summarizing previous scenario planning efforts would serve as useful background information for initial brainstorming for the preparation of the alternative land use and transportation scenarios to further reduce greenhouse gas emissions. Staff will present an initial draft matrix for the group’s review and comment, and will report on feedback provided by the Regional Planning and Transportation Committees.
7. SAN DIEGO FORWARD: THE REGIONAL PLAN: PUBLIC HEALTH WHITE PAPER (Dan Gallagher) 

DISCUSSION

The work program of San Diego Forward: The Regional Plan calls for integrating various topics addressed in the Regional Comprehensive Plan and the 2050 Regional Transportation Plan/Sustainable Communities Strategy and new emerging issues into the regional plan. The purpose of this item is to provide opportunities to identify emerging areas that may need more discussion. A report will be provided at the meeting. All topic areas will be open for additional input at the upcoming workshops.

+8. SAN DIEGO FORWARD: THE REGIONAL PLAN: ENGAGING COMMUNITY-BASED ORGANIZATIONS IN THE PLANNING PROCESS (Jane Clough) 

INFORMATION

An important component in the Public Involvement Plan of San Diego Forward: The Regional Plan is to engage community-based organizations (CBOs) to broaden participation of low-income and minority populations in the development of the plan. SANDAG conducted a competitive process and has entered into contracts with eleven CBOs throughout the region. This item introduces the Community-based Outreach Partner Network and provides an overview of the approach and work plan the Network will undertake to support the development of the regional plan and other SANDAG efforts. The Regional Planning Committee report is attached.

+9. FREIGHT STAKEHOLDERS WORKING GROUP UPDATE (Christina Casgar and Andrea Hoff) 

INFORMATION

The first meeting of the Freight Stakeholders Working Group was held January 30, 2013. Staff will summarize information shared with the Working Group, including information about three critical freight planning studies: (1) Goods Movement section of the Regional Plan, (2) Freight Gateway Study Update, and (3) Analysis of Freeway Operational Strategies Related to the Use of Managed Lanes by Trucks.

10. ADJOURNMENT AND NEXT MEETING 

INFORMATION

The next TWG meeting will be held on May 9, 2013, from 1:15 to 3:15 p.m. Note: A special meeting on the Alternative Land Use and Transportation Scenarios may be held immediately before the TWG meeting from 12 noon to 1:15 p.m. TWG members should mark their calendars.

+ next to an agenda item indicates an attachment
MEETING SUMMARY FOR THE MARCH 14, 2013, JOINT MEETING OF THE REGIONAL PLANNING TECHNICAL WORKING GROUP AND THE CITIES/COUNTY TRANSPORTATION ADVISORY COMMITTEE

Please note: Audio file of meeting is available on the SANDAG Web site (www.sandag.org) on the TWG and CTAC pages.

Agenda Item 1: Welcome and Introductions

The meeting was called to order by Bill Chopyk (City of La Mesa), Chair of the Regional Planning Technical Working Group (TWG), and Zoubir Ouadah (City of Poway), Chair of the Cities/County Transportation Advisory Committee (CTAC).

Agenda Item 2: Public Comments and Communications

Members of the public had the opportunity to address the TWG and/or CTAC on any issue within the jurisdiction of the respective group that was not on the agenda. There were no public comments.

Item C: TransNet Smart Growth Incentive Program and Active Transportation Grant Program Status Update (Consent)

This was a consent item. There were no questions or comments regarding this item.

Item D: Initiating the Development of Alternative Land Use and Transportation Scenarios to Further Reduce Greenhouse Gas Emissions (Information/Discussion)

As part of the 2050 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) adopted by the SANDAG Board in October 2011, SANDAG committed to preparing a range of scenarios to explore what it would take to reduce greenhouse gas (GHG) emissions from cars and light trucks between 2035 and 2050. Carolina Gregor (SANDAG) introduced the primary staff members that will be involved with this exercise, and the consultant team, Cambridge Systematics.

Item D1: Anticipated Steps and Review of Previous SANDAG Scenario Planning Efforts

Ms. Gregor explained in more detail that the purpose of this exercise is to create a broad range of land use and transportation scenarios to reduce GHG emissions and address the so-called “backsliding” issue (described below). The results will be considered in the development of the San Diego Forward: The Regional Plan by helping to inform the land use
patterns of the Sustainable Communities Strategy (as required by Senate Bill 375 [SB 375]), the transportation scenarios for both the revenue constrained and unconstrained networks, and a menu of supporting land use, transportation, and parking and pricing policies that will be considered for possible incorporation in the plan.

Per SB 375, the California Air Resources Board (CARB) is required to establish GHG emission reduction targets for every region in California for incorporation into their Regional Transportation Plans for 2020 and 2035. CARB provided SANDAG with GHG reduction targets of 7 percent by 2020 and 13 percent by 2035. No target was required for 2050, the horizon year of the 2050 RTP/SCS. The 2050 RTP/SCS resulted in GHG reductions of 14 percent by 2020, 13 percent by 2035, and 10 percent by 2050. Some stakeholders felt that this pattern of decreasing percentages indicated a move in the wrong direction and this was coined as the “backsliding” issue. Ms. Gregor informed the TWG and CTAC that the key objective of this exercise will be to address this issue and explore policies and actions that could further reduce GHG emissions between 2035 and 2050.

Ms. Gregor described the various modeling tools associated with the Series 13 2050 Regional Growth Forecast and the alternative scenarios, including the Production Exchange and Consumption Allocation System land use model (PECAS) and the transportation-related Activity Based Model (ABM), and a sketch modeling tool called UrbanFootprint. The proposed constants for this exercise include the regional population, housing units, and employment totals for 2035 and 2050, based on Series 13 Growth Forecast. Proposed variables include regional land use patterns, the phasing of transportation projects (both revenue constrained and unconstrained networks), pricing and parking policies, and other variables to be identified during this effort.

Ms. Gregor provided an overview of the anticipated steps for the development of the scenarios, including public participation and outreach. In response to an inquiry by Kathy Garcia (Del Mar), Ms. Gregor clarified that GHG emission reduction planning in the state of California relates to land use and transportation planning, fuel efficiency, and low carbon fuels. SANDAG can’t take credit for electric vehicles when calculating GHG emissions related to land use and transportation planning, but can consider this in the planning process.

Rob Rundle (SANDAG) further clarified that the model that will measure the outputs will assume state laws, so those factors will already be considered in the outputs produced.

Linda Marabian (City of San Diego) asked how GHG emissions are measured. Mr. Rundle explained that they are calculated based on vehicle miles travelled (VMT). Elisa Arias (SANDAG) added that the outputs of the Travel Demand Model then feed into the CARB emissions model, taking into account vehicle specifications, speeds, and different factors that feed into the air quality model that estimates carbon emissions.

For additional context, Ms. Gregor described previous scenario planning efforts undertaken by SANDAG, including the 2020 Cities/County Series 8 Growth Forecast that developed scenarios to address land consumption; the Series 12 2050 Regional Growth Forecast that developed scenarios to address the SB 375 requirement to accommodate projected population growth within regional boundaries which became the basis for the land use assumptions in the 2050 RTP/SCS; the SANDAG Urban Area Transit Strategy, which developed three transit
scenarios: Transit Propensity Strategy, Commuter Point-to-Point Strategy, and Many Centers Strategy for use in developing the 2050 Transit Network; the CARB target setting exercise that focused on GHG emission reductions through operational efficiency, efficiency of system, and pricing; and the 2050 RTP/SCS Environmental Impact Report.

**Item D2: Modeling Tools to be Used in this Effort**

Clint Daniels (SANDAG) was not available to present on this item. Ms. Gregor briefly covered this information in Item D1.

**Item D3: Examples and Lessons Learned from Scenario Planning Efforts in Other Regions**

George Mazur (Cambridge Systematics) presented on examples of broad scale planning. Mr. Mazur clarified that there is a difference between vision exercises versus exploratory analysis. Visioning is a broad based, educational tool that begins with a set of assumptions and looks at how they perform as an end product, while an exploratory analysis examines the interaction between land use and transportation components to support the goals. Denver, CO and Austin, TX were cited as examples of exploratory analysis, while SACOG and San Joaquin Valley are considered examples of visioning.

Mr. Mazur explained that it is useful to consider other scenario planning efforts to inform the process with lessons learned and also to convey that there is a wide variation in how the processes are undertaken. Key lessons learned included the importance of establishing a baseline scenario, being realistic about economic and market feasibility, implementing early and often outreach and engagement with the public and local jurisdictions, and to not let performance measures and analytical tools restrict or drive the scenarios.

Coleen Clementson (SANDAG) emphasized the importance of the role of TWG and CTAC members and local jurisdictions to help structure the public involvement effort as well as the scenario development. Ms. Clementson encouraged members to engage their elected officials by communicating key milestones to them.

Bill Chopyk (La Mesa) commented on the potential challenges of shifts in land use patterns, conveying the importance of recognizing that densification and parking pricing policies are a sensitive subject for many jurisdictions as we develop the scenarios. Mr. Chopyk expressed support for the use of the PECAS, stressing the importance of taking into account economic factors, feasibility, and lessons learned. Mr. Chopyk commented on the relationship between local dependence on sales tax revenues, and the effect of Internet sales on commercial vacancy rates in our cities. He also pointed out the conflict between desired economic growth and opposition to higher densities.

Zoubir Ouadah (City of Poway, Chair CTAC) asked if safety will play a role in the plan, to which Mr. Mazur responded that safety could be added to a list of additional measures and indicators, but the primary focus is on SB 375 and reducing greenhouse gas emissions. Elisa Arias (SANDAG) added that safety is considered as an indicator in the development of the transportation project evaluation criteria, as well as in performance metrics, and that
SANDAG is aware of MAP 21 goals and is developing a plan for incorporation into the criteria and performance metrics as the process develops.

Mr. Ouadah responded that safer infrastructure should be encouraged and should have a role on the planning side of the process, rather than just the operational side.

Dave De Cordova (City of Carlsbad) suggested that more Transportation Demand Management policies/factors be considered in the exercise.

Coleen Clementson (SANDAG) confirmed that SANDAG is asking TWG/CTAC members to help identify the important factors that will help shape the scenarios. Alternatives that are pricing-related, incentive based, or demand based are all possibilities that can get incorporated into the scenarios.

Bob Leiter (subconsultant to Cambridge Systematics) discussed “cordon area pricing” as it has been explored by the Southern California Association of Governments (SCAG), setting pricing policies for certain urban areas with heavy congestion and discouraging single occupancy driving in those areas, differing from highway congestion pricing as it focuses on a wider geographic area. Mr. Leiter highlighted this effort as a measure that straddles both land use and transportation and offered the topic for further future discussion.

**Item D4: Next Steps**

Ms. Gregor (SANDAG) described the process of input and iterative feedback with the working groups, policy advisors, stakeholders and the public which would ultimately result in a matrix of different scenarios displaying projected results for greenhouse gas emission reductions, which could be helpful in forming policy recommendations for discussion. Ms. Gregor asked TWG/CTAC members to discuss how they would like to participate in this exercise.

Discussion among members resulted in a preference for joint meetings, convening the full TWG and extending optional attendance to CTAC members.

Mr. Ouadah (City of Poway, Chair CTAC) committed to discussing this subject with the full CTAC at their next meeting.

Ms. Clementson (SANDAG) and Ms. Gregor (SANDAG) suggested the possibility of breakout sessions at future meetings to facilitate this effort, as well as developing a matrix to summarize assumptions examined in previous efforts as a starting point for brainstorming purposes. Nancy Bragado (City of San Diego) agreed that this would be helpful, and suggested the inclusion of scenario planning efforts from the San Diego Foundation, given the level of public participation in that effort.

**Item E: Active Transportation Implementation Strategy Framework (Discussion)**

Christine Eary (SANDAG) presented on a refined framework for an Active Transportation Implementation Framework following input from the CTAC meeting in February 2013. As part of the 2050 RTP/SCS, SANDAG committed to planning an Active Transportation Program including Safe Routes to School, Safe Routes to Transit, and the regional bike plan. The main feature of the
framework proposes to integrate Active Transportation into SANDAG transit and highway corridor projects for inclusion in San Diego Forward: The Regional Plan with the objective of maximizing investments in transit highway infrastructure by enhancing safety and improving bike and walk access to transit.

Ms. Eary reported that this item will be presented to the Transportation Committee in April and that CTAC/TWG and Active Transportation Working Group (ATWG) will see reports on this topic over the next year.

TWG and CTAC members discussed the possibility of additional funding for active transportation grants for bike and pedestrian enhancements, as well as the possibility of developing a "regional pedestrian plan" that could identify major centers of activity that are pedestrian oriented and prioritize funding for active transportation enhancements in these areas, similar to SANDAG’s concept of Smart Growth Opportunity Areas.

Ms. Eary explained that pedestrian access is accounted for in the context of transit.

Coleen Clementson (SANDAG) indicated that such an effort might better be addressed on a local scale due to the level of detail.

Jim Nakagawa (Imperial Beach) commented on a related effort of the Coastal Conservancy to implement a Coastal Trails Program.

Barbara Redlitz (Escondido) suggested that a framework similar to that used by the Army Corps regarding regional general permits could be used to establish a “master approach” to a pedestrian plan.

Kathleen Ferrier (Walk San Diego) expressed strong support for a regional pedestrian plan, emphasizing the need to identify improvement projects on a regional scale and indicating the opportunity for SANDAG to take a leadership role in the process.

**Item F: Adjournment of the Joint CTAC/TWG and Next Meeting (Information)**

The next CTAC meeting will be held on April 4, 2013.

**Action:** The joint TWG/CTAC meeting was adjourned by Bill Chopyk (City of La Mesa), Chair TWG.
Agenda Item 1: Welcome and Introductions

The meeting was called to order by Bill Chopyk (City of La Mesa), Chair of the Regional Planning Technical Working Group (TWG).

Agenda Item 2: Public Comments and Communications

Members of the public had the opportunity to address the TWG on any issue within the jurisdiction of the respective group that was not on the agenda. There were no public comments.

Item 3: Meeting Summary

TWG members were asked to review and approve the summary for the February 14, 2013, TWG meeting.

Action: Upon a motion by Rich Whipple (City of Poway) and a second by Barb Redlitz (Escondido), the February 14, 2013, TWG summary was approved unanimously.

Agenda Item 4: Form 700 Statement of Economic Interests (Information)

Bill Chopyk reminded TWG members that this form is due in March and that there are financial penalties for late submissions.

Agenda Item 5: San Diego Forward: The Regional Plan (Information)

Phil Trom (SANDAG) presented a brief video showcasing the branding approach for the plan and discussed the final work program and schedule, as well as the final public involvement plan, which were both presented to the SANDAG Board of Directors in late February.

Next steps include the development of alternative land use and transportation scenarios, the development of SANDAG policy white papers to explore emerging issues, as well as the results of a 1500 person survey that will be complete at the end of April that will help inform the regional vision, goals, and policy objectives.

Agenda Item 6: Inventory of Local Parking Policies in the San Diego Region (Information)

Antoinette Meier (SANDAG) and Marisa Mangan (SANDAG) presented the outcomes of a SANDAG effort to collect information on local parking policies from member agencies throughout the region. Ms. Meier discussed previous SANDAG studies regarding parking and pricing policies and how they were prioritized as a starting point for discussion for possible inclusion of parking policies in the 2050 RTP/SCS. Ms. Meier discussed the challenges associated with current parking practices and the benefits of a comprehensive approach to parking management. An approach for including parking policies in San Diego Forward: The Regional Plan was presented for discussion.
Bill Chopyk (La Mesa, Chair TWG) commented that it is important to have information about regional parking pricing and discussed the City of La Mesa as an example of low-priced parking and its effect on driving behaviors, parking permit programs, and the concept of using parking pricing as a tool for management in downtown areas. Mr. Chopyk emphasized the sensitivity of this issue and stated that it must be a bottom-up approach.

Nancy Bragado (City of San Diego) recalled a presentation made at SANDAG several years ago by the planning director from Perth, Australia, and suggested that additional research be done as an example of how uniform regional parking strategies made their transit strategy successful.

Manjeet Ranu (City of El Cajon, Vice Chair TWG) commented that the inclusion of parking information and the background on the issues and tradeoffs is important, emphasizing that increased awareness by decision-makers often leads to increased flexibility. Mr. Ranu also commented that parking districts will increase in importance as a result of redevelopment and infill, and emphasized that marketing is an important factor to the successful implementation of parking pricing strategies.

TWG members agreed that developing a Parking Management Toolbox would be a helpful starting point for a more detailed discussion on regional parking policies.

**Agenda Item 7: Formation of New Active Transportation Working Group (Discussion)**

Coleen Clementson (SANDAG) and Chris Kluth (SANDAG) informed the TWG about the proposed formation of a new ATWG and asked for input on the approach to the formation and structure of this group. The ATWG would focus on a comprehensive approach to active transportation in the region. The staff report and charter for the formation of this new working group was presented for approval at the Transportation Committee on February 15, 2013.

In response to a question from Bill Chopyk (La Mesa, Chair TWG), Mr. Kluth stated that all ATWG input would eventually go to the Transportation Committee.

Prompted by Ms. Clementson, discussion among TWG members resulted in a consensus that each jurisdiction should select either the planning director or public works director to represent their city on the working group, and identify both a primary and alternate member.

**Agenda Item 8: Adjournment and Next Meeting (Information)**

The next TWG meeting will be held on April 11, 2013, from 1:15 to 3:15 p.m.

Action: The TWG meeting was adjourned by Bill Chopyk (City of La Mesa), Chair TWG.
SAN DIEGO FORWARD: THE REGIONAL PLAN: ENGAGING COMMUNITY-BASED ORGANIZATIONS IN THE PLANNING PROCESS

Introduction

SANDAG is partnering with eleven community-based organizations (CBOs) to facilitate timely and meaningful involvement from areas designated as Communities of Concern (Attachment 1) in the development of San Diego Forward: The Regional Plan. Promoting social equity and environmental justice in transportation planning requires early and ongoing involvement from a wide variety of communities and stakeholders. Cities and communities with high concentrations of low-income residents and minority populations in the San Diego region have historically been underserved and underrepresented in the planning process. This report outlines the role of this Community-Based Outreach Network, details the competitive process undertaken to select the Network Partners, and introduces the Partners.

Discussion

Role of the Community-Based Organizations

Eleven CBOs from around the San Diego region were selected to partner with SANDAG to create a community-based network. As stated above, the partners will facilitate the timely and meaningful involvement of traditionally underrepresented communities.

The CBO Network Partners selected have several important qualities, including the following:

1. A well-established and trusted role in their respective communities with a reputation for consistency and excellence in service;

2. Institutional capacity—the resources, staff, and time—to handle various outreach tasks such as survey distribution, community workshops, and others, in addition to their regular services;

3. A capacity to convene large groups of community members, especially low-income or minority populations, to get significant public involvement from these groups;

4. Representative of the different geographic areas in the region in order to maximize the amount and variety of people reached.
Our CBO Network Partners will:

- Participate in regular meetings with SANDAG staff and other CBOs to ensure timely and meaningful input into the development of the regional plan and related agencywide work efforts.
- Coordinate with SANDAG communications/planning staff on the development of outreach materials/methods/mechanisms for engaging underrepresented communities in the planning process and related work efforts.
- Coordinate/liaison with SANDAG on public outreach activities for the regional plan and related work efforts throughout the process of developing the plan. This may involve outreach activities such as surveys, canvassing, and other methods of participation. CBOs will have flexibility on selecting which outreach methods to use in order to best reach their constituents.
- Coordinate the submittal of public input from their community on the draft regional plan and related work efforts. CBOs will liaison with SANDAG on obtaining such comments either by holding special meetings and/or allowing SANDAG to speak at the CBO’s regularly scheduled meetings about upcoming SANDAG work efforts, and then assisting SANDAG in gathering the comments.
- Provide follow-up to the community to document to it how its input influenced the plan or related work efforts.

**Competitive Selection Process**

The eleven CBO Partners were selected from a competitive process. SANDAG staff developed a Request for Partners that was released on November 17, 2012, with a deadline of December 14, 2012. Advertisements announcing the Request for Partners were placed in a number of media outlets: The San Diego Union-Tribune, North County Times, The Daily Transcript, and Voice and Viewpoint. An e-mail notification was distributed to SANDAG e-mail lists, including a wide variety of organizations, as well as the SANDAG bidding system ‘PlanetBiz’ and several websites for nonprofits.

Of the 40 prospective bidders, SANDAG received 15 completed applications. The CBOs were asked to demonstrate the following five components in their application: (1) Ability to Reach Identified Communities, (2) Organizational Structure, (3) Organizations and Community Partners, (4) Understanding of the Project, and (5) Similar Types of Work.

A selection committee was formed from SANDAG staff who work with nonprofits in several areas, as well as staff from the County of San Diego and Caltrans. Each member of the selection committee received the completed applications, reviewed, and scored the applicants. The selection committee then met to review their individual scores and discuss and determine the rank order of the applicants. The highest scored applicants, based on the evaluation criteria, were recommended to serve as a partner in the SANDAG CBO Outreach Partner Network.
**SANDAG CBO Outreach Partner Network**

Eleven CBOs were selected to facilitate timely and meaningful involvement from Communities of Concern in the development of San Diego Forward: The Regional Plan. These organizations are geographically diverse and have the capacity to convene communities in all of the areas designated as Communities of Concern (Attachment 1). The selected Partners are listed below with a brief description of each.

1. **Able-Disabled Advocacy** – Able-Disabled Advocacy (A-DA) is a nonprofit organization founded in 1975 that provides employment and training services to individuals with all types of disabilities and other barriers to employment. Able-Disabled Advocacy’s mission is "to provide vocational skills training and educational advancement for youth and adults with disabilities and to assist them in finding employment and overcoming barriers to personal and financial self-sufficiency." A-DA’s main office is located in City Heights. It also has offices at the Veterans Center in Central San Diego, the Youth Center in Southeast San Diego, and in Chula Vista at the South County Career Center.

2. **Alliance for Regional Solutions** – The Alliance For Regional Solutions (ARS) is a coalition of Northern San Diego County social service agencies, municipalities, the County of San Diego, United Way, educational entities, healthcare providers, other agencies and philanthropic bodies working together to create practical solutions to emerging community needs. The purpose of ARS is to address the needs of regional infrastructure to provide a coordinated communitywide response to community issues.

3. **Casa Familiar** – Casa Familiar is a community-based, nonprofit organization founded in 1968 under the name of Trabajadores de la Raza, San Diego Chapter, to serve Spanish-speaking monolingual clients in the community of San Ysidro. Over the years, Casa Familiar’s services and target population have expanded to include all of South San Diego’s population. While area demographics virtually ensure that the majority of our clients continue to be Latino, Casa Familiar welcomes clients from all walks of life, regardless of race, ethnic background, national origin, religious beliefs, or sexual orientation. Casa Familiar offers over 50 programs spanning the program areas of Human Services, Community Development, Recreation Services, Technology, Arts and Culture, and Education.

4. **Chula Vista Community Collaborative** – The Chula Vista Community Collaborative (CVCC) draws together all sectors of the local community to develop coordinated strategies and systems that protect the health and safety of residents, develop economic resources, promote local leadership, enhance the environment, and contribute to the celebration of and respect for cultural diversity. The CVCC currently has over 150 member organizations and 624 members. The CVCC acts as a platform from which to launch effective new initiatives to improve quality of life. The CVCC is the umbrella for a variety of programs and committees. The most notable infrastructure of the CVCC is the network of Family Resource Centers that have been created and sustained by collective effort.
5. **City Heights Community Development Corporation and Mid-City Community Advocacy Network** – These two organizations have partnered to conduct the outreach services for the regional plan in City Heights. Established in 1981, City Heights Community Development Corporation works with residents to enhance the quality of life in City Heights through the creation of affordable housing and livable neighborhoods, fostering economic self-sufficiency, and stimulating investment. Additional services: employment placement/training; neighborhood improvement; business assistance; Business Directory for City Heights/Mid-City. In the late 1980s, a group of concerned Mid-City community representatives came together to respond to the rapidly deteriorating conditions in the area. Now known as Mid-City Community Advocacy Network (Mid-City CAN), this unique collaboration is comprised of schools, businesses, nonprofit organizations, government agencies, youth, parents, ethnic and cultural groups, civic associations, and faith-based institutions.

6. **El Cajon Collaborative** – Established in 1992, the El Cajon Collaborative is one of the oldest and strongest collaboratives in San Diego County. Currently, the Collaborative has an impressive list of 26 formal Partners (health clinics, social services agencies, educational institutions, faith communities, and government entities) whose target populations vary. Their goals include increasing pro-social activities for youth, community involvement through collaborative partnerships, and enhancing prevention activities for youth using the public health model of universal, secondary and targeted interventions.

7. **International Rescue Committee** – International Rescue Committee (IRC) is an established San Diego CBO that provides assistance to refugees and other low-income individuals from diverse backgrounds, who typically are unable to access mainstream services due to cultural and linguistic barriers. The IRC has been a trusted organization since 1975, when it was first established to assist Vietnamese refugees in San Diego. The IRC is located in City Heights, but also offers services at the Refugee Support Center, IRC’s satellite office in El Cajon. Approximately 76 percent of over 7,000 clients that IRC serves each year reside either in City Heights or El Cajon.

8. **Linda Vista Collaborative** – The Linda Vista Collaborative (LVC) offers a forum for public deliberation among the stakeholders of Linda Vista and promotes collaboration among them with the goal of improving the quality of life of all its residents. The LVC and its lead agency, Bayside Community Center, are well-established and trusted community assets with the ability to reach identified communities of concern, including low income, seniors, and immigrant populations, in Linda Vista. Since its creation in 1995, the LVC has offered a forum for public deliberation among the key stakeholders of Linda Vista and promotes collaboration among them with the goal of improving the quality of life of all its residents. The LVC is integrated by community leaders, representatives of elected officials, members of nonprofit organizations, staff of government agencies, school personnel, and others who have a vested interest in advocating on behalf of Linda Vista.

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1 The International Rescue Committee is a national organization with local chapters that works with the Department of State in areas designated by the United States Government as refugee placement areas.
9. **Mountain Empire Collaborative** – Mountain Empire Collaborative is the collaborative body in the Mountain Empire Region, which represents 1,000 square miles of high-desert communities stretching from Alpine to Imperial County, and from the Mexican border to the southern Laguna Mountains. In conjunction with lead agency Mountain Health and Community Services, Mountain Empire Collaborative coordinates communication, strategic planning, and action among the great majority of entities that provide services in the region. This includes health and human services providers, public agencies, service organizations, Native American-serving organizations, and news publications. Given the realities of distance, rugged topography and harsh weather conditions that Mountain Empire residents face, Mountain Empire Collaborative is the most sensible vehicle for organizing public participation and planning.

10. **Senior Community Centers of San Diego** – Senior Community Centers (SCC) is the leading provider of services to culturally diverse, low-income, at-risk seniors, with its main facility in downtown San Diego. SCC’s programs help seniors live on their own as long as possible in order to avoid having to move to a nursing home or other assisted living facility unless absolutely necessary. SCC strives to foster a sense of community among these seniors, easing the isolation in which they live and promoting positive life choices that afford them the dignity they deserve. SCC’s innovative programs are recognized at the state and national levels as models for the future of service delivery for this population.

11. **Vista Community Clinic** – Vista Community Clinic (VCC) is a nonprofit healthcare facility incorporated in 1972 with the mission to provide quality care and health education to the community focusing on those facing economic, social or cultural barriers. VCC serves the communities of Vista, Oceanside, portions of the contiguous communities of Fallbrook, Carlsbad, Bonsall, San Marcos, and surrounding unincorporated areas. VCC’s Health Promotion Center was opened in 1990 to promote healthy lifestyles, reduce chronic disease, and increase the community’s well-being.

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

Attachment: 1. San Diego Forward: The Regional Plan CBO Partner Network Map

Key Staff Contact: Jane Clough, (619) 699-1909, jane.clough@sandag.org
Vista Community
Clinic
Alliance for Regional Solutions
Linda Vista Collaborative
IRC
Mountain Empire Collaborative
Chula Vista Community Collaborative
City Heights CDC and Mid City Community Action Network
El Cajon Collaborative
Casa Familiar

Countywide coverage:
Abled-Disabled Advocacy
Senior Community Centers

CBO Partner Network
FREIGHT STAKEHOLDERS WORKING GROUP UPDATE

Introduction

The first meeting of the Freight Stakeholders Working Group (FSWG) was held January 30, 2013. At that meeting, SANDAG staff provided information about three critical freight planning studies: (1) Goods Movement section of San Diego Forward: The Regional Plan, (2) Freight Gateway Study Update, and (3) Analysis of Freeway Operational Strategies Related to the Use of Managed Lanes by Trucks. Brad Raulston (City of National City) and Manjeet Ranu (City of El Cajon) are the TWG representative and alternate on the FSWG. This report provides an update on the three studies, including schedule, progress, and next steps.

Discussion

**Goods Movement Strategy portion of San Diego Forward: The Regional Plan**

The Regional Plan will contain a freight component that considers the growing importance of freight and goods movement to the region’s economic prosperity and seeks to balance regional and national freight priorities. The goods movement portion of the Regional Plan may produce a menu of projects that reflects the freight network needs of the region and balances freight benefits with sustainability objectives.

The goods movement portion of the Unconstrained Network will consist of road and truckway projects (accommodating more than 90 percent of freight by volume) that comprise the backbone of the freight distribution network as well as maritime, rail, border, air cargo, intermodal centers, and pipeline-related projects.

In March 2013, the Cities/County Transportation Advisory Committee received information about the schedule for the development of San Diego Forward: The Regional Plan, which is summarized below. The schedule for development of the Goods Movement Strategy is integrated into this larger effort as shown:

- Vision, Goals, and Policy Objectives – May 2013
- Regional Plan Unconstrained Network
  - Development of unconstrained goods movement project list – July 2013
- Evaluation Criteria & Cost Estimates
  - Evaluation criteria and cost estimate for goods movement projects – October 2013
- Network Performance Measures – December 2013
• Alternative Land Use & Transportation Scenario research – February 2014
• Revenue Projections
  - Revenue projections relating to goods movement funding – March 2014
• Policy White Papers
  - Possible white paper focusing on transportation, including goods movement – March 2014
• Transportation Scenarios – July 2014
• Preferred Transportation Scenario – September 2014
• Release Draft Plan and EIR – March 2015
• Final Plan - July 2015

Freight Gateway Study Update

In March 2010, SANDAG published the Comprehensive Freight Gateway Study (Gateway Study), which provided a forecast of regional freight traffic in San Diego and Imperial Counties through 2050. The primary objective of the Gateway Study is to give SANDAG, the Imperial County Transportation Commission, and other regional stakeholders access to timely freight flow forecast information as an estimation tool to better plan and manage a sustainable freight network.

The Freight Gateway Study Update will refresh the baseline estimates (from 2007 to 2012) and the forecast freight flows for 2035 and 2050, using updated data from freight stakeholders and commodity flow data. A procurement process is currently underway to hire consultant services to conduct the update as well as build SANDAG’s capacity to conduct future Gateway Study updates. It is anticipated that the update will be complete in late 2013 or early 2014.

Analysis of Freeway Operational Strategies Related to the Use of Managed Lanes by Trucks

This study seeks to identify and analyze different strategies for accommodating and managing trucks on the region’s freeways. The overall study objectives are to:

• conduct a broad feasibility analysis of different freeway operational strategies for trucks
• summarize truck data in the region, including general characteristics of regional truck travel, data gaps, and recommendations for additional truck data collection
• recommend future studies or activities regarding promising strategies

SANDAG staff is working with a project study team, which includes representatives from Caltrans, Federal Highway Administration, the Port of San Diego, and local trucking industry representatives. Feedback is also being gathered from the larger FSWG.

Several initial study deliverables have been completed. They include a Literature Review that summarizes the current regulatory framework in California as it relates to the use of Managed Lanes by trucks and looks at case studies and relevant studies relating to truck management strategies locally, nationally, and internationally; and an Issue Identification Memo, which identifies
planning, policy, safety, operational, user acceptance, engineering, and cost/funding issues associated with possible truck management strategies. In addition, a list of seven broad truck management Strategies has been developed for analysis as part of the study.

The strategies range from simple short-term and less capital-intensive strategies to more costly and complex infrastructure improvements. The next step is to gather and summarize a variety of data related to truck travel in the region in order to analyze these different strategies and determine potential applicability of different strategies in the region.

The seven general categories of strategies being analyzed are:

1. Base Case Scenario - consider what the future looks like for goods mobility in the region if no new actions are taken to address truck mobility.

2. Traffic Organizational Strategies at Freight Gateways & Distribution Hubs - Coordinated communication strategies (e.g., variable message signs, radio announcements, etc.) to optimize truck traffic flow at key locations like the port or border.

3. Travel Demand Management Strategies with Truckers and Shippers/Receivers - facilitate the shifting of trucks to off-peak travel times, based on pricing incentives and fees.

4. Restricted Access for trucks on the Planned Network of HOV/HOT Managed Lanes - allow restricted access during, for example, off-peak periods, off-peak directions, and/or assigned to certain lanes.

5. Designated Truck Lanes - construction of new lanes on existing facilities such as truck bypass lanes, truck routes, or climbing lanes.

6. Separate dedicated truck-only facilities - construction of new facilities dedicated for trucks.

7. Intelligent Transportation Systems (ITS)/Active Traffic Management and Lane Assignment - uses technologies (both external and in-vehicle) to improve truck mobility and safety.

This study is a first step in exploring truck management strategies in the region and will provide background and exploratory research needed to better understand issues associated with different strategies. If promising alternatives are identified through this research, then phased additional studies may include a more detailed planning study for a specific corridor to further identify appropriate scenarios, policy and operational actions, cost, and potential phasing.

**Next Steps**

The FSWG will be asked to provide feedback regarding the above-mentioned studies. The next meeting is tentatively planned for late May. An overview of these planning efforts is anticipated to be presented to the Transportation Committee on May 3, 2013.

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Andrea Hoff, (619) 699-1983, andrea.hoff@sandag.org
San Diego Forward: The Regional Plan
Potential Policy Outreach Series
Locations

**Oceanside:** All Topics
Date: June 2013

**Escondido:** All Topics
Date: June 2013

**San Diego (Caltrans):**
Healthy Environment/Public Health/Borders
Land Use/Transportation/Housing/Borders
Economic Prosperity/Public Facilities/Borders
Date: May, June, July 2013

**San Ysidro:** All Topics
Date: June 2013

**La Mesa:** All Topics
Date: June 2013

**CBO Partner Network** to assist with attendance generation

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## SANDAG Efforts

### Regional Growth Forecast

<table>
<thead>
<tr>
<th>Factors Tested</th>
<th>2020 Cities/County Forecast Land Use Alternatives</th>
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<th>SANDAG CARB Target Setting Alternatives</th>
<th>2050 RTP EIR Alternatives</th>
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<tr>
<td>Highest allowed residential densities and mixed uses within walking distance (1000 ft. radius) of Transit Focus Areas (TFAs); residential development outside of TFAs occurs as usual (generally at midpoint of jurisdiction’s planned density range)</td>
<td>• Highest allowed residential densities and mixed uses within walking distance (1000 ft. radius) of Transit Focus Areas (TFAs); residential development outside of TFAs occurs as usual (generally at midpoint of jurisdiction’s planned density range)</td>
<td>• Assumes the implementation of the Revenue Constrained Transportation Network from the 2030 RTP</td>
<td>• Assumes the total population from the Series 2050 Regional Growth Forecast, but distributes more of population to Urban and Town Centers based on Smart Growth Concept Map (SGCM); existing/planned Urban and Town Centers reach maximum densities and potential Urban and Town Centers reach minimum densities or more (includes modified funding strategy for transportation network improvements, which result in increased transit frequencies, earlier phasing for new transit projects, and fewer highway improvements overall)</td>
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<td>All future residential development occurs at the highest densities allowed in general/community plans</td>
<td>• Assumes intensified densities around the region’s Urban and Town Centers while transportation network improvements remain the same as in the 2050 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS)• Assumes the implementation of slow growth Policies through restrictive land use regulations and/or economic disincentives; assumes Series 12 2050 Regional Growth Forecast and implements transportation network improvements using a transit emphasis and modified phasing strategy for new transit projects, and fewer highway improvements, overall• Assumes intensified densities around the region’s Urban and Town Centers on Smart Growth Concept Map (SGCM); transportation network improvements are implemented using transit emphasis and modified phasing strategy, advancing new projects earlier in the process than in the 2050 RTP/SCS; a majority of highway projects are still carried out; transit frequencies remain unchanged from 2050 RTP/SCS</td>
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<td>All future residential development occurs at the highest densities allowed in general/community plan, but caps are placed on future residential development in the unincorporated area based on the County’s General Plan and Sponsor Group Area population targets</td>
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<tr>
<td>Transits</td>
<td>• Expands transit system improvements and transit station park-and-ride facilities</td>
<td>• Assumes the Series 12 2050 Regional Growth Forecast and implements transportation network improvements using a transit emphasis and modified phasing strategy that advances new transit projects earlier in the process than in the 2050 RTP/SCS; a majority of highway projects are still carried out; transit frequencies remain unchanged from 2050 RTP/SCS</td>
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<td>Implementing a High Occupancy Vehicle (HOV) and High-Occupancy Toll (HOT) lanes and a regional parking pricing program</td>
<td>• Assumes the total population from Series 12 2050 Regional Growth Forecast; implements transportation network improvements using modified funding strategy increasing frequencies for bus services in key urban corridors and peak commuter corridors to 5 minutes all day by 2035; COASTER frequency to 10 minutes during peak periods by 2035, earlier phasing for new transit projects, and fewer highway improvements, overall• Assumes intensified densities around the region’s Urban and Town Centers on SGCM; transportation network improvements are implemented using transit emphasis and modified phasing strategy, advancing new projects earlier in the process than in the 2050 RTP/SCS; a majority of highway projects are still carried out; transit frequencies remain unchanged from 2050 RTP/SCS</td>
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### Pricing Strategies

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<td>Expands bicycle network facilities and pedestrian network facilities</td>
<td>• Assumes the total population from Series 12 2050 Regional Growth Forecast; implements transportation network improvements using modified funding strategy increasing frequencies for bus services in key urban corridors and peak commuter corridors to 5 minutes all day by 2035; COASTER frequency to 10 minutes during peak periods by 2035, earlier phasing for new transit projects, and fewer highway improvements, overall• Assumes intensified densities around the region’s Urban and Town Centers on SGCM; transportation network improvements are implemented using transit emphasis and modified phasing strategy, advancing new projects earlier in the process than in the 2050 RTP/SCS; a majority of highway projects are still carried out; transit frequencies remain unchanged from 2050 RTP/SCS</td>
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### Bike/Ped Investment

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<td>Expands telecommuting/ flexible/ alternative work schedules; and carpool, vanpool, buspool, and safe routes to schools program</td>
<td>• Assumes the total population from Series 12 2050 Regional Growth Forecast; distributes more of population to Urban and Town Centers based on Smart Growth Concept Map (SGCM); existing/planned Urban and Town Centers reach maximum densities and potential Urban and Town Centers reach minimum densities or more (includes modified funding strategy for transportation network improvements, which result in increased transit frequencies, earlier phasing for new transit projects, and fewer highway improvements overall)</td>
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### TDM/TSM

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### Summary

- **Group Area population targets based on the County’s general/community plan, but caps are placed on future residential development in the unincorporated area based on the County’s General Plan and Sponsor Group Area population targets.**

- **Maximum general plan (re)development region-wide, assuming highest possible densities based on general plans.**

- **Density increase in transit investment areas, assuming (re)development of sites within transit investment areas to a minimum of 25 du/ac on lands currently planned for multi-family, mixed-use, or commercial use.**

- **Redevelopment near high-frequency transit stations, assuming all commercial areas within 10-minutes walking distance of high-frequency stations are redeveloped as mixed-use (residential and commercial) with multi-family housing at a minimum of 25 du/ac.**

- **Full implementation of Smart Growth Opportunity Areas (SGOAs) on the Smart Growth Concept Map, assuming that existing/planned and potential SGOAs are developed to the greater of either maximum general plan density or minimum smart growth place type density; also includes redeveloping some park-and-ride facilities into mixed-use parking structures.**

- **Inclusion of draft plans in the forecast, at jurisdiction’s discretion, assuming that draft plans currently in progress are approved and that redevelopment according to those plans could be possible before 2050.**
Bike/Ped
TDM/TSM
Pricing Strategies

bike/ped lane miles

trends; greatest increase in

• Doubles current funding trends for bus, BRT, rail, etc.

• Further expands transit projects; Bus Rapid Transit (BRT), rail, etc.

• Focuses on transit projects;

High-Occupancy Toll (HOT)
Network, providing greatest

• Enhanced Cost Constrained

HQTAs; shifts portion of region’s
mixed use configurations in
existing urban areas and transit;

• Maximizes growth in urban and
condos/apartments; townhomes, and multi family
smaller-lot single family homes,

communities and High-Quality
existing urban areas and transit;
totals only with some growth in

level RTP/SCS Forecast for 2020-

• Controlled to TAZ-based RTP/SCS
office, and industrial employment
assumes adopted RTP forecast;

likely pattern for future growth

• Growth Forecast reflects most
likely pattern for future growth
based on local general plans;

assumes adopted RTP forecast;
controlled at Traffic Analysis Zone
(TAZ) level for single-family and
multifamily housing and retail,
office, and industrial employment
for both 2020 and 2035.

• Controlled to TAZ-based RTP/SCS
Forecast for 2020. Controlled to city
level RTP/SCS Forecast for 2020-
2035 and shifts future growth in
more compact communities around
High-Quality Transit Areas (HQTAs);

• Reflects regional RTP Forecast
totals only with some growth in existing urban areas and transit;

• More growth in walkable communities and High-Quality
Transit Areas (HQTAs)
Broader range of housing types
with new housing weighted toward
smaller-lot single family homes,
townhomes, and multi family
condo/apartments;

• Maximizes growth in urban and
mixed use configurations in
developed areas and in and around
HQTAs; shifts portion of region’s
growth into areas closer to transit

One scenario test land use pattern of existing MTP, another tests Blueprint Vision
land use scenario, and another tests more aggressive version of Blueprint Vision -
testing differing percentages of compact development, mixed use
development, and development in Transit Priority Areas (TPA)

Two alternatives focus
growth in Priority Development Areas (PDA); one focuses
development in Transit Priority Projects (TPPs); one allocates growth to both PDAs and TPPs. Assume strict
boundarys to development zones
two alternatives
assume subsidies for
growth in PDAs; one
assumes subsidy for TPA
development; one
assumes subsidy for urban
core development, combined with
VMF fee
Assume One Bay Area
grants and California Environmental Quality Act (CEQA) streamlining
reduce development costs in qualified
geographic areas in all build scenarios

Off the six build scenarios evaluated, three increased the urban growth boundary
(UBG), keeping population constant
Extended 2035 demographic /
geoeconomic forecast using same trends, to
2035

Only one strategy
increases population density near transit hubs.

That strategy is located in the long-
term build scenario

Alternative interpretation of SANDAG Series 12
2050 Growth Forecast, assuming a 20% (rather than 100%) redevelopment rate of the 31,000
SANDAG redevelopment areas identified; overall
distribution of jobs and households by TAZ
remains the same, but different redevelopment
assumption result in different intensity of land uses

Scenario A - Predominantly single-family homes
in North County (New housing: 22 multi-family; 16% townhome; 50% compact single-family; 12%
conversion large lot SF)

Scenario B - More townhomes and multifamily
options available equally in both North and South
County; housing options located along large
regional job centers (New housing: 35% Multi-
family; 21% Townhome; 37% Compact Single
Family; % Conventional Large Lot Single Family)

Scenario C - Most people in townhomes
distributed equally in both North and South
County; housing distributed across the region in
smaller neighborhood centers (New housing: 45%
Multi-family; 22% Townhome; 29% Compact
Single Family; % Conventional Large Lot Single Family)

Scenario D - Most people in apartment/condo
towers AND many rural lots; most new growth in
City of SD and South County area (New housing:
73% Multi-family; 7% Townhouse; 12% Compact
Single Family; 7% Conventional Large Lot Single Family)

Scenario E - Only 35-50% of interior parcels of blocks
redevelop as higher multi-story buildings

• Four scenarios of
bundled strategies;
• Four scenarios of
bundled strategies;

• Strategic to
increase in transit use
were included in both short- and
long-term strategy scenarios. Examples include
free transfer, new routes, and bus signal
delays
• Plans for
redevelopment areas identified; overall
distribution of jobs and households by TAZ
remains the same, but different redevelopment
assumption result in different intensity of land uses

Regional
Transportation
Forecast
General (PLAN PTPA 94, Etc.

Three scenarios
Regional forecast totals
(population, housing, and job)

Metropolitan
Transportation Plan
(MTP) financially
constrained transportation budget

Five scenarios
Two include stronger economic
growth and financial resources,
and higher housing growth to meet
projected demand

Priority Conservation
Areas remain
undevoloped for farm

Seven scenarios
Fixed population,
housing, and employment in region

Four scenarios of
bundled strategies;
strategies were individually
evaluated, then bundled for
scenario testing

Environmental Constraints: Hard Constraints
(Non-buildable: N1/Parks and Military Based)

Environmental Constraints: Soft Constraints
Limited Development Potential: Slopes between
15%-25%+, FEMA Flood Zones, Open Space
corridors/flood control features, Areas for Habitat
Conservation, Key Agricultural Lands, i.e. Williamson Act and Others)

Sacramento Area
Council of Govts (SACOG)

Sacramento Area
Council of Govts (SACOG)

MTC/ABAG 2040
RTFPSSC(Bay Area)

Denver Regional
Council of Govts (DRCOG)

Metro
Washington
COG

San Diego
Foundation - Our Greater San
Diego Vision Effort

2
Smart Growth Concept Map
January 27, 2012

Smart Growth Areas
- Existing/Planned Potential
  - Metropolitan Center
  - Urban Center
  - Trans Center
  - Community Center
  - Rural Village
  - Special Use Center
  - Mixed Use Transit Corridor

2050 RTP Transit Network
- Coaster
- Light Rail Transit (LRT)
- Express LRT
- Bus Rapid Transit (BRT)
- Peak BRT
- Rapid Bus
- Shuttle/Streetcar
- High Frequency Local Bus

Conserved or Proposed Habitat Lands
Existing Major Employment Areas
Urban Area Transit Strategy Boundary
A. SUMMARY

“Transportation impacts more than just how Americans get from place to place. It influences physical activity, accessibility to goods and services, air pollution, greenhouse gases, stress levels, family budgets, and our amount of leisure time, as well as a host of other lifestyle and health variables...While transportation may not immediately be thought of as a key determinant of health, transportation policies and accompanying land use patterns have far-reaching implications for our risk of disease and injury”¹ – Robert Wood Johnson Foundation’s Center to Prevent Childhood Obesity Working Group

Evidence suggests that land use and transportation planning and policy have a direct impact on public health. Studies have consistently shown that people who live in compact, mixed-use, and walkable communities are less likely to be obese and hypertensive compared to people who live in auto-centric communities². Research has also established a clear connection between these built environment characteristics and chronic diseases, such as heart disease, diabetes, cancer, and asthma.

Chronic diseases now account for seven out of every ten deaths in the US³. The focus of public health practitioners has therefore shifted away from infectious diseases of the 20th century, which have generally been contained. In addition, both urban planners and public health practitioners are becoming increasingly aware of the need to reduce the incidence of traffic injuries (involving pedestrians and bicyclists) and health disparities (difference in health outcomes between people of different ethnicities, education attainment, and/or income levels).

As SANDAG develops regional policies and programs to guide transportation infrastructure investments over the next four decades, an understanding of public health benefits and impacts of those decisions will support the agency’s efforts to creating a safe, viable, and efficient transportation system for the San Diego region. The investments, in turn should support improved public health outcomes. This paper is the first step in defining the most effective approaches for achieving those objectives.

The paper includes the following sections: a brief history of public health and urban planning; the rationale for the link between health outcomes and the built environment; a description of what other regions have done; a list of current efforts in the San Diego region; and preliminary recommendations for consideration in San Diego Forward: The Regional Plan. These initial recommendations will eventually serve as the basis for developing goals, policies, and actions for the regional plan.

B. HISTORY OF PUBLIC HEALTH AND URBAN PLANNING

Modern urban planning grew out of concerns for public health in early 20th century cities where people lived next to farm animals, butcher shops, and heavy industries. In response to frequent
outbreaks of contagious diseases such as tuberculosis and cholera, planners and health advocates established zoning regulations to separate uses and activities such as tanneries and butcher shops that were considered incompatible with residential neighborhoods. But shops, restaurants and schools remained integrated in the neighborhood, and people could still live relatively close to where they worked.

After World War II, many factors including a growing population, rising standards of living, increasing popularity of the private automobile as the primary mode of transportation, and federal policies that encouraged homeownership led to a housing boom in the outskirts of existing cities. The construction of the national highway system further fueled a more dispersed land development pattern with employment and other uses leaving the inner cities as well. Single-family suburban homes on large lots with a white picket fence became the ‘American Dream’ and a reality for many middle-class families.

While highways provided convenient access to the suburbs, many of them cut through inner cities, separating and isolating many traditional neighborhoods. Lack of infrastructure investment and a declining population base convinced many families that suburban neighborhoods were safer and healthier, with cleaner air, lack of crime and blight, wide streets and new homes.

As a predominant model for urban development, the walkable, compact, mixed-use neighborhoods, built on a grid street pattern with public facilities such as a school or a park at its core were being replaced by the automobile-oriented suburbs, connected to consolidated retail and employment centers or public facilities by parkways or arterial streets with fast-moving traffic. Today, many people in the United States live in such neighborhoods.

Traffic patterns are in line with this trend. Between 1977 and 1995, people who walked to their destination declined by more than 42 percent while those driving increased by about 90 percent. From 1969 to 2001, the number of children who walked or bicycled to school decreased by 68 percent. Concerns about traffic and safety were cited as the key reasons why parents preferred to drive their children to school. Ironically, between 20 to 30 percent of the morning commute-time traffic is generated by parents driving their children to school.

C. WHY PUBLIC HEALTH MATTERS

As described in the previous section, chronic disease rates among adults and children have reached epidemic levels. According to the US Centers for Disease Control and Prevention (CDC), the percentage of the population in California that is obese increased from less than ten percent in 1985 to nearly 25 percent in 2008. The San Diego County Health and Human Services Agency reports that in 2007, 33 percent of county residents were overweight and nearly 22 percent were obese. Childhood obesity in the country has more than tripled in the last 30 years. In the San Diego region, over one-quarter of all children are obese. As with the adults, poor nutrition and a lack of physical activity are cited as the primary causes.

In addition to chronic diseases, traffic fatalities have also become a major public health issue. In 2008, there were over 37,000 traffic-related fatalities in the United States. Despite improvements in vehicle safety such as seat belts and air bags, roadway design changes, and reductions in drunk driving, the per capita traffic fatality rate has changed very little since 1960, in part because of the
continuing increase in total vehicle miles travelled (VMT). In fact, there is a strong relationship between VMT and per capita traffic fatalities.\textsuperscript{13}

In the San Diego region, between 250 and 300 people die in crashes on the roadway every year. Of these, approximately 50 to 60 are pedestrians.\textsuperscript{14} Bicyclists and pedestrians combined represent nearly one-quarter of all fatalities while they account for only 3 percent of trips in the region. This disparity has added significance since safety is a primary concern for people when they choose a mode of travel, especially for children travelling to school.\textsuperscript{15,16}

While the region’s air quality has improved, the health impacts of transportation-related pollutants remain a concern. Internal combustion engines in vehicles emit a number of air-born pollutants, which are regulated by state and federal air quality standards to protect public health and safety. The San Diego region has met the federal standards for carbon monoxide, nitrogen dioxide, particulate matter, sulfur dioxide, and lead, and attained the federal 1997 Eight-Hour Ozone standard in 2011, however it has not met the more stringent federal 2008 Eight-Hour Ozone Standard. The San Diego region is a non-attainment area for the state ozone and particulate matter standards. According to the California Air Resources Board (CARB) attaining the California standards for particulate matter and ozone would prevent about 28 premature deaths annually in the San Diego region.\textsuperscript{17}

Poor health outcomes can have a significant cost burden on society. The CDC estimates that in 2008, obesity-related medical care costs were estimated to be as high as $147 billion. In 2006, obese people spent $1,400 more in medical care costs compared to people with normal weight. The California Center for Public Health Advocacy estimated that in 2006 the total annual cost to California from an overweight, obese, and physically inactive population was $41.2 billion. The estimated cost for the San Diego region was $3 billion\textsuperscript{18}.

D. HOW THE BUILT ENVIRONMENT AFFECTS HEALTH

“People’s health cannot be separated from the environment in which they live. A toxic mixture of conditions such as poverty, pollution, poor education, substandard housing, a shortage of grocery stores, cheap fast food, violence, unemployment, and racism combine to make people sick” – Life & Death from Unnatural Causes: Health & Social Inequity in Alameda County, Health Inequities Report 2008, Alameda County Public Health Department, California

As discussed before, land use patterns in most communities today make driving a necessity, and discourage walking and bicycling. A decrease in walking and bicycling results in a decrease in daily physically activity, which is attributed as a critical factor in the rising obesity epidemic across the US, especially among children. In light of growing evidence that links land use patterns and transportation infrastructure with public health outcomes\textsuperscript{19}, urban planners and public health practitioners have begun collaborating to develop strategies that improve community health and wellness through the design of the built environment. Some of these strategies are described below.\textsuperscript{20}

Active Transportation and Public Transit

Streets that are designed for the safety of multiple users—including pedestrians of all ages, bicyclists, people with disabilities, buses and cars—reduce the risk of pedestrian and bicycle
injuries. Walking or biking to school, work, daily errands and public transit helps people meet the Surgeon General’s recommendation of at least 30 minutes of physical activity per day. Physical activity includes moderate-intensity exercise, which varies between individuals depending on fitness level, such as walking and jogging.

Using public transit and active transportation options such as walking and biking reduces vehicle miles traveled, vehicle emissions, respiratory disease, hypertension from exposure to high decibels of noise as well as exposure to environmental contamination due to fuel and oil spills. Proximity to transit is also associated with improved access to social, medical, employment and recreational activities.

Access to Parks and Recreation

Residents with convenient access to parks are more likely to utilize them for recreation and physical activity. Quality recreational facilities and programs can also increase physical activity. The health benefits of physical activity include a reduced risk of premature mortality, coronary heart disease, hypertension, stroke, some cancers and diabetes mellitus. Regular participation in physical activity can also reduce depression and anxiety, improve mood and enhance ability to perform daily tasks throughout the life span. Contact and exposure to open spaces can also reduce stress, improve mental health and facilitate recovery from illness.

Neighborhood Completeness

Neighborhood completeness refers to the ability of residents to walk easily to all of the goods and services needed in daily life. A complete neighborhood encourages walking and bicycling because goods are nearby, and helps contribute to neighborhood safety by ensuring that many pedestrians are on the street throughout the day, helping to keep eyes on the street. Complete neighborhoods also reduce residents’ reliance on cars, with fewer automobile trips required. This in turn leads to reduced air and noise pollution as well as risk of collisions and injuries.

The availability of primary medical care has a role in preserving good health and preventing morbidity and hospitalizations from chronic and communicable diseases, including asthma and diabetes. Ensuring that medical services are accessible and located throughout the neighborhood affects each resident’s ability to meet their medical needs and the needs of their families in a timely fashion. The availability of medical services throughout the community can also reduce vehicle trips with benefits to air quality, community noise and injuries.

Access to Affordable Housing

In a healthy community, residents have access to safe and affordable housing. The lack of adequate affordable housing may force families to seek substandard forms of shelter, compromising their health and well-being. This can result in overcrowding, overpayment, and longer work commutes, affecting both physical and emotional health.

Residents of substandard housing are at increased risk for fire, electrical injuries, lead poisoning, rodent infestation, mold, childhood asthma, and other illnesses and injuries. Overcrowded housing conditions can contribute to higher mortality rates, infectious disease, inhibited childhood development, and stress. Excessive rent or housing cost burdens contribute to emotional stress,
hunger, and overcrowding. Conversely, lower housing costs result in more disposable income for essential non-housing needs, allowing a more balanced lifestyle.

**Environmental Quality**

Studies have found consistent associations between living in proximity to a busy roadway and respiratory disease symptoms, including asthma and poor lung function. Diesel particulate matter from truck and train engine exhaust has acute short-term impacts and disproportionate effects on the elderly, children, and people with illnesses or others who are sensitive to air pollutants. Health risks increase with closer proximity to roadways with high-volume traffic. Truck routes on local streets contribute to traffic congestion, which may lead to unsafe conditions for pedestrians and bicyclists.

Traffic also is a significant source of environmental noise. Chronic noise exposure can result in sleep disturbance, cognitive impairment in children and adults, adult hypertension and stress hormone activation. With the exception of low emissions and natural gas-powered vehicles, traffic contributes directly to air pollution and greenhouse gas emissions. These emissions and other air pollutants, including ozone and particulate matter, are risk factors for cardiovascular mortality and respiratory disease and illness.

Speeding vehicles can also endanger pedestrians and bicyclists, posing additional safety concerns in neighborhoods. In addition, tree canopy coverage in the neighborhood can provide multiple benefits. Trees capture air pollution, reduce carbon dioxide and increase oxygen levels. Trees close to traffic have been found to absorb nine times more pollutants than distant trees. In addition to the numerous environmental benefits, trees in urban areas also provide social benefits. Street trees have shown to have a calming effect on traffic, causing motorists to slow down. Urban trees can facilitate stress reduction and better mental health.

Global climate change and changing weather patterns also have a range of direct and indirect impacts on public health. Extreme temperature fluctuations can lead to deaths from heat strokes and higher temperatures can lead to higher counts of pollen and other aeroallergens that affect an estimated 300 million people with allergies around the world.

**Access to Healthy Food**

The presence of a grocery store or food market in a neighborhood correlates with higher fruit and vegetable consumption, reduces the prevalence of overweight and obesity and reduces the incidence of hunger and malnutrition.

Farmers’ markets can provide another source of fresh, locally produced fruits, vegetables and other food products. This in turn may help residents meet the recommended daily servings of healthy foods such as fruits and vegetables. Healthy food is generally low in fat and saturated fat, contains limited amounts of cholesterol and sodium, and provides natural vitamins. Farmers’ markets may be particularly important in areas poorly served by full-service grocery stores.

Community gardens can also provide a source of fresh fruits and vegetables for users, increase physical activity and provide opportunities for social interaction and cohesion. Locally produced food helps attain other benefits, such as sustaining the local economy and reducing long-distance
shipping, thereby decreasing vehicle emissions, which are associated with chronic diseases and global climate change.

Neighborhood studies demonstrate that where there are high numbers of fast food restaurants compared to grocery stores, there are also higher rates of diabetes, cardiovascular disease and cancer. Increasing the number of full-service grocery stores relative to fast food restaurants in neighborhoods can help to combat these health conditions.

**Access to Regional Food Systems**

The development of regional food systems, or food hubs, supports locally grown and healthy food. Regional Food Hubs are defined as “integrated food distribution systems that address agricultural production and the aggregation, storage, processing, distribution, and marketing of locally or regionally-produced food products.” Local food hubs have shown to reduce the redundancy inherent in small-scale food systems by providing a platform for producers to collectively meet consumer demand within a region, primarily, prior to the product entering the global market. Presently, San Diego County lacks its own Regional Food Hub while the Los Angeles terminal market acts as a proxy wholesale distribution center while the Santa Monica farmers’ market as a proxy local food hub, where fresh fruit and vegetable growers and distributors from the San Diego region regularly exchange products.

A San Diego Regional Food Hub could dramatically reduce the redundant transportation miles that are accrued by the producers and distributors alike. Regionalized food hubs facilitate higher economic impact of consumer dollars within the local economy, increased economic viability of small and mid-scale producers, improved community food security, decreased reliance on imported foreign goods, and decreased food miles and correlating greenhouse gas emissions.

**Public Safety**

Environmental design affects social interactions, which in turn may affect violence. Violence has a negative effect on the physical and mental health of victims and their families, friends and neighbors. It also negatively impacts the social and economic well-being of the neighborhood, influencing business investment, job and housing security, educational attainment, resident participation in community development and community integration. When neighborhoods are well designed, the resulting social cohesion contributes to lower crime and violence and therefore better health outcomes.

Environmental design factors associated with levels of perceived and actual neighborhood safety include sidewalk cleanliness and width, street design for pedestrian safety and speed control, street lighting, number of liquor stores, degree of community isolation, and access to services and housing for low-income persons. Other factors include presence of drugs or gangs, police presence, availability of weapons, employment and access to community activities for families and youth.
Table 1: How the Built Environment Affects Public Health

<table>
<thead>
<tr>
<th>Built Environment Strategies</th>
<th>Policy Considerations</th>
<th>Community Health Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to Active Transportation and Public Transit</td>
<td>Complete streets; pedestrian- and bicycle-friendly neighborhoods; regional and local bicycle routes; safe routes to school and other destinations; traffic calming on neighborhood streets; and safe and convenient public transit within walking distance of homes/work.</td>
<td>Increased physical activity; lower risk of injury; reduced air and noise pollution; lower greenhouse gas emissions; improved neighborhood safety; and greater social cohesion.</td>
</tr>
<tr>
<td>Access to Parks and Recreation</td>
<td>Parks, recreation and trails within walking distance of homes/work; and joint use facilities (with school districts and other public agencies).</td>
<td>Increased physical activity; improved mental health; improved neighborhood safety; and greater social cohesion.</td>
</tr>
<tr>
<td>Neighborhood Completeness</td>
<td>Neighborhood-serving retail and public amenities within walking distance of homes; and retrofit of underutilized retail centers or corridors into mixed-use development.</td>
<td>Increased physical activity; lower risk of injury; reduced air and noise pollution; lower greenhouse gas emissions; improved neighborhood safety; and greater social cohesion.</td>
</tr>
<tr>
<td>Environmental Quality</td>
<td>Restriction on the location of sensitive uses (such as parks and childcare centers) close to major sources of pollution (such as highways); remediation of contaminated sites; habitat and open space (including canyons in urban areas) preservation; and urban forests/greenery.</td>
<td>Reduced risk of respiratory diseases; reduced exposure to toxic substances; and improved mental health.</td>
</tr>
<tr>
<td>Access to Healthy Food</td>
<td>Grocery stores and food markets in all neighborhoods; community gardens, farmer’s markets, and edible schoolyards; healthy school lunches; restrictions on concentration of fast food restaurants; and food stamp enrollment.</td>
<td>Improved nutrition; increased physical activity; and reduced incidence of hunger.</td>
</tr>
<tr>
<td>Access to Regional Food Systems</td>
<td>Regional Food Hub within San Diego County</td>
<td>Increased food security; and lower greenhouse gas emissions</td>
</tr>
<tr>
<td>Public Safety</td>
<td>Crime prevention through environmental design; street lighting; restrictions on concentration of liquor stores; traffic enforcement; and code enforcement.</td>
<td>Improved neighborhood safety; greater social cohesion; improved mental health; and lower risk of injury.</td>
</tr>
</tbody>
</table>

E. EXISTING REGIONAL AND LOCAL EFFORTS

A number of existing policies, programs at the regional and local level support planning and implementation for healthy communities in the San Diego region. These are described below.

Regional Plans and Programs

San Diego Forward: The Regional Plan

In May 2012, the SANDAG Board of Directors approved merging the RCP update with the next RTP/SCS. This new plan, San Diego Forward: The Regional Plan, will combine the update of these two major planning efforts giving citizens a single, easily accessible document that includes an
overall vision for the San Diego region and an implementation program to make that vision a reality. In addition, the consolidation will enhance public participation opportunities, as well as save staff time and resources.

Regional Comprehensive Plan (RCP)

Adopted in July 2004 by SANDAG, the RCP provides a blueprint for managing the region's growth while preserving natural resources and limiting urban sprawl in the San Diego region. A key component of the RCP is the smart growth strategy that promotes compact, mixed-use development in communities that provide a variety of transportation choices. SANDAG supports smart growth development through a variety of planning and transportation funding programs.

From the 2004 RCP: Healthy communities are a matter of effective land use distribution, good design, and responsible management of the urban environment. The Centers for Disease Control and Prevention has identified community design as a major contributor to the threefold increase in obesity in the United States over the last 20 years. Healthy communities address this issue by supporting an active lifestyle through zoning that puts commercial and community services within walking and bicycling distances of most residents, and by providing safe, attractive places to walk or ride a bike. Designing for healthy communities also means separating incompatible land uses and providing transition zones and buffers between urban, industrial, and rural lands.

Goal: Create safe, healthy, walkable, and vibrant communities that are designed and built to be accessible to people of all abilities

Action: Avoid and mitigate incompatible land uses, for example, by establishing buffers or transition zones between housing and industrial uses or major transportation corridors that could pose health risks while encouraging a mix of uses that supports healthy communities such as grocery, community services, office and housing uses.

2050 Regional Transportation Plan/Sustainable Community Strategy (2050 RTP/SCS)

Adopted in October 2010 by SANDAG, the 2050 RTP/SCS is a blueprint for improving mobility in the San Diego region. This long-range plan includes policies, strategies and investments to maintain, manage, and improve the region’s transportation system. The development of San Diego Forward: the Regional Plan will update both the 2050 RTP/SCS and the RCP.

Goal: Increase the use of transit, ridesharing, walking and biking in major corridors and communities

Action: Continue to collaborate with the region’s public health professionals to enhance how public health issues are addressed in regional planning, programming, and project development activities.

SANDAG crafted a new vision for public transit as part of the 2050 RTP/SCS through the preparation of the Urban Area Transit Strategy. The goals of the transit strategy were twofold: first, maximize transit ridership in the greater urbanized area of the region; and second, test the role of the transit network to reduce vehicle miles traveled and greenhouse gas emissions. The second goal helps SANDAG comply with Senate Bill 375. The 2050 RTP/SCS also includes a Climate Action Strategy, Regional Energy Strategy, Regional Bicycle Plan, and high-speed rail planning.
When land use and transportation are better integrated into the design of communities, there are more opportunities for the development of a variety of modes of travel including light rail, buses, biking and walking. Co-benefits include reduced VMT, reduced GHG emissions, fuel cost savings, reduced air pollution, decreased obesity, and increased public health through more active transportation.

TransNet Ordinance

TransNet is the half-cent sales tax for local transportation projects that was first approved by voters in 1988, and then extended in 2004 for another 40 years beginning in 2008. Administered by SANDAG, the program has been instrumental in expanding the region’s transportation system, reducing traffic congestion, and bringing critical transportation programs to life. During the 60-year life of the program, more than $17 billion will be generated and distributed among highway, transit, and local road projects in approximately equal thirds.

The TransNet extension ordinance approved in 2004 dedicated two percent of revenues to the Smart Growth Incentive Program, and two percent of revenues to the Bicycle, Pedestrian, Neighborhood Safety and Traffic Calming Program. These grant programs allow for the planning and construction of street improvements along local corridors and intersections, such as sidewalks, crosswalks, streetscape enhancements, and other pedestrian upgrades, traffic calming, and safety measures. The Smart Growth Incentive Program emphasizes support of compact, mixed-use development, and providing more housing and transportation choices.

Board Policy 31, Rule 21, provides guidance on section 4(E)(3) in the TransNet Ordinance and Expenditure Plan Rules, which requires reasonable accommodation of bicyclists and pedestrians in all TransNet-funded projects. The guidelines address all aspects of the program, including highways, public transit, and local roads.

Since taking effect in 2008, the TransNet extension has distributed $215.6 million to the region’s 18 cities and the County of San Diego to fix, maintain, and expand local streets. As with the original TransNet, the extension program distributes local road revenue yearly to each jurisdiction using a formula based on population and road miles.

To date, the TransNet Smart Growth Incentive Program also has committed $15.6 million to municipalities. These grants support compact, transit-oriented development. In addition, $15.3 million from the TransNet Bicycle, Pedestrian, and Neighborhood Safety Program have been dedicated to improvements. In 2011, these funds paid for pedestrian facilities, such as crossings and sidewalk improvements, in the Cities of Vista, La Mesa, and Chula Vista. The program also has paid for the construction of a new segment of the Bayshore Bikeway in Chula Vista and a bicycle-pedestrian bridge over Rose Creek in Mission Bay.

Active Transportation Implementation Strategy Framework

On October 28, 2011, the Board of Directors made an unprecedented commitment to Active Transportation with the adoption of the 2050 RTP/SCS. The final action by the Board calls for planning for a broad Active Transportation Program, including Safe Routes to School and Safe Routes to Transit, within two years of the 2050 RTP/SCS adoption. Staff has begun identifying a proposed framework for this Implementation Strategy, which incorporates Safe Routes to School,
Safe Routes to Transit, the Regional Bike Plan, and other related active transportation efforts at SANDAG. This work will both inform and address active transportation in San Diego Forward: The Regional Plan.

iCommute Transportation Demand Management (TDM) Program

The goal of the iCommute program is to manage and reduce traffic congestion during peak-times, as well as reduce greenhouse gas emissions and other environmental pollutants that result from commuters driving to work each day alone. iCommute plays a vital role in promoting active transportation through employer incentive programs, bicycle programs such as Bike to Work Day, and marketing and outreach efforts such as the Walk, Ride and Roll to School Campaign in 22 schools across the region.

San Diego Regional Bicycle Plan

The Regional Bike Plan, adopted in May 2010, establishes a network of regional bikeway corridors for intercommunity bicycle travel and proposes a comprehensive set of programs to support bicycling in order to make the bicycle a practical means of transportation in the San Diego region.

Safe Routes to School Programs (SRTS)

At the local level, a number of jurisdictions have initiated comprehensive Safe Routes to School programs in order to encourage more walking and bicycling to school. For example, the City of Chula Vista is collaborating with education, public health and community partners on the Healthy Eating Active Communities (HEAC) campaign with the goal of improving access to healthy food and physical activity in schools and neighborhoods.

The Board of Directors approved a Regional Safe Routes to School Strategic Plan to guide future SANDAG involvement in promoting walking and bicycling to school as safe and attractive travel choices. The Strategic Plan is guiding work on an implementation program currently underway and funded through Healthy Works.

Public Health Elements for General Plans

A number of local jurisdictions in the San Diego region are currently in the process of developing public health components for their general plans. These include the cities of National City, Chula Vista, La Mesa, Vista and Encinitas. Both National City and Chula Vista have adopted their public health components.

San Diego County Childhood Obesity Initiative

In 2006, the County Board of Supervisors, launched the "Call to Action: Childhood Obesity Action Plan" for San Diego County. Representing a collaborative effort of numerous partners and stakeholders, the Action Plan paved the way for the funding and formation of the San Diego County Childhood Obesity Initiative (COI), which serves to engage partners and assure the effective implementation of the strategies outlined in the Call to Action.

The Initiative, coordinated by Community Health Improvement Partners (CHIP), is a public/private partnership whose mission is to reduce and prevent childhood obesity in San Diego County by
creating healthy environments for all children and families through advocacy, education, policy development and environmental change. COI consists of 7 domains including: Government, Healthcare, Schools and After-School, Early Childhood, Community, Media, and Business. The Government domain component addresses health in the built environment.41

Building Better Health

On July 13, 2010, the Board of Supervisors adopted the County's Health Strategy Agenda: Building Better Health, which serves as a blueprint for improving community health and quality of life over the next decade. With input from staff, advisory boards, partners and community stakeholders, Building Better Health has created a framework embracing four main themes: building a better service delivery system; supporting healthy choices; pursuing policy and environmental changes; and changing the culture from within the organization to support positive health outcomes.

Building Better Health will transform the way the County does business through prevention efforts that reflect systems change, incorporate strategies that address the social determinants of health, and advance changes to the built environment. A key component in this effort is the Communities Putting Prevention to Work program, described below.

Healthy Works Project

In March 2010, the County of San Diego Health and Human Services Agency (HHSA) received $16.1 million from the federal Centers for Disease Control and Prevention through the American Recovery and Reinvestment Act (ARRA) for the Healthy Works project. The overarching goal of the program is to expand the use of evidence-based, community-wide strategies that focus on environmental, systems and policy changes, resulting in increased levels of physical activity, improved nutrition and decreased prevalence of overweight and obesity.

The goals and objectives of Healthy Works are being achieved through partnerships between HHSA, community partners and contracted agencies including University of California San Diego, San Diego County Office of Education, San Diego State University, Community Health Improvement Partners and SANDAG. In particular, HHSA has partnered with SANDAG to implement six CPPW interventions that focus on integrating public health principles in local and regional planning, encouraging active transportation, and promoting Safe Routes to School.

G. CONCLUSIONS

In a walkable neighborhood, most daily goods and services including parks, schools, transit stops, grocery stores or food markets, medical services, and other local-serving retail, are located within a walking or bicycling distance from homes. These activities are connected with safe and accessible paths and routes that provide multiple opportunities for community members to walk to their destinations. Walkable neighborhoods also experience a relatively smaller number and shorter length of car trips on local streets, leading to lower emissions and reduced risk of injury. As people walk to local destinations, they provide more “eyes on the street,” improving safety through “natural surveillance.”

Reduced traffic volumes on local streets in these neighborhoods provide opportunities to redistribute or balance the street rights-of-way and parking areas to accommodate pedestrian and bicycle infrastructure and amenities, and even add green space in the form of play lots and public
plazas. By providing greater access to a range of uses and activities, increasing opportunities for daily physical activity, reducing emissions, lowering the risk of injury, and enhancing social cohesion and interaction with neighbors, walkable neighborhoods promote better physical and mental health, cleaner environment, and a better quality of life.

The relationship between air quality and public health has been understood for some time. However, only recently have urban planners and public health professionals come to understand the extent to which our transportation system, land use patterns, and community design play a role in determining health outcomes in our communities.

San Diego Forward: The Regional Plan provides an opportunity to consider public health in ways that has not been done previously.
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Public Health Policy Considerations for San Diego Forward: The Regional Plan

April 11th, 2013 Regional Planning Technical Working Group Meeting

Healthy Works Phase I

Communities Putting Prevention to Work (CPPW)
Contract: March 2010-March 2012

• Public Participation
  – Established Public Health Stakeholders Group

• SANDAG Initiatives
  – Healthy Communities Campaign
  – Health Impact & Assessment (HIA)
  – Regional Comprehensive Planning Policies
  – Safe Routes to School Implementation
  – Active Commuter Transportation Campaign
  – Regional Bike Plan Implementation
Healthy Works Phase II

Community Transformation Grant Program (CTG)
Contract July 2012-Sept 2016
• Public Health Policies for the Regional Plan
• Health Benefits and Impacts Analysis Program
• Regional Complete Streets Policy
• Regional Safe Routes to School Strategic Plan Implementation

Potential Regional Plan Public Health Policies

• Urban Form
• Mobility
• Housing
• Environment
• Economic Development
• Social Equity & Environmental Justice
• Public Facilities
• Public Safety
• Healthy Foods
• Other?
Possible Implementation Actions

- Partnerships & Collaboration
- Monitoring and Tracking Progress
- Organizational & Institutional Support
- Tools, Technical Assistance & Incentives

Policy Questions:

- Are there other Public Health topics that should be considered in the Regional Plan?
- What transportation project evaluation criteria and transportation network performance metrics could address public health?
sandag.org/SanDiegoForward
FREIGHT STAKEHOLDERS WORKING GROUP UPDATE
Regional Planning Technical Working Group Meeting April 11, 2013

Freight Stakeholders Working Group

- Kick off January 30, 2013
- Government, industry, community representatives
- TWG Representatives
  - Brad Raulston, City of National City
  - Manjeet Ranu, City of El Cajon (alternate)
Freight Planning Studies

- Goods Movement section of *San Diego Forward: The Regional Plan*
- Freight Gateway Study Update
- Analysis of Freeway Operational Strategies Related to the Use of Managed Lanes by Trucks

Goods Movement Strategy

- Current network and planned improvements
- Menu of projects balance freight network needs with sustainability objectives
- The goods movement portion of unconstrained network will consist of:
  - Road and truckway projects
  - Maritime
  - Rail
  - Border
  - Air cargo
  - Intermodal centers
  - Pipeline related projects
Schedule

• Vision, Goals and Policy Objectives – May 2013
• Unconstrained Network – July 2013
  – *Development of unconstrained goods movement project list*
• Evaluation Criteria & Cost Estimates – October 2013
  – *Evaluation criteria and cost estimate for goods movement projects*
• Network Performance Measures – December 2013

Schedule (cont.)

• Alternative Land Use & Transportation Scenario research – February 2014
• Revenue Projections – March 2014
  – *Revenue projections relating to goods movement funding*
• Policy White Papers – March 2014
  – *Possible white paper focusing on transportation, including goods movement*
• Transportation Scenarios – July 2014
• Preferred Transportation Scenario – September 2014
• Release Draft Plan and EIR – March 2015
• Final Plan - July 2015
**Freight Gateway Study Update**

- Completed in 2010
- Forecast of freight traffic in San Diego and Imperial Counties through 2050
- Provides timely freight flow information to better plan and manage sustainable freight network
- Update to refresh baseline estimates (from 2007 to 2012) and refresh forecast estimates (2035 and 2050)
- Procurement process underway
- Building SANDAG capacity to conduct future updates
- Target completion late 2013 or early 2014

**Analysis of Freeway Operational Strategies Related to Use of ML by Trucks**

- Identify and analyze strategies for accommodating and managing trucks on the region’s freeways
- Study objectives:
  - conduct broad feasibility analysis
  - Summarize truck data and data gaps
  - Recommendations for future studies regarding promising strategies
Project Study Team and Stakeholders

- Project Study Team:
  - SANDAG
  - Caltrans
  - FHWA
  - Port of San Diego
  - Truck Operators
  - Consultant Team: IBI Group, CH2MHIll, Cheval Research

- Freight Stakeholder Working Group

Study Deliverables Completed

- Literature Review
  - Regulatory framework
  - Case studies
  - Relevant studies

- Issue Identification Memo
  - Planning, policy, safety, operational, user acceptance, engineering, and cost/funding issues

- Strategies
  - List of seven broad truck management strategies
List of Truck Management Strategies

- Potential strategies represent a rough hierarchy, ranging from simple to more complex

**Simple**
- Demand-Side (Change Travel Patterns)
- Trucks and Autos Mixed
- Near-Term (1-10 years)
- Addresses light-moderate safety & congestion conditions

**Complex**
- Supply-Side (Change Infrastructure)
- Trucks and Autos Separated
- Long-Term (20+ years)
- Addresses more extreme safety & congestion conditions

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Truck Management Strategies List

1. Base-case scenario (do nothing) –
   - consider future goods mobility with no new actions taken to address truck mobility

2. Traffic organizational strategies at freight gateways & distribution hubs
   - coordinated communication to optimize truck traffic flow at bottlenecks and key locations (e.g. variable message signs, radio announcements, etc.)
Truck Management Strategies List

3. Travel Demand Management Strategies to be Developed with Truckers and Shippers/ Receivers
   - facilitate the shifting of trucks to off-peak travel times, based on pricing incentives and fees

4. Trucks on the planned network of HOV/HOT managed lanes (restricted access)
   - allow restricted access (e.g. off-peak periods, off-peak directions, assigned to certain lanes)

5. Designated truck lanes
   - construction of new lanes on an existing facility – e.g. truck by-pass lanes, routes, or climbing lanes

6. Separate dedicated truck-only facilities
   - Truck exclusive facility connecting to gateways or hubs
7. Intelligent Transportation System (ITS)/Active Traffic Management (ATM) and lane assignment

- uses technologies (both external and in-vehicle) to improve truck mobility and safety; focus on enhancing operational flexibility of freeway

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**Study Summary**

- First step in exploring truck management strategies in the region
- Background and exploratory research needed
- Future studies may take closer look at promising alternatives identified through this research
March 26, 2013

Mr. Muggs Stoll,
Director Land Use Planning
SANDAG
401 B St. Ste. 700
San Diego, CA 92101

RE: Regional Plan Recommendations

Dear Mr. Stoll:

Move San Diego appreciates the opportunity to have met with you and several of your senior SANDAG colleagues in fall 2012 in preparation for the integrated Regional Plan update.

With this letter, we would like to amend our previous recommendations regarding processes and suggested outcomes for this important planning process – retaining all previous recommendations, and expanding in two areas.

Overview: The combined Regional Plan provides an excellent framework to preserve and expand San Diego’s Quality of Life, which we define as including:

(1) Economic prosperity
(2) Complete neighborhoods
(3) Environmental quality and sustainability

We believe the following six recommendations would improve both the community engagement process, by providing an in depth understanding of the implications of options and choices of regional decision making, and the ultimate value of the Regional Plan (RP) to guiding improvement in our economy, our neighborhoods and our environment.

(1) HEALTH AS CORE VALUE: We support the existing Regional Comprehensive Plan values, and the connections between Land Use and Transportation. As the Board looks to create new Goals and Objectives in the integrated Regional Plan, the addition of improved public Health as a goal is supported by Move San Diego and its partners. Building on the millions of dollars invested by the federal government in the County and SANDAG to better connect transportation and the built environment with health people and healthy communities, this would be an appropriate direction for the Regional Plan Goals.

(2) PLANNING-NEW OPEN SOURCE MODELING: Our priorities for a transparent Regional Plan process include full modeling that illustrates for the public options for land use scenarios and development feasibility, and additionally incorporates the timing of decisions for public investments that support regional goals of economic prosperity, environmental stewardship and quality of life. We believe this goal will be addressed by SANDAG during the
next year as your work plan calls for:

- *Finalize Prior Planning Commitments*
- *Alternative Land Use and Transportation scenarios and GHG Emission Target Setting*
- *Conduct public workshops including visualizations for select scenarios*

We believe the new models, PECAS and ABM, and the new Urban Footprint Tool, will help make the process more transparent. We look forward to learning more about how RP Performance Measures will change as a result of the new model. It is clear SANDAG is willing to take a deep analytical look at the Smart Growth Opportunity Areas (SGOAs) in the TOD strategy, and evaluating if the proper Place Types are in use.

In the next few months, we look forward to the RP Land Use scenario planning and learning how employment centers and housing can “better fit” in SGOAs to reduce long term emissions from land use. The region’s ability to model land use should seek to inform local jurisdictions’ land use planning how to collectively create a more sustainable region by reducing emissions over time. A tremendous amount of work went into the San Diego Foundation’s Greater San Diego Vision project, whereby land use scenarios were developed around SANDAG’s Regional Transportation Plan. We ask that the public’s preferred scenario, Scenario C, is thoroughly examined by SANDAG in the RP process, as it reduces ghg approximately 3-4%.

(3) **PLANNING – LINKING REGIONAL GOALS TO NEIGHBORHOOD LAND-USE and INFRASTRUCTURE FUNDING PLANS:** It is our recommendation that the Regional Plan establish a more formal method for tying Regional Plan goals for housing, employment and environmental sustainability to updated and infrastructure-funded City General Plans, *neighborhood plans* for all 18 cities, the County, as well as school and other special districts. Such planning will recognize that shared facilities and services, independent of jurisdictional boundaries and traditional methods of service delivery, might more affordably support the full array of services that will best support sustainable and affordable growth.

(4) **INFRASTRUCTURE FUNDING – DESIGNATE AREAS READY FOR GROWTH AS A MEANS OF TARGETING FUNDING:** Given the large size of our County, and the designation of 200 planned and potential SGOAs, we ask that this update consider how to evaluate among these sites which are near, middle and long term growth targets. Such a readiness assessment will contribute in two important ways to successful “smart-growth:” First, it will enable designated infrastructure funding required for land-use intensification, while second, enabling transit system expansion to coincide and incentivize with smart growth, higher density communities.

Among considerations by which the 200 SGOAs could be analyzed under the TOD strategy:

- Transit station opportunities for community development, existing and planned;
- Market Potential: Existing SGOAs that have not yet lived up to their potential;
- Measureable reduction in vehicle miles traveled (VMT) and short and long-term mode shift from single occupancy vehicles
- Relevance to local jurisdictions Bike and Pedestrian Master Plans
- Other adopted public policies that designate areas or neighborhoods for affordable housing development, including, but not limited to the San Diego Housing Commission’s Transit Oriented Development Strategy
(5) INFRASTRUCTURE FUNDING – SOURCES OF REVENUE: Redirection of the Regional Quality of Life Initiative to become a cyclical (e.g. every four years), multi-jurisdictional opportunity to propose funding options for projects that enhance neighborhood and regional quality of life, including but not limited to new models for transportation (transit and TDM), public and quasi-public facilities, water (potable and non-potable reuse), open space and canyon preservation, species and habitat restoration, sustainable energy and other investments if approved by voters. Other municipalities, such as the cities of Phoenix, Arizona, and San Antonio, Texas use repeating, community infrastructure funding programs to accommodate residents’ desire for high quality of life.

(6) REGULATORY STREAMLINING: Achieving the sustainable in-fill growth goals of the bipartisan supported SB 375 requires additional project streamlining in our region. The generally successful example of downtown San Diego provides a valuable model for urban land-use that can be successfully transferred to other parts of our region. The lessons from downtown San Diego’s process to create a collection of vibrant neighborhoods supporting retail, housing, employment and civic purposes is scalable to our region. We recommend learning from its streamlined, 21st century development tools, to respond to the unique needs of our cities for livable, safe and healthy neighborhood centers with jobs throughout the San Diego region. The RP should lay the groundwork for application of similar reforms that benefit the County at large. We would suggest that the SANDAG Technical Working Group provide options for new streamlined regulatory strategies.

We are confident of SANDAG staff’s ability to develop a new plan that will result in improved regional planning for San Diego, and we are pleased to be able to help find ways to achieve smart growth and complete communities together. If you have any questions, Move San Diego Executive Director Elyse Lowe can be reached at (858) 204-6545 or by email at elowe@movesandiego.org to provide clarification. Thank you for considering our comments.

Elyse Lowe
Move San Diego Executive Director

Sincerely,

Elyse Lowe
Move San Diego Executive Director

Stephen M. Haase, AICP
Move San Diego Board Chairman

Andrew Poat
Move San Diego Policy Committee Chair