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AGENDA HIGHLIGHTS

• PROPOSED SANDAG EVALUATION CRITERIA FOR THE FY 2014-2015 CAP-AND-TRADE PROGRAM: AFFORDABLE HOUSING AND SUSTAINABLE COMMUNITIES PROGRAM

• SAN DIEGO FORWARD: THE REGIONAL PLAN: PUBLIC OUTREACH EFFORTS IN SUPPORT OF THE RELEASE OF THE DRAFT REGIONAL PLAN, ITS SUSTAINABLE COMMUNITIES STRATEGY, AND THE ASSOCIATED ENVIRONMENTAL IMPACT REPORT

PLEASE SILENCE ALL ELECTRONIC DEVICES DURING THE MEETING

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TRANSPORTATION COMMITTEE
Friday, March 6, 2015

ITEM NO. APPROVAL OF MEETING MINUTES
1. The Transportation Committee is asked to review and approve the minutes from its February 20, 2015, meeting.

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

CONSENT

+3. STATE ROUTE 125 AND INTERSTATE 15 STATUS UPDATES
(Steve Castillo and Scott Koblentz)

3A. STATE ROUTE 125 STATUS UPDATE
Staff will provide a status report on State Route 125 toll traffic and fiscal performance through the first half of FY 2015 as well as year-over-year comparative results.

3B. INTERSTATE 15 FasTrak® EXPRESS LANES STATUS UPDATE
Staff will provide a status report on Interstate 15 Express Lanes toll traffic and fiscal performance through the first half of FY 2015 as well as year-over-year comparative results.

REPORTS


The Transportation Committee is asked to recommend that the Board of Directors approve the quantitative criteria used in the TransNet Smart Growth Incentive Program for the evaluation of the full applications for the Affordable Housing and Sustainable Communities Program in the San Diego region.

APPROVE

INFORMATION

RECOMMEND
+5. REGIONAL TRANSIT ORIENTED DEVELOPMENT STRATEGY UPDATE (Susan Baldwin) INFORMATION

SANDAG is preparing a Regional Transit Oriented Development (TOD) Strategy to create and enhance communities and employment centers near transit. Staff will review the white papers that were discussed at the January 2015 Regional TOD Implementation Forum and request feedback from the Transportation Committee for consideration in the preparation of the draft Regional TOD Strategy, which will be an appendix of San Diego Forward: The Regional Plan.

+6. SAN DIEGO FORWARD: THE REGIONAL PLAN: PUBLIC OUTREACH EFFORTS IN SUPPORT OF THE RELEASE OF THE DRAFT REGIONAL PLAN, ITS SUSTAINABLE COMMUNITIES STRATEGY, AND THE ASSOCIATED ENVIRONMENTAL IMPACT REPORT (David Hicks) INFORMATION

In April, the Board of Directors will be asked to release a draft of San Diego Forward: The Regional Plan, its Sustainable Communities Strategy, and its Draft Air Quality Conformity Analysis, as well as the accompanying Draft Environmental Impact Report – all for public review and comment. Staff will present the proposed approach for public outreach.

7. REGIONAL BIKE NETWORK BRAND (Beth Robrahn and Elizabeth Cox) INFORMATION

SANDAG has developed a new brand for the San Diego Regional Bike Network to represent regional bikeway projects as well as programs and services designed to support and encourage more people to ride a bike for transportation. Staff will present the new brand and provide examples of its application.

8. CITY OF SAN DIEGO BIKESHARE: DECOBIKE (Brian Genovese, City of San Diego) INFORMATION

DECOBIKE is the City of San Diego’s new citywide bikeshare. It is operated as a partnership with the City of San Diego and DECOBIKE. Brian Genovese, San Diego Senior Traffic Engineer, will provide an overview of the program and usage since the program launched earlier this year.

9. CONTINUED PUBLIC COMMENTS

If the five speaker limit for public comments was exceeded at the beginning of this agenda, other public comments will be taken at this time. Subjects of previous agenda items may not again be addressed under public comment.

10. UPCOMING MEETINGS INFORMATION

The next meeting of the Transportation Committee is scheduled for March 20, 2015, at 9 a.m.

11. ADJOURNMENT

+ next to an agenda item indicates an attachment
TRANSPORTATION COMMITTEE DISCUSSION AND ACTIONS  
FEBRUARY 20, 2015

The meeting of the Transportation Committee was called to order by Chair Todd Gloria (City of San Diego) at 9:02 a.m. See the attached attendance sheet for Transportation Committee member attendance.

1. APPROVAL OF MEETING MINUTES

Action: Upon a motion by Mayor Mary Salas (South County) and a second by Mayor Mary Sessom (East County), the Transportation Committee approved the meeting minutes of February 6, 2015. Yes – Chair Gloria, Mayor Salas, Supervisor Ron Roberts (County of San Diego), Mayor Sessom, Chair Harry Mathis (Metropolitan Transit System [MTS]), Councilmember Lisa Shaffer (North County Coastal), Vice Chair Judy Ritter (North County Inland), and Vice Chair Rebecca Jones (North County Transit District [NCTD]). No - None. Abstain – None. Absent – San Diego County Regional Airport Authority (SDCRAA).

2. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

John Wotzka, member of the public, submitted written comments and spoke about various transportation matters.

Supervisor Roberts said the California Air Resources Board approved the first reading of a low carbon fuel standard (LCFS) on February 19, 2015. The LCFS will reduce carbon in gasoline. Supervisor Roberts also stated that the region will be able to sell credits for electric transportation systems, including light rail systems and future transportation systems.

MTS Chair Mathis announced the commissioning of San Diego’s second vintage trolley on Monday, March 2, 2015, at 11:30 a.m. The launch event will be held at the MTS 12th and Imperial Transit Station by the MTS Clock Tower.

Mayor Sessom made comments about alternative fuel permitting and said the SDCRAA discussed transportation network companies’ regulations at its meeting yesterday.

Lorraine Leighton, member of the public, spoke about concerns related to bus service and bus drivers.
CONSENT

3. RECOMMENDATIONS REGARDING RURAL FEDERAL SECTION 5310 PROGRAM APPLICATIONS (APPROVE)

The Transportation Committee was asked to approve Resolution No. 2015-16, endorsing the score for the one eligible Traditional Federal Transit Administration (FTA) Section 5310 Project; and to make a finding that the project and the one Expanded FTA Section 5310 Project are included in the adopted 2014-2018 Coordinated Public Transit and Human Services Transportation Plan and are consistent with the objectives of the 2050 Regional Transportation Plan and its Sustainable Communities Strategy.

4. FEDERAL FISCAL YEAR 2013/14 CONGESTION MITIGATION AND AIR QUALITY AND REGIONAL SURFACE TRANSPORTATION PROGRAM REPORT (INFORMATION)

This report provided year-end summary information for the Congestion Mitigation and Air Quality and Regional Surface Transportation Program federal funding programs. The report also provided information about the use of programming tools to facilitate the delivery of regional projects in Federal Fiscal Year 2013/14.

Action: Upon a motion by Mayor Sessom and a second by Vice Chair Ritter, the Transportation Committee approved Consent Item Nos. 3 through 4. Yes – Chair Gloria, Mayor Salas, Supervisor Roberts, Supervisor Roberts, Mayor Sessom, MTS Chair Mathis, Councilmember Shaffer, Vice Chair Ritter, and NCTD Vice Chair Jones. No - None. Abstain – None. Absent – SDCRAA.

REPORTS

5. FY 2015 TRANSPORTATION DEVELOPMENT ACT CLAIM AMENDMENT (APPROVE)

Sookyung Kim, Financial Programming Manager, presented the item.

Action: Upon a motion by Councilmember Shaffer and a second by NCTD Vice Chair Jones, the Transportation Committee: (1) adopted Resolution No. 2015-17, approving the FY 2015 Transportation Development Act (TDA) Article 4 Claim Amendment; and (2) directed staff to provide instructions to the County Office of Auditor Controller to revise the claim. Yes – Chair Gloria, Mayor Salas, Supervisor Roberts, Mayor Sessom, MTS Chair Mathis, Councilmember Shaffer, Vice Chair Ritter, and NCTD Vice Chair Jones. No - None. Abstain – None. Absent – SDCRAA.

6. STATE CAP-AND-TRADE PROGRAMS

6A. STATE CAP-AND-TRADE PROGRAMS (INFORMATION)

Robyn Wapner, Senior Legislative Analyst, provided a summary of the various greenhouse gas emissions reduction programs created by the California Legislature under the Cap-and-Trade Investment Plan.
6B. CAP-AND-TRADE: TRANSIT AND INTERCITY RAIL CAPITAL PROGRAM (RECOMMEND)

Ms. Wapner discussed the Transit and Intercity Rail Capital (TIRC) Program call for projects, evaluation criteria, project selection considerations, and the proposed SANDAG project submittals.

Action: Upon a motion by Mayor Salas and a second by Mayor Sessom, the Transportation Committee recommended that the Board of Directors approve the South Bay Bus Rapid Transit and Del Lago Parking Access Control projects for submission to the TIRC Program. Yes – Chair Gloria, Mayor Salas, Supervisor Roberts, Mayor Sessom, MTS Chair Mathis, Councilmember Shaffer, Vice Chair Ritter, and NCTD Vice Chair Jones. No - None. Abstain – None. Absent – SDCRAA.

7. FY 2016 TO FY 2020 TransNet AND TRANSIT RELATED REVENUES (RECOMMEND)

Sookyung Kim, Financial Programming Manager, presented the item.

Action: Upon a motion by Supervisor Roberts and a second by Mayor Salas, the Transportation Committee recommended that the Board of Directors: (1) approve the FY 2016 TDA and FTA revenue apportionments, and FY 2016 TransNet and State Transit Assistance (STA) revenue allocations; and (2) approve the revenue estimates for FY 2017 to FY 2020 for TDA, FTA, TransNet, and STA. Yes –Mayor Salas, Supervisor Roberts, Mayor Sessom, MTS Chair Mathis, Councilmember Shaffer, Vice Chair Ritter, and NCTD Vice Chair Jones. No - None. Abstain – None. Absent – City of San Diego and SDCRAA.

8. FUNDING RECOMMENDATIONS FOR FEDERAL FISCAL YEAR 2013 AND FEDERAL FISCAL YEAR 2014 ENHANCED MOBILITY OF SENIORS AND INDIVIDUALS WITH DISABILITIES (SECTION 5310) AND FY 2016 AND FY 2017 TransNet SENIOR MINI-GRANT PROGRAMS (RECOMMEND)

Audrey Procella, Regional Planner I, presented the item.

Action: Upon a motion by NCTD Vice Chair Jones and a second by Mayor Salas, the Transportation Committee recommended that the Board of Directors approve: (1) the funding recommendations for the FTA Section 5310 and TransNet Senior Mini-Grant Programs; and (2) a contingency allocation of any remaining federal funds to the unfunded FTA Section 5310 projects based on rankings should additional funding become available. Yes – Mayor Salas, Supervisor Roberts, Mayor Sessom, MTS Chair Mathis, Councilmember Shaffer, Vice Chair Ritter, and NCTD Vice Chair Jones. No - None. Abstain – None. Absent – City of San Diego and SDCRAA.

9. CONTINUED PUBLIC COMMENTS

There were no additional public comments.

10. UPCOMING MEETINGS

The next meeting of the Transportation Committee is scheduled for Friday, March 6, 2015, at 9 a.m.

11. ADJOURNMENT

Chair Gloria adjourned the meeting at 9:49 a.m.
CONFIRMED ATTENDANCE
SANDAG TRANSPORTATION COMMITTEE MEETING
FEBRUARY 20, 2015

<table>
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<th>NAME</th>
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<tr>
<td>North County Coastal</td>
<td>Lisa Shaffer</td>
<td>Member</td>
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<td>Mike Nichols</td>
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<td>North County Inland</td>
<td>Judy Ritter (Vice Chair)</td>
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<td>Sam Abed</td>
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<td>Mary Sessom</td>
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<td>Bill Baber</td>
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<td>South County</td>
<td>Mary Salas</td>
<td>Member</td>
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<td>Michael Woiwode</td>
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<td>City of San Diego</td>
<td>Todd Gloria (Chair)</td>
<td>Member</td>
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<td>Mark Kersey</td>
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<td>County of San Diego</td>
<td>Ron Roberts</td>
<td>Member</td>
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<td>Bill Horn</td>
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<td>Greg Cox</td>
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<td>Metropolitan Transit System</td>
<td>Harry Mathis</td>
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<td>Lorie Bragg</td>
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<td>North County Transit District</td>
<td>Rebecca Jones</td>
<td>Member</td>
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<td>Bill Horn</td>
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<td>John Aguilera</td>
<td>Alternate</td>
<td>No</td>
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<tr>
<td>San Diego County Regional Airport Authority</td>
<td>VACANT</td>
<td>Member</td>
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<td>Lloyd Hubbs</td>
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ADVISORY MEMBERS

| Caltrans                            | Laurie Berman            | Member           | Yes       |
|                                     | Chris Schmidt            | Alternate        | Yes       |
| SCTCA                               | Raymond Hunter Sr.       | Member           | Yes       |
|                                     | Allen Lawson             | Member           | No        |
| Other Attendees                     | Dahvia Lynch             | NCTD             | Yes       |
|                                     | Paul Jablonski           | MTS              | Yes       |
|                                     | Jack Dale                | Chairman, SANDAG | No        |
STATE ROUTE 125 STATUS REPORT

File Number 3312100

Introduction

In December of 2011, the SANDAG Board of Directors made a strategic acquisition of the State Route 125 (SR 125) tolling franchise to improve mobility in the South County. The Board’s strategy was to increase utilization of the facility and thereby mitigate congestion growth on local streets and the parallel segment of Interstate 805 (I-805). The Board implemented its strategy by reducing tolls on SR 125 at the beginning of FY 2013. This report provides a status update on the continued results of the program efforts.

Discussion

As part of the strategic plan for the acquisition of SR 125, the Board of Directors’ three goals for the program were to increase usage of SR 125, maximize divergence from I-805, and for the program to be fiscally responsible. Since SANDAG took ownership at the end of 2011, staff has been working towards meeting program goals by implementing operating and marketing plans. SANDAG annually establishes traffic and fiscal targets to measure the success of the program results. Staff has been closely monitoring the traffic and fiscal performance of the facility as reported below.

Fiscal Year 2015 Results through December 31, 2014

Performance through the first half of FY 2015 is on track with the projected targets. Traffic exceeded 7.2 million vehicle trips and earned toll revenue of $13.5 million, both exceeding established targets. The program has demonstrated fiscal responsibility by keeping costs below budget. The revenue performance has also enabled SANDAG to meet its requirements for funding project reserves and scheduled debt service payments.

Performance Results Year over Year Comparison

The program has experience continued growth in key performance indicators year over year. Traffic growth has exceeded forecasted targets, which has led to increased revenues, accounts and transponders. SANDAG also has kept operating expenses below budgeted amounts during each of the past two fiscal years. The early success has allowed the program to pay debt obligations and adequately fund reserve accounts for future expenditures.
The following key performance indicators measure comparative results for the first half of FY 2015 and FY 2014, respectively:

- **Traffic**
  
  Actual vehicle trips through the first half of FY 2015 exceeded the same period in FY 2014 by almost 10 percent. A key metric in evaluating performance against the Board’s strategy is average weekday traffic, which grew to over 44,000 vehicle trips per day. The majority of the new traffic comes from new customers that previously used other travel routes within the South Bay.

- **Toll Revenues**
  
  SR 125 has generated almost $1.5 million more in FY 2015 than FY 2014. This represents year over year growth of 10 percent. The toll revenue growth rate has reached double digit growth in both comparative periods.

- **Operational and Maintenance Costs**
  
  Operating expenses have remained under budget during the comparative periods. The favorable results demonstrate SANDAG’s management commitment to controlling costs. Part of the cost savings is the implementation of innovative solutions within our maintenance efforts. These ongoing maintenance efforts have maintained industry safety standards. SANDAG has been able to continue providing exceptional services with reduced costs.

- **FasTrak Membership and Transponders in Circulation**
  
  SANDAG has been actively marketing the benefits of SR 125. As a result of these marketing and outreach efforts, SR 125 has been able to steadily add new customers and transponders. The net increase in customers and transponders from FY 2014 to FY 2015 has been 3,425 and 7,721, respectively. The growth in customers and transponders has also reached double digit growth.

**Next Steps**

Staff will continue business development and marketing efforts to attract and retain customers and to further increase use of the road. The early success has accelerated the plan to address the deficiencies in the tolling system and is offsetting the near-term need to increase toll rates in order to keep pace with inflation and escalating debt service payments. Staff will report back to the Committee on the program’s performance in the fall of 2015.

RAY TRAYNOR  
Director of Operations

Key Staff Contact: Steve Castillo, (619) 710-4005, steve.castillo@sandag.org
INTERSTATE 15 FasTrak® EXPRESS LANE STATUS REPORT

Introduction

The Interstate 15 (I-15) Express Lanes completed construction on the final of three phases in early 2012. Ridership, account growth, and transponder usage continued to grow throughout the construction of the facility. Upon completion of the third phase, average trip length and daily usage grew significantly. In the fall of 2014, the final access point, the Hilary Drive direct access ramp was completed. Overall, the facility continues to have a high utilization rate, with 84 percent of its usage coming from high occupant vehicles (carpools).

Discussion

Staff actively continues to manage the corridor to ensure that it is operating as efficiently as possible. To date, the tolling schedule continues to incent enough paying users to cover all of the FasTrak® operating costs, fund I-15 FasTrak Maintenance reserves, and provide transit operating revenue. Ongoing marketing efforts target customer education, brand awareness, and account growth. In the fall of 2014, SANDAG’s existing retail partnership with Costco grew, and began selling transponders in five North County Costco locations. To date SANDAG has sold over 1,220 retail units for the I-15 corridor.

Fiscal Year 2015 Results through December 31, 2014

Performance through the first half of FY 2015 is on track with the projected targets. Toll Trips (FasTrak) exceeded 1.75 million and toll revenue reached $4.6 million, both exceeding previous years. The program continues to cover all operating costs with existing FasTrak revenue.

Performance Results Year over Year Comparison

Volumes continue to grow on an annual basis. Average annual volume has increased 23 percent since the final phase opened in early 2012. High-occupancy vehicles are 84 percent of the overall volume on the lanes. The facility continues to have an extremely high weekday utilization rate with over 85 percent of the revenue and volume occurring during the weekday peak periods. The facility continues to provide a high service level, which allows for reliable transit routes.
The following key performance indicators measure comparative results for the first half of FY 2015 and FY 2014, respectively:

- **Traffic**
  Actual trips through the first half of FY 2015 exceeded the same period in FY 2014 by almost 3.5 percent. The facility continues to operate at a high service level, allowing for reliable transit service and trip time savings as compared to the general purpose lanes.

- **Toll Revenues**
  The I-15 FasTrak revenue was $6.2 million for the fiscal year of 2014. Volumes continue to grow, and for the current year, revenues are trending to exceed $8 million.

- **Operational and Maintenance Costs**
  Operating Expenses continue to be managed as fiscally responsible as possible. The majority of operating expenses are paid to our systems integrator who operates and maintains the tolling elements on the facility, and provides staff and operates the customer service center. Operating Expenses for FY 2014 were $4.5 million, and $500,000 was provided to MTS for transit operations.

- **FasTrak membership and transponders in circulation**
  SANDAG has been actively marketing the benefits of utilizing the Express Lanes. As a result of these marketing and outreach efforts, the number of accounts increased by 17 percent over the past three years, and to date, there are more than 23,000 accounts with 32,000 transponders in circulation.

- **Transit Ridership**
  Ridership on all transit routes in the I-15 corridor have increased 63 percent over the previous year before I-15 Rapid was implemented

**Next Steps**

Staff will continue business development and marketing efforts to attract and retain customers and to further increase use of the road. SANDAG continues to partner with Caltrans to ensure the facility is being operating as efficiently as possible.

RAY TRAYNOR
Director of Operations

Key Staff Contact: Scott Koblenz, (619) 710-4006, scott.koblenz@sandag.org

Introduction

The Affordable Housing and Sustainable Communities Program (AHSC) is one of the first programs under cap-and-trade to release a notice of available funding. The initial deadline for submission of concept proposals was February 19, 2015. Full applications are due April 15, 2015.

At their February 6, 2015, meetings, the Regional Planning and Transportation Committees received a report outlining the AHSC program, initial process, and funding availability as well as SANDAG’s dual role (1) as an eligible applicant for the program; and (2) as an advisor in the application review process in the capacity as the Metropolitan Planning Organization (MPO) for the San Diego region.

Discussion

Metropolitan Planning Organization Role

As discussed with the Regional Planning and Transportation Committees last month, the AHSC Guidelines call for MPOs, such as SANDAG, to play an advisory role in the two-part application review process. In the first phase of the process, MPOs are asked to review concept applications for ability to support implementation of the region’s Sustainable Communities Strategy (SCS). Staff reported to the Committees that concept applications would be reviewed for consistency with the 2050 Regional Transportation Plan and Sustainable Communities Strategy (2050 RTP/SCS) using the relevant local general plans and Series 13 Regional Growth Forecast. Any project from the region, whether a SANDAG proposed project or a project proposed by another eligible applicant, which is consistent with the local general plan or the assumptions in the Series 13 Regional Growth Forecast, would be considered by SANDAG to implement the 2050 RTP/SCS.

Recommendation

The Transportation Committee is asked to recommend that the Board of Directors approve the quantitative criteria used in the TransNet Smart Growth Incentive Program capital grants for the evaluation of the full applications invited to apply for the Affordable Housing and Sustainable Communities Program in the San Diego region as shown in Attachment 1.
The second phase of the selection process calls for the MPO to review the full applications that are invited to submit by the Strategic Growth Council (SGC) and submit a prioritized list of projects for review by the SGC. Staff proposes applying the quantitative criteria used in the *TransNet Smart Growth Incentive Program* (SGIP) capital grants to prioritize projects. The SGIP criteria, included in Attachment 1 for reference purposes, were approved by the SANDAG Board of Directors for the latest call for projects on December 19, 2014. The criteria were developed to implement the 2050 RTP/SCS and are largely aligned with the AHSC goals.

Staff is recommending that only the quantitative (not the qualitative) SGIP criteria be used in the review process. The quantitative criteria are marked by an asterisk, and are included in Sections 1 (land use and transportation characteristics), 3 (project readiness), 4 (cost effectiveness), 5 (matching funds), and 6 (Board Policy No. 033 points). The qualitative criteria, which would not be applied under this proposal, are shown in strike-out. The points allocated remain the same, except for the points associated with Board Policy No. 033 which are adjusted to 25 percent of the total points in accordance with the Policy. The quantitative process can be completed utilizing readily available data through a technical analysis. Given that SANDAG is an applicant, this approach can help to avoid any potential conflicts of interest that may arise in a qualitative analysis.

**Timeline**

The following provides a timeline of the AHSC program, as outlined by the SGC:

- **January 29, 2015**  
  SGC releases NOFA- complete

- **February 19, 2015**  
  Concept proposal due to SGC - complete

- **March 9, 2015**  
  SANDAG submits concept review to SGC*

- **March 11, 2015**  
  SGC issues invitations to submit full applications to selected proposals

- **March 27, 2015**  
  SANDAG Board approves regional review process

- **April 15, 2015**  
  Full applications due

- **May 22, 2015**  
  SANDAG Board recommends regional prioritization

- **Mid-June 2015**  
  SGC releases award recommendations

- **Late June 2015**  
  SGC considers/approves awards

*The SGC has asked that results of the SANDAG review not be announced until the invitations to submit full applications have been issued.

---

1 Section 2 of the SGIP criteria includes only qualitative criteria, and would not be used for the review process.
**Project Proposals**

The SGC has reported that 14 concept proposals were submitted from the San Diego region. SANDAG submitted two of the 14 proposals. SANDAG staff will be reviewing concept proposals to confirm each proposal’s support of 2050 RTP/SCS implementation. In order to avoid any conflict of interest, SANDAG staff will not be reviewing and/or recommending the SANDAG proposals, and the SGC will evaluate those without the MPO advisory review.

**Next Steps**

Staff anticipates returning in May 2015 to the Regional Planning and Transportation Committees with a prioritized list of projects for funding based on the application of the quantitative criteria for capital projects from the *TransNet* Smart Growth Incentive Program, pending Board approval. Recommendations from the Committees will be brought to the Board of Directors for a recommendation to the SGC.

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


Key Staff Contact: Coleen Clementson, (619) 699-1944, coleen.clementson@sandag.org
# TransNet SMART GROWTH INCENTIVE PROGRAM

## SCORING CRITERIA MATRIX: CAPITAL GRANTS

Points calculated by SANDAG are marked with an asterisk (*) in the Scoring Matrix.

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<td>1.</td>
<td>LAND USE AND TRANSPORTATION CHARACTERISTICS OF THE AREA AROUND THE PROPOSED CAPITAL PROJECT IMPROVEMENT</td>
<td></td>
<td>A. Intensity of Planned Development in the Project’s SGOA</td>
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<td>A1.* Planned Densities Relative to SGOA Place Type Thresholds</td>
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<td>A2. Expedited Approval Process</td>
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<td>Specific plan, master EIR, or other mechanism allows for administrative approval of development projects.</td>
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<td>B. EXISTING and ENTITLED Land Development Around the Proposed Capital Project</td>
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<td>B1.* EXISTING Development Density within 1/4 mile radius of proposed capital project site</td>
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<td>B2.* ENTITLED Development Density within 1/4 mile radius of proposed capital project site</td>
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<td>For Community Centers/Rural Village/Mixed-Use Transit Corridor:</td>
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<td></td>
<td>B3.* Mix of Uses (Single-family residential, retail, office, civic, parks, visitor within 1/4 mile of project site):</td>
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<td></td>
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<td>3 Multi-family residential + 6 other uses</td>
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<td>2 Multi-family residential + 4-5 other uses</td>
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<td></td>
<td>1 Multi-family residential + 2-3 other uses</td>
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<td>B4.* New Uses</td>
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<td>New uses will be added to the project area</td>
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## TransNet SMART GROWTH INCENTIVE PROGRAM

### NO. | CATEGORY | PTS | CRITERIA |
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<tbody>
<tr>
<td><strong>C.</strong></td>
<td>New Affordable Housing Development</td>
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<tr>
<td>C1.*</td>
<td>New Affordable Housing</td>
<td></td>
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<tr>
<td>3</td>
<td>Percent of income-restricted affordable housing provided in proposed new development (within 1/4 mile of project site):</td>
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<tr>
<td>1</td>
<td>100 percent of units affordable</td>
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<td>2</td>
<td>99-75 percent of units affordable</td>
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<td>1</td>
<td>74-25 percent of units affordable</td>
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<tr>
<td>C2.*</td>
<td>Low to very low-income affordable units</td>
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<td>2</td>
<td>50-100 percent of units in the development are restricted to low to very low-income residents</td>
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<td><strong>D.</strong></td>
<td>Transportation Characteristics (Within walking and biking distance of proposed capital project)</td>
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<tr>
<td>D1.*</td>
<td>Relation to Transit</td>
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<td>Scale of actual walking distance to existing or programmed transit station or transit stop:</td>
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<td>12</td>
<td>Project abuts or is onsite</td>
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<td>10</td>
<td>Project is within 1/4 mile</td>
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<td>8</td>
<td>Project is within 1/2 mile</td>
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<td>Transit Stop with High-Frequency Local Bus Service (15 minutes all day):</td>
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<td>6</td>
<td>Project is within 1/4 mile</td>
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<tr>
<td>D2.*</td>
<td>Bicycle Facilities</td>
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<td>EXISTING or PLANNED bicycle lanes, bike boulevards, cycle tracks, or separated bike paths (Class I) (as identified in San Diego Regional Bicycle Plan or local bicycle master plan):</td>
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<td>2</td>
<td>Direct connection to proposed project</td>
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<td>1</td>
<td>Facilities within 1/4 mile radius of project</td>
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<tr>
<td>D3.*</td>
<td>Walkability</td>
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<td>Intersection Density per square mile:</td>
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<td>4</td>
<td>290 or greater</td>
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<td>3</td>
<td>225-289</td>
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<td>2</td>
<td>100-224</td>
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<td>1</td>
<td>Less than 100</td>
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<td>D4.*</td>
<td>TDM Strategies</td>
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<td>EXISTING TDM programs or policies in place</td>
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<td>PROPOSED TDM programs or policies, including implementation strategy</td>
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<td><strong>E.</strong></td>
<td>Community Design Features</td>
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<td>E1.</td>
<td>Urban Design Characteristics and Community Context</td>
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<td>6</td>
<td>Design Characteristics of existing community, AND/OR proposed design characteristics prescribed by documented guidance for the area or jurisdiction through design guidelines, form-based codes, or renderings of proposed development.</td>
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<td><strong>2.</strong></td>
<td>QUALITY OF PROPOSED CAPITAL IMPROVEMENT PROJECT</td>
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<tr>
<td>A.</td>
<td>Support for Public Transit</td>
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<td>5</td>
<td>How well does the project support use of regional public transit service in the project area?</td>
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<td>B.</td>
<td>Providing Transportation Choices</td>
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<td>5</td>
<td>How well does the project support transportation choices that would reduce vehicle miles traveled, specifically walking and bicycling?</td>
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<td>C.</td>
<td>Community Enhancement</td>
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<td>5</td>
<td>How well does the project enhance the public realm in the project area, to engender support for smart growth, through place-making and creating regional destinations?</td>
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<tr>
<td>Category</td>
<td>Description</td>
<td>Score</td>
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<td>D.</td>
<td>Addressing Project Area Issues</td>
<td>5</td>
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<td>E.</td>
<td>Sustainability</td>
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<td>E.</td>
<td>Universal Design</td>
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<td>3.</td>
<td>Project Readiness</td>
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<tr>
<td>A.*</td>
<td>Major Milestones Completed</td>
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<td>5</td>
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<td>4.*</td>
<td>Cost Effectiveness</td>
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<td>B.</td>
<td>Evidence of Local Commitment</td>
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<td>5.*</td>
<td>Matching Funds</td>
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<td>6.*</td>
<td>Regional Housing Needs Assessment – Policy No. 033 Points</td>
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<td>Total Project Score</td>
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REGIONAL TRANSIT ORIENTED DEVELOPMENT
STRATEGY

File Number 3300400

Introduction

SANDAG is preparing a Regional Transit Oriented Development (TOD) Strategy to promote and incentivize sustainable development throughout the region based on a commitment made at the time of the adoption on October 28, 2011, of the 2050 Regional Transportation Plan and its Sustainable Communities Strategy (2050 RTP/SCS). The 2050 RTP/SCS demonstrates how development patterns and the transportation network, policies, and programs will work together to achieve the greenhouse gas (GHG) emission reduction targets set by the California Air Resources Board for cars and light trucks, and provide a more sustainable future for the region.

The overarching strategy set forth in the 2050 RTP/SCS is to; focus housing and job growth in the urbanized areas where there is existing and planned infrastructure, protect sensitive habitat and open space, invest in a network that gives residents and workers transportation options that reduce GHG emissions, promote equity for all, and implement the plan through incentives and collaboration.

Discussion

The Regional TOD Strategy will recommend actions that can be taken to assist the region in creating TOD projects and neighborhoods in association with the region’s existing and future network of public transit that will reduce GHG emissions; increase transit ridership, walking, and biking; and provide a greater mix of housing and employment opportunities for all residents of the region.

SANDAG has hired a consultant to assist with this project and has developed a scope of work and schedule. The scope of work for the project includes reviewing the work on TOD and smart growth that has been accomplished throughout the region to date, reviewing best practices from other regions, analyzing the economic context and factors associated with TOD, identifying the challenges to TOD and ways to address those challenges, and preparing a Regional TOD Strategy that focuses on TOD implementation. This work is scheduled to be completed in the summer of 2015. The TOD Strategy will be an implementation element and included as an appendix of San Diego Forward: The Regional Plan.
Two major milestones in the development of the strategy took place earlier this year: a TOD forum was held and six Draft White Papers on TOD-related issues were prepared. On January 27 and 28, 2015, SANDAG held a day and a half Regional Transit Oriented Development Implementation Forum at the Jacobs Center (Attachment 1). This forum brought together 150 people from around the region that represented many stakeholders with an interest in TOD, including community group members, developers, local jurisdiction staff, elected officials, non-governmental organizations (including representatives from the San Diego Housing Federation, Circulate San Diego, Environmental Health Coalition, Urban Land Institute, and Lambda Alpha), and the Community-based Organizations (CBOs) that have been working with SANDAG on San Diego Forward. **White papers on six TOD issue areas** were drafted and shared with the attendees in advance of the forum. The white paper topics include: land use and urban form; connecting people and jobs to transit; housing choice and affordability; financing infrastructure; California Environmental Quality Act (CEQA) streamlining and travel forecasting; and TOD readiness criteria. On the first day of the forum, TOD practitioners and experts from around the country participated as panelists and shared their experiences with and engaged in a dialogue with the attendees. Day two was primarily devoted to breakout sessions where participants discussed potential strategies for the San Diego region. In mid-2014 we also held a series of focus group interviews with stakeholders to identify TOD-related challenges and opportunities in the region. Attachment 2 is a summary of the themes from these meetings.

Staff is creating a TOD Strategy web page that will include the draft white papers, draft context reports (economic and comprehensive), panelist presentations, and a video from the first day of the forum. The web page also will provide a way for stakeholders and the public to provide comments on the draft strategy, which will be available in April.

**Next Steps**

Staff will present the draft strategy to the Transportation and Regional Planning Committees for discussion and input. The final strategy is expected to be presented to the Board of Directors in July.

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

Attachments:

1. Transit Oriented Development Implementation Forum Agenda  
2. Preliminary Focus Group Theme Summary – July-September 2014 Interviews

Key Staff Contact: Susan Baldwin, (619) 699-1943, susan.baldwin@sandag.org
PANELISTS

**Robert Leiter, FAICP** - Bob is the former Director of Land Use and Transportation Planning for SANDAG (2003 – 2009), where he was responsible for leading the development and implementation of its award-winning Regional Comprehensive Plan. Before that, Bob was Planning Director for the City of Chula Vista and a planner for the cities of Escondido and Ventura. Bob has consulted for other regional planning agencies throughout California and has over 30 years of experience in city planning.

**Jim Lightbody, PE - AECOM** - Jim Lightbody is a nationally recognized expert in the planning, design, and operation of multi-modal transit systems, and in funding strategies for transit-oriented development. Prior to joining AECOM, he served for 33 years as a senior manager with the Santa Clara Valley Transportation Authority (VTA), most recently as Deputy Director for Planning and Development.

**Peter Park - Former Planning Director of the City of Denver** - leading the development of Denver’s Form Based Code to implement the City’s Blueprint Plan. Previously, Peter served as Planning Director of Milwaukee, Wisconsin. A Loeb Fellow, Peter is a lecturer at Harvard University’s Graduate School of Design. He is currently working on zoning code updates for Austin and Los Angeles, and advised Houston on the preparation of their first General Plan.

**Jim Parsons, AICP - AECOM** - Jim Parsons has nearly 40 years of experience in the design, planning, and analysis of transportation facilities in both the private and public sectors. Jim has extensive regional planning and travel forecasting and transit patronage forecasting experience, and has developed numerous area-wide and corridor-level comprehensive transportation plans.

**Al Raine, PhD - AECOM** - Al Raine is AECOM’s National Practice Leader in Transit-Oriented Development. He has 37 years’ experience in senior-level management of transportation and urban development projects in the public and private sectors, including as Executive Director of Massport and Secretary of Economic Development for the State of Massachusetts. His areas of expertise include transit-oriented development, public-private partnerships, value capture strategies, and inter-governmental coordination.

**Mike Singleton, AICP, CTR, ASLA, LEED-AP - KTU+A** - Mike specializes in the planning and design of integrated transit facilities, including pedestrian studies, trail studies, and public transportation. Mike is a frequent presenter at the local, regional, and state level on the interface between walkability, smart growth and urban forestry issues. He has worked on many planning and transportation projects throughout the San Diego region that foster mobility and build connections to transit.

**ABOUT THE PROJECT**

SANDAG’s Regional TOD Strategy will identify how residential and commercial development projects can help meet the region’s projected population and employment growth. It will provide a broader look at SANDAG’s Smart Growth Concept Map and place type definitions and offer a set of implementation actions to realize the vision of healthier, sustainable communities. The Regional TOD Strategy is one of six commitments made by the SANDAG Board of Directors as part of the adoption of the 2050 RTP/SCS in 2011.

Your participation in Transit Oriented Development Implementation Forum will inform the development of the Regional TOD Strategy by identifying barriers to TOD, discussing potential solutions, and providing input on how SANDAG and local governments can work with the private sector to facilitate implementation of development projects.
Welcome and Overview (9:00 a.m. - 9:40 a.m.)
Coleen Clementson, Principal Regional Planner, SANDAG
Susan Baldwin, Senior Regional Planner, SANDAG
Bill Anderson, Principal/Vice-President, AECOM

Panel Discussion and Q&A: Land Use Policy, Urban Form, Regulation (9:40 a.m. - 10:50 a.m.)
Presentations from Peter Park, GB Arrington, and Gil Kelley, and questions from attendees.

Break (10:50 a.m. - 10:55 a.m.)

Panel Discussion and Q&A: Connect People and Jobs to Transit (10:55 a.m. - 12:10 p.m.)
Presentations from Jim Lightbody, Mike Singleton, and Al Raine, and questions from attendees.

Lunch (12:10 p.m. - 12:30 p.m.)

Plenary: Meea Kang, Domus Development (12:30 p.m. - 1:15 p.m.)

Panel Discussion and Q&A: Affordable Housing and Housing Choices (1:15 p.m. - 2:25 p.m.)
Presentations from Dena Belzer and Bill Anderson, and questions from attendees.

Panel Discussion and Q&A: Financing Infrastructure and Community Facilities (2:25 p.m. - 3:05 p.m.)
Presentations from Bill Anderson, Bob Leiter, Al Raine, GB Arrington, and Dena Belzer, and questions from attendees.

Break (3:05 p.m. - 3:15 p.m.)

Panel Discussion and Q&A: CEQA: Streamlining and Travel Forecasting (3:15 p.m. - 4:15 p.m.)
Presentations from Yara Fisher, Robert (Bob) Leiter, and Clint Daniels (SANDAG), and questions from attendees.

Moderator Wrap-Up (4:15 p.m. - 5:00 p.m.)
Bill Anderson, Principal/Vice-President, AECOM

Registration (8:30 a.m. - 9:00 a.m.)
Recap of Day 1 (9:00 a.m. - 9:15 a.m.)
Bill Anderson, Principal/Vice-President, AECOM

Presentation and Q&A: TOD Readiness Criteria (9:15 a.m. - 9:45 a.m.)
Presentation from Al Raine and questions from attendees.

Interactive Group Discussion: Setting an Agenda for TOD Readiness (9:45 a.m. - 10:30 a.m.)
Facilitated discussion with participation from all attendees.

Reports from Discussion Groups (10:30 a.m. - 11:55 a.m.)

Closing Remarks (11:55 a.m. - 12:00 p.m.)
Preliminary Focus Group Theme Summary
July-September 2014 Interviews

As part of the Transit Oriented Development (TOD) Strategy for the San Diego Region, SANDAG and AECOM are conducting a series of focus group interviews with stakeholders, representing non-profit organizations, local governments, public agencies, and the private sector.

Groups engaged to date include:
- Real estate developers
- Affordable housing advocates and developers
- Community-based organizations
- Design professionals

The planning team will be scheduling additional focus group sessions in September and October with local governments, other SANDAG Working Groups, transit agencies and transportation stakeholders, major employers, the development finance sector, and economic development interests.

The purpose of the sessions is to gather targeted, specific feedback on TOD challenges and opportunities in the region and build an understanding of diverse agency, professional, and community perspectives on TOD implementation and user experiences.

Though participants noted specific challenges to TOD implementation, they also saw positive opportunities to develop transit-oriented projects and neighborhoods in the region. Comments also generally reflected an understanding that increased density and improved transit system connectivity will play an important role in accommodating the region’s growth and maintaining its future economic competitiveness. The purpose of this summary is to provide a preliminary overview of the themes that emerged from these discussions.

1. **Community opposition can pose a major challenge for TOD implementation.**
   Concerns over change in the community can trigger specific opposition over project-related issues such as traffic, spillover parking, density, and building height. This challenge highlights the need for continued education and outreach, political support, and partnership building.
   - Opposition lengthens the approval process and can cause developers to miss market opportunities
   - Put emphasis on community education; it is extremely important to identify successes and failures
   - Build a constituency for TOD by focusing earlier on transit
   - We have to find a way to tell the story of where the region is going and how we will remain competitive; need to help communities to come along
   - Communities need to get the land use regulations in place first and stick with it
2. **There is growing recognition that changing demographics and shifts in market preferences support denser development and vibrant city and town centers.**
   Younger residents have different preferences and tend to like density and greater mobility associated with TODs. Employers also see dynamic environments and transit access as selling points for the region.
   - Seeing more two person households with one car
   - There is a major transition to multi-family units
   - People are staying longer in urban environments
   - Suburban downtowns are appealing and people are drawn to them
   - The competitive environment of the future is different; to recruit and solicit talent, we need to deliver 24-hour amenities
   - Transit is a regional infrastructure for recruiting

3. **Connecting housing to jobs is important to both employers and residents.**
   Commute patterns and transportation needs have changed in response to shifts in employment. Job access remains a challenge for many workers, especially low to moderate-income workers.
   - Need to connect housing to jobs
   - More employees are open to locating near transit to attract talent
   - System connectivity is important; getting people to job-rich areas in Downtown, Mission Valley and North County
   - Service industry workers in some communities currently face long travel times to jobs
   - Focus on certain corridors that link to jobs not just transit

4. **TOD projects can provide more low to moderate-income housing opportunities, but there are continued obstacles to delivering affordable housing.**
   There is a recognized need for more low to moderate-income housing in the region. Along with housing, TOD can play a role in improving transportation access and increasing disposable income. Affordable housing projects, however, face challenges related to a lack of reliable funding sources, increasing land costs, and community resistance.
   - Project financing for affordable housing is complex, difficult to get, and uncertain
   - Tax credits only fund a small number of projects and are not meeting regional need
   - Local regulations that require the same proportional mix for affordable and market rate units can create a mismatch between need and what developers can do
   - Need to get access to sites along feeders and rapid transit corridors; the window is closing
   - Acquisition costs for infill development are rising
5. **The region has promising areas for TOD projects.**

The region has areas with underutilized land that could anchor TOD projects. However, the availability of appropriately zoned land is limited and it is difficult to redevelop existing properties with less intense uses due to issues such as assembling and configuring parcels or the low property tax base, which discourages the selling of land. Opportunity areas in the region include:

- Mission Valley
- Carmel Valley
- University Towne Centre (UTC)
- Grantville
- E Street Station and L Street
- Morena District
- Kearny Mesa
- The City Yards
- El Cajon Boulevard
- University Avenue
- La Mesa
- Carlsbad
- Western Chula Vista
- San Ysidro/Otay Mesa

6. **Successful TOD is about the thoughtful design and planning of the broader setting and transportation network.**

Successful TOD is about the thoughtful design and planning of the broader setting and transportation network. Supporting amenities, community-serving uses, a robust transportation network, and an engaging public realm all contribute to the appeal and viability of TOD projects.

- Need a network of walkability to attract people to multi-family units
- Need uses like shopping and goods and services along transit corridors
- Public realm is most important, even more than the design of individual buildings
- We need to get down to the details of connectivity, including the ability of pedestrians to get to transit
- Building location and orientation is important
- Parks are very desirable; helps to address density concerns and build a sense of neighborhood
- Last mile connections to and from transit are important; car sharing arrangements like Car2Go can be helpful in addressing connectivity gaps
- There is good support for active transportation as a part of the overall transportation system
- There is some concern that the current transit network is not robust enough yet to make TOD appealing and workable; need to focus on improving the efficiency, frequency, and reach of the existing system
7. **The state regulatory environment can create barriers.**
   The CEQA process can deter development and opponents can use mitigation requirements to block TOD projects.
   - Traffic forecasting methods with a focus on Level of Service have been a big barrier
   - Trip generation rates have not been updated in a long time and don’t reflect differing geographic contexts
   - Trip generation should be tied to product type, and unit type
   - On-site drainage is also a major challenge
   - Cities need to update their CEQA thresholds

8. **The market economics for TOD remain challenging but flexibility and predictability can help to reduce barriers.**
   The viability of TOD projects relies on a balance of land and project costs, market rents, and the type and density of product permissible. Local requirements for project elements such as parking, on-site infrastructure, and building height affect project feasibility.
   - Even with rental increases, it is difficult to get the financing
   - Parking ratios are a problem for market rate units; reducing parking ratios for affordable housing in City of San Diego was great; need to extend for market rate
   - Height limit combined with parking ratio can make projects not work
   - Lenders and underwriters often want more parking, regardless of codes
   - The market is starting to accept some parking within walking distance, not just at the project
   - Don’t get to prescriptive on style; give an envelope to work within
   - Big infrastructure issue is storm drain and storm water
   - The challenge is infrastructure; impact fees are high and there are infrastructure deficits
   - Impact fees are being driven up by applying suburban standards to urban contexts
   - Having master planning ground rules in place first to get to a ministerial, rather than a discretionary approval process will help

9. **It is important for the regional strategy to set priorities and focus.**
   Advancing TOD implementation planning through large-scale master planning is challenging. A more targeted, prioritized approach may be necessary to support successful implementation.
   - Focus on the micro scale to advance implementation
   - Focus on the most ready area and demonstrate success, then build from there incrementally, rather than all of the station areas at once
   - Strategy needs to speak to jobs and economic development on logical corridors; there are good urban spines; work on getting density along these corridors
SAN DIEGO FORWARD: THE REGIONAL PLAN:  
PUBLIC OUTREACH EFFORTS IN SUPPORT OF  
THE RELEASE OF THE DRAFT REGIONAL PLAN,  
ITS SUSTAINABLE COMMUNITIES STRATEGY, AND  
THE ASSOCIATED ENVIRONMENTAL IMPACT REPORT

Introduction

In late April of this year, SANDAG expects to release a draft of San Diego Forward: The Regional Plan, its Sustainable Communities Strategy (SCS), and its Draft Air Quality Conformity Analysis, as well as the accompanying Draft Environmental Impact Report (EIR) – all for public review and comment. Public outreach and education efforts in support of the release of these draft documents will take place over the next several months.

Discussion

In order to inform stakeholders and the public about the upcoming release of the Draft Regional Plan and its SCS, as well as the EIR, SANDAG staff will embark on a series of presentations throughout the region detailing the contents of the Plan and encouraging interested people to take part in the public review process.

During the public review period itself, SANDAG will host a series of seven public meetings throughout the region. The meetings, planned for mid to late May, will all have a similar format – a short introduction to the Draft Regional Plan/SCS/EIR, a panel discussion (including members of the local communities where the meetings will be held) centering on how the Regional Plan accomplishes the goals set out for it by the SANDAG Board of Directors, followed by an open house period during which participants can learn more details about the Plan, ask questions, and voice opinions. The open house portion of the meetings will include both workshop and public hearing components.

The seven public meetings are being designed to be accessible to everyone with location and time as key factors. Six of the meetings will take place in the evenings at venues spread throughout the region to make participation convenient. In addition, a day-time meeting will be held in central San Diego (Caltrans District 11 Headquarters). All will be simultaneously translated into Spanish. We are investigating the opportunity of providing at least two of the meetings via streamed live video on the internet, allowing remote participation in the discussion. During the meetings, participants will have the opportunity to offer detailed feedback on the Plan using comment cards or dictating their thoughts to a bilingual court reporter. In addition, SANDAG will accept comments via email, voicemail, and direct mail as well as through the Plan's website at sdforward.com.
Proposed Schedule for Public Outreach Meetings on the Draft Regional Plan, SCS, and EIR:

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Venue</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, May 12th</td>
<td>North County Inland</td>
<td>Escondido City Hall</td>
<td>6 to 8:30 p.m.</td>
</tr>
<tr>
<td>Wednesday, May 13th</td>
<td>East County</td>
<td>La Mesa Community Center</td>
<td>6 to 8:30 p.m.</td>
</tr>
<tr>
<td>Thursday, May 14th</td>
<td>Central</td>
<td>Caltrans District 11 Building</td>
<td>1 to 3:30 p.m.</td>
</tr>
<tr>
<td>Wednesday, May 20th</td>
<td>North County Coastal</td>
<td>Oceanside City Hall</td>
<td>6 to 8:30 p.m.</td>
</tr>
<tr>
<td>Thursday, May 21st</td>
<td>South County</td>
<td>Casa Familiar</td>
<td>6 to 8:30 p.m.</td>
</tr>
<tr>
<td>Wednesday, May 27th</td>
<td>Mid-City/Southeast</td>
<td>Jacobs Center</td>
<td>6 to 8:30 p.m.</td>
</tr>
<tr>
<td>Thursday, May 28th</td>
<td>Central</td>
<td>UTC Forum Hall</td>
<td>6 to 8:30 p.m.</td>
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</tbody>
</table>

Simultaneous to SANDAG staff efforts, Community Based Organizations working with SANDAG to engage lower income and minority communities in the process of developing the Regional Plan will be conducting outreach throughout the region.

Committee members, as well as organizations and individuals in the community, are encouraged to contact SANDAG staff if they wish to participate in the public meetings or would like a presentation made to their organizations or member agencies.

COLLEEN WINDSOR
Communications Director

Key Staff Contact: David Hicks, (619) 699-6939, david.hicks@sandag.org
The Region’s Evolution

Comparing Growth Projected in 1999 and 2013

2050 Transit Network

- I-15 Rapid routes
- Mid-City Rapid
- South Bay Rapid
- Mid-Coast
- Four new trolley lines
- Arterial Rapid network
- High frequency local bus network
**Bike Network**

$200 million Regional Bike Plan Early Action Program

**Smart Growth Incentive Program**

$280 million for local jurisdictions

**Capital Improvements**
- Sidewalks and plazas
- Streetscape enhancements
- Improvements to transit stations
- Other community initiatives

**Planning Grants**
- General plan updates
- Specific plans
- Zoning regulations
Background

• SANDAG Board of Directors committed to develop a Regional Transit Oriented Development (TOD) Strategy in October 2011
• Goal of strategy: Implementation of TOD projects and neighborhoods in the San Diego region
  – GHG reductions
  – Increases in transit ridership, biking, and walking
  – Greater mix of housing and employment opportunities

Scope of Work and Schedule

• Existing and local efforts
• Economic context – financial feasibility of near-, mid-, and long-term market for TOD
• Interviews with stakeholders – NGOs, developers, community organizations, local jurisdictions, etc.
• Best practices from other locations
• TOD concepts and strategies – environmental review, parking, Smart Growth concept map, infrastructure and financing issues, marketing, and roles and responsibilities for SANDAG and other agencies
• TOD Network Orientation Tour – April 17 and 18, 2014
• TOD Implementation Forum – January 27 and 28, 2015
• Project completion expected in summer 2015
Major Tasks

• Compilation of existing local efforts/best practices from other regions
• Economic context
• Strategies/white papers
  – Land use and urban form
  – Connecting people and jobs to transit
  – Housing choices and affordability
  – Financing infrastructure and community facilities
  – CEQA streamlining and travel forecasting
  – TOD readiness criteria

Regional TOD Strategy
Transportation Committee - March 6, 2015
Regional Plan Public Outreach
Transportation Committee - March 6, 2015

Innovative Mobility & Planning
TODAY: Where People Live and Work

- 3.1 million people
- 1.5 million jobs
- 1.2 million homes

2050: Where People will Live and Work

- 4.1 million people
- 1.9 million jobs
- 1.5 million homes
TODAY:
Regional Transit

2050:
More Transit Choices

• Five new Trolley lines
• 12 new Bus Rapid Transit lines
• 20 new Rapid bus lines
• New SPRINTER express service and extension
• Continued COASTER double tracking
• Four new streetcar lines
• Two new intermodal transit centers
**TODAY:**
Express Lanes

- 579 new miles of Express Lanes
- 66 new miles of operational improvements
- 88 new miles of standard highway lanes
- New HOV and highway connectors (not shown)

**2050:**
More Managed Lane Choices

- 579 new miles of Express Lanes
- 66 new miles of operational improvements
- 88 new miles of standard highway lanes
- New HOV and highway connectors (not shown)
TODAY:
Regional Bikeways

2050:
More Biking and Walking Choices

- More than 275 new miles of regional bikeways
- In addition (not shown)
  - $728M local bike projects
  - $77M safe routes to school programs
  - $180M local pedestrian safety and traffic calming projects
  - 528 safe routes to transit projects
  - 77 highway interchange improvements
Making the most of our system

Healthy Environment & Communities
Open Space Preservation

1990’s Planned Open Space

- **Open for Development**: 846,086 acres
- **Planned for Preservation**: 1,846,157 acres
Open Space Preservation

San Diego Forward Planned Open Space (2050)

1,469,344 acres
1,222,899 acres

Open for Development
Planned for Preservation

More than half the land in the County will be preserved as open space.

Environmental Mitigation Program

San Luis Rey/Bonsall
137 acres
Wetlands, Woodland, Scrub
Local land use plans have been changed dramatically
- Focused growth in urbanized areas
- Preserving more open space
- Promoting good health

Programs that support the vision
- Pilot Smart Growth Program
- TransNet Smart Growth Program
- TransNet Active Transportation Program

More than $58 million has been awarded through these programs

State Approach to Cutting On-Road GHGs
- State requiring cleaner fuel options
- State requiring higher MPG vehicles
- Regions growing smarter and adding transportation choices
Plan’s Projected GHG Reductions

Per Capita CO₂ Reductions for Cars and Light Trucks

- CARB Target
- SD Forward Projections

Vibrant Economy
Economic Benefits

• Two dollars in economic benefit for every dollar invested in the Regional Plan
• 52,500 new jobs in the region on average to 2050
  • 41,000+ new jobs result from increased transportation system efficiency
  • 11,500 jobs result from the increased economic activity from building and operating the transportation system
• $13.4 billion in increased gross domestic product on average to 2050
  • $12.2 billion from efficiency improvements
  • More than $1.2 billion from construction/operations investments

Economic Benefits

• Prices lowered by an average of 1 percent to 2050
• Increased access for disadvantaged populations
• Improved opportunities for clustering of industries
• Better ability to attract/retain skilled workers
• Support for key San Diego industries:
  • Tourism
  • High tech
  • Construction
  • Goods movement
Implementing the Plan: Where do we invest the money?

$203.4 billion in year of expenditure (YOE) dollars

Benefits: 2012 to 2050

• Transit access up from 34 percent to 60 percent
• Jobs close to transit up from 40 percent to 71 percent
• Collision rates down 8 percent for bicycles and pedestrians
• Benefits outweigh costs by a ratio nearly of two-to-one
• Physical activity related to transportation up
• Air quality improved by 70 percent
• Meet and exceed GHG emission reduction targets
What Happens Next?

• Spring 2015: Release Draft San Diego Forward: The Regional Plan and Draft Environmental Impact Report for public review and comment
• Summer 2015: SANDAG Board adopts the Plan and certifies the EIR
• Get involved!
Opportunities for Engagement

- SANDAG Board and Policy Committees
- Presentations to community groups
- Public workshops on draft documents (one in Spanish)
- Website
  - Streaming of public meetings
  - Documents to be posted
  - Videos and posted presentations
- Social media
- Community Based Organizations
- Submit comments in person, email, phone, and online
INTRODUCING THE REGIONAL BIKE NETWORK BRAND
Transportation Committee – March 6, 2015

BRAND PURPOSE
- Symbolize infrastructure
- Support investment
- Encourage use
- Present real choice
- Influence positive attitude
TARGET AUDIENCE

- Current riders
- Future riders / users
- People who drive
- Placemakers

MARKET RESEARCH

Does the logo...

- Apply to infrastructure, programs, and outreach?
- Communicate key characteristics?
  - Positive and friendly
  - Unique and encouraging
  - Open to everyone
SURVEY INSIGHTS

- More than half of respondents ride a bike for everyday trips
- Two-thirds of respondents age 50 and older ride a bike
- Three-quarters were interested in bike-related events, activities, and educational efforts
  - Community bike rides
  - Route planning
  - Kid-friendly
  - Safety training

THE REGIONAL BIKE NETWORK BRAND

BRAND NAME

- Represent projects and programs
- Simple, friendly, and encouraging
- Suggests movement, a transportation choice
- Functions as a call to action and offers a simple solution
THE REGIONAL BIKE NETWORK BRAND

LOGO TREATMENTS
THE REGIONAL BIKE NETWORK BRAND

BRAND USE: MARKETING

GOING TO THE STORE?
GObyBIKEsd.com

GOING TO THE BEACH?
GObyBIKEsd.com
THE REGIONAL BIKE NETWORK BRAND

BRAND USE: DIGITAL ADVERTISING

HEADED TO WORK?
GObyBIKEsd.com

THE REGIONAL BIKE NETWORK BRAND

BRAND USE: REGIONAL BIKEWAY PROJECTS

TransNet
Your tax dollars at work
GObyBIKE
Project Under Construction
KeepSanDiegoMoving.com
THE REGIONAL BIKE NETWORK BRAND

BRAND USE: REGIONAL WAYFINDING SIGNAGE

[Diagram showing the brand use for wayfinding signage]

BRAND USE: BIKE PARKING FACILITIES

[Image of bike parking facilities with the GoByBIKE logo]
THE REGIONAL BIKE NETWORK BRAND

GObyBIKEsd.com

Information hub with redirects:
• KeepSanDiegoMoving.com project pages
• Regional Bike Plan
• Regional Bike Map
• Programs and events
• Riding tips
• Safety and education

RECENT PRESENTATIONS
• Active Transportation Working Group – February 12
• Regional Planning Technical Working Group – February 12
• City/County Managers Association – March 5
• Cities/County Transportation Advisory Committee – March 5
• Bayshore Bikeway Working Group – March 6

NEXT STEPS
• Brand launch campaign mid-March through mid-April
• Bike Month Mini-Grants
• Bike Month and Bike to Work Day
• Other future opportunities
City of San Diego
Bike Share Program - Update
March 6, 2015

By Brian Genovese

Source: BikeShare.com

BIKE SHARE'S GROWTH AND MAJOR EVENTS

- 2010: The world's first bike share program, Vélib', launched in Paris.
- 2013: Barclays Cycle Hire launched in London.
- 2015: The City of London begins its bike share system.
- 2016: The world's first third-generation bike share program is launched at Portsmouth University.
- 2017: The first bike share program in the United States reaches 100,000 users.
- 2018: The first bike share program in the United States reaches 500,000 users.
Chronology

September 2012 - Request for Sponsorship (RFS)

July 2013 - Council Approval

September 2013 to April 2014 - Community Outreach

April 2014 to Present – Adjustments to Station Locations

January 2015 – Program Launch

Ongoing – Program Development
HELLO SAN DIEGO!
WE’RE SO EXCITED TO BE HERE!

JOIN
Ride for an hour, a day or a month

SELECT
From 1,800 bikes

ENJOY
San Diego and all it offers

RETURN
To any station

BIKE SHARING = RIDE DOCK REPEAT

ENJOY UNLIMITED 30 OR 60-MINUTE RIDES WITH YOUR MEMBERSHIP.
DOCK BIKE EVERY 30 OR 60 MINUTES TO RESET RIDE TIME.
TO RELEASE, PUSH BIKE FORWARD & PULL BACK.

MEMBERSHIPS
WE’RE SO EXCITED TO BE HERE...
WE’RE GIVING FREE HELMETS TO THE FIRST 1,200 MEMBERS!

STANDARD MEMBERSHIP
UNLIMITED 30-MINUTE RIDES
$99
$30

DELUXE MEMBERSHIP
UNLIMITED 60-MINUTE RIDES
$199
$30

SHORT TERM MEMBERSHIPS
PROVIDES SAME UNLIMITED MEMBERSHIP ACCESS EXCEPT FOR FREE HELMETS.

1 DAY $15
1 WEEK $35
1 MONTH $50

HOURLY RENTAL
PROVIDES RENTAL WITH CONTINUOUS ACCESS TO THE SYSTEM DURING RIDE TIME.

½ HOUR $5
1 HOUR $7
2 HOURS $12

IF YOU GO OVER YOUR RENTAL TIME
EACH ADDITIONAL 30 MINUTES $5

YOUR MEMBERSHIP IS (EXPIRING) UNTIL YOUR CARD EXPIRES.
Next Generation Bike and Kiosk Design
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Questions?