TRANSPORTATION COMMITTEE AGENDA

Friday, August 15, 2003
9:00 a.m. – 12 Noon
SANDAG Board Room
401 B Street, 7th Floor
San Diego, CA 92101-4231

AGENDA HIGHLIGHTS

• REGIONAL CAR SHARING DEMONSTRATION – MOBILITY PASS PILOT

• SILVER STRAND ENHANCEMENT PROJECT

• TRANSIT FIRST SHOWCASE PROJECT

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Welcome to SANDAG! Members of the public may speak to the Transportation Committee on any item at the time the Committee is considering the item. Please complete a Speaker’s Slip which is located in the rear of the room and then present the slip to Committee staff. Also, members of the public are invited to address the Committee on any issue under the agenda item entitled Public Comments/Communications/Member Comments. Speakers are limited to three minutes. The Transportation Committee may take action on any item appearing on the agenda.

This agenda and related staff reports can be accessed at www.sandag.org under meetings on SANDAG’s Web site. Public comments regarding the agenda can be forwarded to SANDAG via the e-mail comment form also available on the Web site. E-mail comments should be received no later than 12:00 p.m., two working days prior to the Transportation Committee meeting.

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**ITEM #** | **RECOMMENDATION**
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+1. **ADDITIONS AND DELETIONS**

**CONSENT ITEMS (2 to 4)**
The Transportation Committee will take action on the consent agenda without further discussion and with one vote unless an item is pulled by a Committee member or by a member of the public for comment.

+2. **DRAFT DISCUSSION AND ACTIONS FROM AUGUST 1, 2003 TRANSPORTATION COMMITTEE MEETING – pp. 6 - 11**

The Transportation Committee is asked to approve the discussion and actions from its August 1, 2003 meeting.

+3. **CONGESTION MANAGEMENT PROGRAM (CMP) QUARTERLY REPORT (Mario Oropeza) – pp. 12 - 17**

This report summarizes the CMP activities to date. With consultant assistance, SANDAG is developing a toolbox of congestion mitigation strategies and a model transportation demand management program, and is revising the regional Traffic Impact Study Guidelines to incorporate smart growth principles. Several workshops have been held to solicit input from local agencies, consultants, and regional stakeholders on these CMP strategies. In addition, initial work has begun on various CMP Deficiency Plans.

+4. **FALL 2003 TRANSIT SERVICE CHANGES (Conan Cheung) - pp. 18 - 23**

This report summarizes the transit service changes that take effect in August and September 2003. These service changes were either previously approved by the San Diego Metropolitan Transit Development Board or the North San Diego County Transit Development Board as part of their FY 2004 budget processes (prior to the SB 1703 consolidation), or are minor schedule and routing modifications to existing services.

5. **PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS**

Members of the public will have the opportunity to address the Transportation Committee on any issue within the jurisdiction of the Committee. Speakers are limited to three minutes each. Committee members also may provide information and announcements under this agenda item.
6. I-15 EXPRESS LANES WEEKEND OPERATIONS (Joe Hull, Caltrans)  
   The I-15 Express Lanes between State Routes 56 and 163 are scheduled to be open for weekend operations beginning on Saturday, August 23, 2003. The lanes will be operated in the northbound direction from 1:00 to 7:00 p.m. on August 23, 24, 30, 31, and September 1 (Labor Day weekend). The lanes will be open for 24-hour weekend operations beginning September 5, 2003, as reported at the August 1, 2003 Transportation Committee meeting. A status report will be brought back to the Transportation Committee in December 2003.

7. REGIONAL CAR SHARING DEMONSTRATION PROJECT – MOBILITY PASS PILOT PROGRAM (Ray Traynor) – pp. 24 - 26  
   As part of the Regional Car Sharing Demonstration Project, SANDAG is evaluating the introduction of the Mobility Pass, which would integrate unlimited transit-use and limited carsharing privileges into a single fare package. This pilot program will help support a broader range of transportation options for commuters and residents and expand the market for transit services. The Transportation Committee is asked to approve this concept and direct staff to work with the transit agencies and the selected car sharing organization on the development of the Mobility Pass pilot program.

8. FEDERAL TRANSPORTATION ENHANCEMENT ACTIVITIES (TEA) COST INCREASE – SILVER STRAND ENHANCEMENT PROJECT (Sookyung Kim) – pp. 27 - 33  
   In September 2001, the Transportation Committee established a TEA Reserve for underfunded TEA projects or cost increases on existing TEA projects. The Cities of Coronado and Imperial Beach have identified a $140,000 cost increase on Phase II of their Silver Strand Enhancement Project (Bayshore Bikeway Spur) and are jointly requested the remaining balance in the TEA Reserve ($68,000). No other TEA project sponsors have identified a cost increase on their projects. The Transportation Committee is asked to approve the request for funding, subject to the concurrence of the SANDAG Board of Directors through approval of the Transportation Committee actions, and pending formal action by the Coronado and Imperial Beach City Councils committing to completing the project and fully funding any remaining costs (currently $72,000).
+ 9. TRANSIT FIRST SHOWCASE PROJECT (Miriam Kirshner) – INFORMATION
   pp. 34 - 38
   This item provides an update on development of the Transit First Showcase Project from San Diego State University to downtown San Diego through the Mid-City communities. Major activities to date include traffic analysis, ridership projections, a survey of traffic signal priority technologies and their applicability to San Diego, development of a preliminary operating plan, and public outreach. Preliminary station site plans and designs also have been prepared.

+ 10. SAN DIEGO DOWNTOWN COMPREHENSIVE TRANSIT STUDY (Dave Schumacher) – pp. 39 - 46
   INFORMATION
   As part of the agency consolidation under SB 1703, SANDAG has assumed responsibility for the San Diego Downtown Comprehensive Transit Study. The study, which is being developed in partnership with the Centre City Development Corporation (CCDC), will result in a long-range transit plan for Downtown San Diego that will complement, support, and be incorporated into CCDC’s Downtown Community Plan update currently underway.

11. ADJOURNMENT AND UPCOMING MEETINGS
   INFORMATION
   The next Transportation Committee meeting is scheduled for Friday, September 19, 2003 from 9 a.m. to 12 p.m.

   The ribbon cutting event for the State Route 125 Toll Road is scheduled for Friday, September 12, 2003 at 2 p.m. at a location in the South Bay to be announced. Invitations will be mailed to Transportation Committee members and SANDAG Board of Directors.

This agenda is sent to all members of the SANDAG/RTC Board of Directors and alternates for informational purposes.

+ next to an agenda item indicates an attachment
DRAFT DISCUSSION AND ACTIONS FROM
AUGUST 1, 2003 TRANSPORTATION COMMITTEE MEETING

The meeting of the Transportation Committee was called to order by Chair Joe Kellejian (North County Coastal). Other voting members in attendance were Vice Chair Dick Murphy (City of San Diego), Mickey Cafagna (North County Inland), Art Madrid (East County), Jerry Rindone (South County), Ron Roberts (County of San Diego), Bob Emery (San Diego Metropolitan Transit Development Board – MTDB), and Judy Ritter (North San Diego County Transit Development Board – NCTD). Also in attendance were alternates Christy Guerin (North County Coastal), Corky Smith (North County Inland), Phil Monroe (South County), Jack Feller (NCTD), as well as ex-officio member Pedro Orso-Delgado (Caltrans).

CONSENT ITEMS (1 through 6)

1. 2002 REGIONAL TRANSPORTATION IMPROVEMENT PROGRAM (RTIP) AMENDMENT NO. 13 - VARIOUS PROJECTS (APPROVE)

2. TRANSPORTATION DEVELOPMENT ACT (TDA) CLAIM AMENDMENTS - SAN DIEGO METROPOLITAN TRANSIT DEVELOPMENT BOARD (MTDB) (APPROVE)

3. FEDERAL TRANSPORTATION ENHANCEMENT ACTIVITIES (TEA) PROGRAM QUARTERLY PROGRESS REPORT (INFORMATION)

4. I-805/I-5 TRANSPORTATION STUDY UPDATE (INFORMATION)

5. QUARTERLY TRANSIT COORDINATION DEVELOPMENT REVIEW REPORT (INFORMATION)

6. REGIONAL RAIL GRADE SEPARATION STUDY (INFORMATION)

   Action: The Transportation Committee approved Consent Items 1 through 6, including Resolution Nos. 2004-01 and 2004-02.

7. PUBLIC COMMENTS/COMMUNICATIONS

   Chair Kellejian indicated that an oral roll call will be taken starting with the August 15, 2003, Transportation Committee meeting so that persons listening to the Webcast will know who is present.

   Chair Kellejian introduced and welcomed two new SANDAG employees: Jack Boda, Department Director of Mobility Management and Project Implementation, and Bob Leiter, Department Director of Land Use and Transportation Planning.
8. I-15 EXPRESS LANES OPERATIONS (INFORMATION)

Chair Kellejian suggested that the action on this item be changed from “Information” to “Information and Possible Action.” The Transportation Committee unanimously approved this change.

Chair Kellejian thanked Supervisors Ron Roberts and Pam Slater for bringing this matter to the attention of the SANDAG Board and the public. He also thanked Caltrans and SANDAG staff for working on this item.

Before starting his presentation on I-15 Express Lane operations, Caltrans District Director Pedro Orso-Delgado thanked SANDAG for approving the loan of TransNet funds to Caltrans to continue construction projects. However, he noted that Caltrans will probably not need the loan, because a state budget is expected to be approved within the week.

Mr. Orso-Delgado stated that Caltrans plans to open the I-15 Express Lanes for weekend operations beginning the weekend of September 5, 2003. He stated that Caltrans staff would be providing presentations on two related issues: the proposed weekend operations of the Express Lanes and ongoing construction projects in the I-15 corridor that are affecting current Express Lanes operations. Chair Kellejian asked that the item be bifurcated with discussion of the I-15 Express Lanes weekend operations held first.

Caltrans staff provided a report that included background information on the I-15 Express Lanes, a status of activities since July 1, 2003, current average daily traffic (ADT) volumes in the I-15 corridor, current operations, and the proposed opening of the Express Lanes for weekend operations.

Caltrans staff noted that unlike weekday periods, there is no clear peak period or peak direction during the weekend. To better determine weekend usage, Caltrans would test operating the lanes in the southbound direction for one to three months, followed by operating the lanes in the northbound direction for another one to three months. This pilot program would allow Caltrans to obtain information about high occupancy vehicle (HOV) versus single occupancy vehicle (SOV) weekend usage and help determine the optimum operations of the lanes for weekend conditions. The pilot program also would include provisions to adjust weekend operations to handle special events, such as major football games or major accidents.

Discussion ensued regarding the advantages and disadvantages of various weekend operating scenarios, associated operating costs, and how special events would be managed. Committee members supported the concept of using new I-15 FasTrak™ revenues to defray weekend operating costs, but stated that Caltrans should minimize operating costs and provide sufficient documentation of any additional costs incurred.

Transportation Committee members expressed concern that Caltrans would use the pilot study just to collect weekend traffic data. The Committee requested more information about the decisions that would be made based on the information collected.
Chair Kellejian asked if there were plans to notify the public about the opening of the Express Lanes on September 5, 2003. Staff replied that SANDAG and Caltrans would likely send out a joint press release and that SANDAG would notify its I-15 FasTrak™ customers if the lanes were to be open to SOVs for a fee. It was suggested that the press release also indicate that California Highway Patrol (CHP) would be enforcing the HOV requirements on the lanes, and that the information also be sent to local jurisdictions to include in their community newsletters.

Supervisor Ron Roberts (County of San Diego) asked about the possibility of opening the Express Lanes for the Labor Day weekend. Caltrans staff agreed to consider this suggestion.

Action: The Transportation Committee supported opening the I-15 Express Lanes for weekend operations, strongly encouraged Caltrans to consider opening the lanes for the Labor Day weekend, and directed staff to work with Caltrans to prepare public outreach information related to weekend operations.

The Committee asked Caltrans to provide a status report at the August 15 meeting on the opening day and direction.

Caltrans staff provided a report on a series of construction improvement projects for the I-15 corridor and described measures planned by Caltrans to minimize the effects of construction activities on weekday operations of the I-15 Express Lanes.

Chair Kellejian called a five-minute break at 10:10 a.m. and reconvened the meeting at 10:15 a.m.

TRANSPORTATION FOR SENIOR CITIZENS (INFORMATION)

Chair Kellejian stated that Councilmember Jack Feller (Oceanside) asked that this item be included on the agenda. Councilmember Feller noted that the American Public Transportation Association’s (APTA’s) main thrust is to increase transit ridership. Seniors in the future will make up a bigger percentage of ridership for all of our transit agencies. He requested that the Transportation Committee consider a response to seniors regarding transportation options available to them.

Staff reported that this region does make a substantial investment in services for seniors and disabled persons. Fares for seniors are discounted off the regular fare, low-floor vehicles are being implemented to ease boarding/alighting, and there are special services for Americans with Disabilities Act (ADA)-certified patrons. Public dollars also help fund other local transportation programs, such as senior shuttle services. SANDAG’s long-range transportation plan, MOBILITY 2030, lists additional programs to improve transit service for seniors, but funding remains a constraint. Last fall, the City of Oceanside conducted a survey of its seniors and their transportation needs.

Oceanside staff presented the survey results, which indicated that the numbers of seniors in the City of Oceanside will increase significantly in the future, leading to a need to provide transportation for seniors who do not qualify for ADA service. Oceanside staff suggested that a Regional Task Force be formed to conduct regional research, a cost analysis of technology, visit cities that have senior transportation services, and develop a prototype
regional service to address senior transportation needs. The objectives of this prototype would be to improve service and dispatching, provide more efficient service operations, improve service information, facilitate transit information, improve emergency response, provide automated vehicle location capabilities, and improve/upgrade communications capability. The final product would be the implementation of a demonstration project for North County.

Public Comment

Gary Baldwin, a member of the public, stated that transportation is essential to everyone, including seniors. He asked that the transportation needs of seniors be seriously considered.

Chair Kellejian stated that there is a substantial incentive program for seniors in the San Diego region in the way of discounted monthly transit passes.

The Transportation Committee supported addressing senior transportation needs, and recognized that the available funding constrains the region’s ability to provide improved transportation service for seniors. Committee members asked what types of services could be implemented if funding were available.

Staff indicated that MOBILITY 2030 includes a number of improvements that will make public transportation better for everyone, including making bus stops more accessible, adding more low-floor buses, and retrofitting curbs and sidewalks to ADA standards. Transit services also should connect to senior centers and other major activity centers. If the TransNet extension is approved, there would be additional funding for senior transportation programs.

Staff noted that SANDAG’s Subcommittee for Accessible Transportation (SCAT) has been the venue to discuss these issues. SCAT is the technical committee for regional issues related to senior and accessible transportation services, and the Transportation Committee is the policy committee. Various agencies and individuals from around the region that provide senior/accessible transportation services are represented on SCAT.

Supervisor Roberts stated that the City of Vista has a very effective senior transportation program and he asked that Vista share this information with the City of Oceanside and other jurisdictions interested in implementing similar programs.

Chair Kellejian said that he did not see the need for another regional committee, and MOBILITY 2030 includes plans for the future with regard to transportation needs for seniors and persons with disabilities.

Staff indicated that a telephone survey related to the development of the TransNet extension is underway, and a report on the results of this survey is scheduled to be presented at the September 2003 Policy Development Board meeting. The survey and related focus group research will be used to determine what types of senior transportation services the public desires. Staff suggested that this matter be referred to SCAT with a recommendation regarding how to improve senior transportation services coming back to the Transportation Committee in the October/November 2003 timeframe.
Mayor Madrid suggested that any SCAT subcommittee working on this issue involve the senior commissions and committees on aging in each city. Staff replied that these various senior groups are already on the SCAT mailing list.

**Action:** The Transportation Committee referred the City of Oceanside’s Senior Survey Report to SCAT for its review. SCAT’s review and recommendations will be reported back to the Transportation Committee by November 2003.

10. **TRANSIT STATION JOINT DEVELOPMENT PROJECTS (INFORMATION)**

Staff presented a report on transit-oriented joint development projects at five transit stations around the region. The aim of these projects is to develop the property in a way that both supports the use of transit and other regional goals. These projects help enhance regional mobility, support transit ridership, provide additional housing options, promote smart growth, and help protect the environment.

The region’s Transit First strategy is to make transit more accessible, more convenient, and more relevant so that people will choose to use transit for more of their daily trips. Staff reviewed the five joint development project case studies, including four at existing rail stations and one at a planned bus rapid transit (BRT) station. All of these concepts include parking structures for transit users, and a mix of retail and for-rent housing. These projects are good examples of the types of smart growth developments envisioned in the Regional Comprehensive Plan (RCP). Benefits of these projects include enhanced ridership, additional security on the street, additional passenger amenities, and access improvements.

Staff noted that SANDAG plays a role in helping to plan these joint development projects. Project leases and other financial details would be negotiated between the developers and the transit agencies, which own the various transit stations.

Deputy Mayor Jerry Rindone (South County) asked staff to clarify the difference between the presentation and the written staff report regarding the number of proposed housing units at the Morena Vista Trolley Station development. The following updated information became available after the Committee meeting: The project includes 184 units total, consisting of 22 lofts and 162 apartments. The Affordable Housing Assistance Agreement between the developer and the City of San Diego calls for the construction of 16 low and moderate income rental units.

Transportation Committee members discussed the need to provide (and not preclude) future expansion of parking for transit patrons in the plans for these joint development projects.

11. **TRANSIT FIRST NOW! PROGRAM UPDATE (INFORMATION)**

Staff presented an update on the Transit First Now! program. Staff summarized the four major Transit First elements: service concepts, community design, customer experience, and transit priority. The Transit First Now! program focuses on the fourth element of the Transit First strategy — applying transit priority measures to maintain transit travel speeds and reliability.
Staff reviewed several transit priority treatments in place today, including various transit-only lanes, queue jumpers, and transit signal treatments in San Diego and Chula Vista. Proposed improvements under the Transit First Now! program include a transit-only lane on Eleventh Avenue between Broadway and A Street in downtown San Diego, a reduction in the number of bus stops on University Avenue between Park Boulevard and Seventh Avenue, a queue jumper lane on First Avenue between A and Cedar Streets, and a bus-only lane along Rosecrans/Taylor Street for easier access to the bus transfer center at the Old Town Transit Center.

Staff stated that SANDAG’s FY 2004 Overall Work Program and Budget includes the $100,000 necessary to make these proposed projects “implementation ready” (i.e., carried through the final design phase). Additional funds for right-of-way and construction phases would need to be identified as part of the transit Capital Improvement Program (CIP) in order to implement these projects.

Mr. Orso-Delgado noted that Caltrans has been working with MTDB on a demonstration project to allow buses to operate on freeway shoulder areas in the peak hours near the I-805 and SR 52 interchange. Following this test, the ultimate goal is to allow existing transit services to use freeway shoulders along I-15 to help bypass traffic congestion during the construction of the I-15 Managed Lanes.

Chair Kellejian asked whether similar projects were being developed in the NCTD area. Staff indicated that the next phase is to take a broader look at developing similar transit priority treatments around the region, including appropriate improvements in the NCTD area.

12. ADJOURNMENT AND UPCOMING MEETING

Chair Kellejian announced that the next meeting is Friday, August 15, 2003, at 9 a.m. He clarified that the meeting tentatively scheduled for Friday, September 5 has been cancelled, but there will be a regular meeting of the Transportation Committee on September 19. He stated that the Transportation Committee will begin meeting twice a month beginning in 2004. Staff will transmit a meeting schedule to the Committee.

Deputy Mayor Rindone asked staff to include information in the next Transportation Committee agenda about the planned ribbon-cutting ceremony for the SR 125 South project. He encouraged all Transportation Committee members to attend the ceremony. Subsequent to this meeting, revised information related this ceremony was received. It will now be held on Friday, September 12, 2003, at 2 p.m. in the South Bay.

Staff noted that U.S. Secretary of Transportation Norm Mineta will be attending this ribbon-cutting ceremony.

Mayor Murphy asked about the I-15 Managed Lanes groundbreaking ceremony. Mr. Orso-Delgado replied that the groundbreaking would likely be held sometime in late October or early November 2003.

Chair Kellejian adjourned the meeting at 11:40 a.m.
CONGESTION MANAGEMENT PROGRAM (CMP) QUARTERLY REPORT

Introduction

On January 24, 2003, the SANDAG Board of Directors adopted the 2002 Congestion Management Program (CMP) update. Major changes in the 2002 CMP update consisted of:

- More emphasis on low cost, near-term congestion mitigation strategies
- Increased use of Deficiency Plans to identify and address congestion “hot spots”
- Greater SANDAG participation in CMP implementation and monitoring

This quarterly report on progress to implement the 2002 CMP Update covers the period May 1 through July 30, 2003.

Discussion

Congestion Mitigation Strategies

SANDAG, working with a consultant and local agencies, continued work on implementing the following recommendations contained within the 2002 CMP Update.

Congestion Mitigation Strategies Toolbox

The purpose of this task is to prepare a toolbox of low-cost, near-term congestion mitigation strategies for local agency use to mitigate new development impacts and to prepare Deficiency Plans. During this quarter, a draft Toolbox of Congestion Mitigation Strategies was prepared and contains the following categories of strategies: transit, land use, travel demand management, transportation system management, and capital. These categories are further described in Attachment 1, and the draft Toolbox was reviewed at two local agency workshops. For each strategy, information is provided on the strategy effectiveness, regional applicability, implementation requirements, related strategies, estimated costs, and references for further information.

Model Trip Reduction Program

The purpose of this work task is to illustrate the typical components of a trip reduction program, document the supporting Travel Demand Management (TDM) strategies, and provide guidance for
local agencies considering the creation of a Trip Reduction Ordinance (TRO) for their community. A TRO can be adopted by a local jurisdiction in order to manage vehicle travel and traffic congestion, and can be applied to local employers or developments. A TRO can include a variety of TDM programs to assist in the congestion mitigation goals of a local jurisdiction. A TRO can be voluntary or mandatory, and the strengths and weaknesses of both approaches are illustrated. Examples of voluntary and mandatory TROs are being developed and can be modified as needed to meet local requirements. Use of the model ordinances and supporting material is voluntary, and it is up to local jurisdictions to decide on a voluntary or mandatory approach.

Traffic Impact Study Guidelines

Finally, working with a subcommittee of the San Diego Traffic Engineers Council (SANTEC), proposed revisions to the existing Traffic Impact Study Guidelines were developed. The TIS Guidelines are used to assess the traffic impacts of new development. The purpose of the proposed revisions is to address new smart growth strategies, mixed use developments, and the trip reduction impacts of transit or TDM strategies. The proposed revisions will be presented to the full SANTEC in August 2003.

Outreach

The results of all three work tasks previously discussed will be presented at three sub-regional workshops to be held in late September 2003. The recommendations then will be presented to the Cities/County Transportation Advisory Committee (CTAC) and Regional Planning Technical Working Group prior to presentation to the Transportation Committee and SANDAG Board of Directors in October 2003.

Deficiency Plans

The 2002 CMP Update identified a number of roadway segments that did not meet the CMP level of service standard (LOS E) and will require Deficiency Plans to further investigate the causes of the congestion and to propose remedial actions. As presented at the April 24, 2003 Deficiency Plan Local Agency Workshop, 17 corridors will require Deficiency Plans. At the workshop, priorities for preparing Deficiency Plans were discussed, and seven corridors were identified for study in FY 2004 (as shown in Attachment 2). During this quarter, significant progress was made on three of the seven corridors: Central Interstate 5, Interstate 805, and State Route 75 (Palm Avenue).

Environmental Document Review

The CMP requires local agencies to implement an enhanced California Environment Quality Act (CEQA) review of all large projects in order to assess their impacts, if any, on the CMP roadway system. Local agencies regularly submit environmental documents to SANDAG, and these documents are reviewed by staff to determine if the CMP requirements are met. In addition, SANDAG monitors the State Clearinghouse Web site and requests documents that have not been otherwise sent by local agencies. For the period May 1 through July 31, 2003, nine environmental documents were reviewed by SANDAG. The results of the reviews are summarized below:
### Local Agency CMP Conformance Finding

The CMP requires that local jurisdictions certify, by resolution, their conformance with the provisions of the CMP. This information is needed by SANDAG in its determination that the San Diego region is in conformance with the CMP legislative requirements. Pursuant to state law, local agencies may lose certain state gas tax revenues if they are not in conformance with the CMP. This requirement was discussed at the CMP local agency workshops in March and April 2003 as well as in a memo dated May 7, 2003 to local agency staff. The CMP certifications were requested by July 31, 2003, and to date, 13 of the 19 local jurisdictions have adopted or are scheduled to adopt the required resolutions. A complete status report on CMP resolutions is provided in Attachment 3.

The remaining six local jurisdictions have been notified that the required CMP certifications must be adopted by September 30, 2003 (an extended deadline). Jurisdictions that have not met this requirement will be considered out of compliance with the CMP and may be subject to the loss of certain state gas tax revenues pursuant to state law.
The congestion mitigation strategies contained in the draft CMP Toolbox have been grouped into categories of similar strategies as follows:

- **Transit Strategies** — Enhanced public transportation services or facilities, including Paratransit as well as conventional fixed route operations. Transit marketing and ridership incentives are included in this category.

- **Land Use Strategies** — The use of land planning or related policies used to reduce the number or length of auto trips, especially during peak travel hours. Increasing urban densities and promotion of mixed-use development types are included in this category.

- **Travel Demand Management (TDM)** — The use of incentives or disincentives to influence the behavior of travelers, in particular to reduce the number of single occupant vehicle trips. Because roadway congestion occurs primarily during peak commute hours, most TDM programs focus on commuters and their employers. Promotion of flexible work schedules, teleworking, carpooling, and transit use are examples of TDM strategies.

- **Transportation System Management (TSM)** — Includes various measures to mitigate traffic congestion by improving the efficiency of the existing transportation system. Freeway ramp metering and improved intersection signal operations and coordination are examples of strategies in this category.

- **Capital Strategies** — Includes the implementation of capital improvements such as roadway or transit facilities. Roadway widening and transit center development are examples of capital strategies.

All the congestion mitigation strategies contained within the five categories discussed above support one or more of the following key congestion mitigation objectives:

- **Increasing the Transportation System Capacity** — This includes the addition of vehicle-carrying capacity to a roadway or freeway facility, improving and increasing the capacity of an intersection, or increasing the person-carrying capacity of a transit system.

- **Improving the Transportation System Performance** — This includes enhancements to the roadway and signal systems, enhancements to public transit operations, improvements or enhancements to the transit vehicles, and other efforts aimed at improving the performance of a transportation system.

- **Effecting a Mode Shift Away From Drive Alone** — This refers to any strategy or program that results in a decrease in single occupancy vehicle (SOV) trips on a roadway system, through a resulting increase in transit, bicycle, pedestrian, or high occupancy vehicle (HOV) trips.

- **Shifting Trips to Other Time Periods** — This includes strategies that seek to control peak hour traffic flow, either through restrictions, tolls and charges, or other measures.

- **Vehicle Trip Reductions** — This includes strategies that seek to reduce total trip generation or total vehicle trips on a facility, through mixed-use development, on-site facilities, or through regional or local Trip Reduction Ordinances (TRO) and programs. This objective is related to changes in average vehicle ridership (AVR) and vehicle miles traveled (VMT).
FY 2004 Deficiency Plan Study Areas

1 Interstate 5 North
2 Interstate 15 North
3 Interstate 8
4 Interstate 805
5 Central I-5 / San Diego
6 Balboa Avenue: Genesee Ave. to Kearny Villa Rd.
7 State Route 75: I-5 South to 6th St.
## STATUS OF CMP CERTIFICATION RESOLUTIONS

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*Scheduled adoption date.*
FALL 2003 TRANSIT SERVICE CHANGES

Introduction

This report summarizes the transit service changes that are scheduled August and September 2003. These service changes were either previously approved by the San Diego Metropolitan Transit Development Board (MTDB) or the North San Diego County Transit Development Board (NCTD) as part of their FY 2004 budget processes (prior to the SB 1703 consolidation), or are minor schedule and routing modifications to existing services.

Changes to bus, Trolley and COASTER service are implemented, as needed, three times a year, in the fall, winter, and summer. These regularly scheduled service changes provide us with opportunities to improve the service, operation, and schedules of the regional transit system consistent with service evaluation and customer comments, and to implement recommendations and actions from the Short-Range Transit Plan (SRTP) and annual budget process. The next scheduled dates for implementing transit service changes are Sunday, August 17, 2003 for NCTD jurisdictional services, and Sunday, August 31, 2003 and Tuesday, September 2, 2003 for MTDB jurisdictional services.

Discussion

Service Changes

Fall 2003 service changes include: (1) the restructuring of Routes 11 and 961; (2) minor schedule and routing adjustments on Routes 5, 150, 313, 342, 350, 386, 388, 403, 415, 441, 707, 709, 905, 908, and 936; (3) minor service reductions on Routes 101, 306, 308, 309, 315, 347, 711, 904, 992, and Rancho Bernardo DART; and (4) the discontinuation of Routes 387, 413, and 420. These changes have been approved as part of the FY 2004 operating budget for each transit operator, and are described in more detail below.

- Public Notification – Consistent with existing policies, information on these service changes will be provided to the public at least 15 days prior to implementation. A “Take One” notice detailing MTDB area service changes will be posted on all MTDB area routes from August 15 to September 15, 2003 (Attachment 1). NCTD service changes are posted in their August 2003 Rider’s Guide under the “What’s New” section (Attachment 2).

- Restructuring of Routes 11 and 961 – Weekday service on Route 11 will be restructured to improve on-time performance and operational efficiency. Route 11 is a Line Haul route that operates between San Diego State University (SDSU) and Spring Valley, via Hillcrest, downtown San Diego, and Lomita Village. Route 11 is one of the more productive routes in
the Metropolitan Transit System (MTS), carrying about three million passengers per year. However, it also is one of the longer, slower, and less reliable routes in the system due to the number of traffic signals and bus stops as well as the severity of existing traffic congestion along the route.

In June 2003, the MTD Board of Directors approved a restructuring of Route 11 weekday service that will bisect the route at Deep Dell Road and Paradise Valley Road in Lomita Village. Route 11 will continue to provide service from SDSU to Lomita Village. Route 961, a flex route serving Paradise Valley, will be extended from Deep Dell Road and Paradise Valley Road to Spring Valley to serve the remaining southeast segment of the Route 11. This service change is expected to improve on-time performance on Route 11 by shortening the route, and reinvesting the bus and driver time savings from the truncation back into the route. Since Route 961 only operates on weekdays, Route 11 will continue to operate from SDSU to Spring Valley (in its current form) on weekends. Attachment 3 depicts the restructuring changes.

• Minor Schedule and Routing Adjustments - Minor schedule adjustments will be made to some Chula Vista Transit (CVT), MTS Contract Service, NCTD, and San Diego Transit Corporation (SDTC) routes. These schedule adjustments will be made to better accommodate revised school start times, to improve on-time performance, and to standardize route frequencies. In addition, the routing on some CVT, MTS Contract Service, NCTD, and SDTC routes will be adjusted slightly to provide better access, and to improve operational efficiency by streamlining the routes.

• Minor Service Reductions - As part of the FY 2004 Budget process, the MTD Board of Directors approved minor service reductions on a few MTS Contract Services. Due to low ridership on Route 904 (Coronado Shuttle), the number of trips between Coronado Cays/Loews Resort and Coronado City Hall will be reduced from eight trips to four. The same frequency is maintained for the Ferry Landing to Coronado City Hall segment of Route 904. In addition, the span of service on Rancho Bernardo DART will be reduced by one hour due to low ridership and high costs, resulting in service from 9:00 a.m. to 5:00 p.m.

The NCTD Board of Directors also approved minor service reductions to seven routes, as well as the discontinuation of Route 387 (Ramona Circulator) and two tripper services. NCTD expects to reinvest these resource savings into more productive services.

Future Service Changes

With the agency consolidation under SB 1703, the Transportation Committee is charged with providing oversight for SANDAG’s consolidated transit responsibilities, including approving the SRTP, approving transit operator budgets for funding, approving a regional fare policy, and other duties.

In Fall 2003, the Transportation Committee is scheduled to review winter service changes (which would take effect in January 2004). The Committee also is scheduled to review major transit service changes as part of the development of the draft Regional SRTP (covering the period FY 2004 to FY 2008) and the draft FY 2005 transit operating budget.
Cambios en el servicio de agosto y septiembre de 2003 y Horario de servicio en días festivos

Los siguientes cambios en el servicio se harán efectivos el domingo 31 de agosto de 2003 para las Rutas 709, 908 y 936, y el martes 2 de septiembre de 2003 para las Rutas 5, 11, 150, 707, 711, 904, 905, 936, 961, 992 y el Rancho Bernardo DART. Estos cambios incluyen ajustes del horario para mejorar la puntualidad del servicio, así como modificaciones en las rutas y algunas ligeras reducciones en el número de viajes.

Domingo 31 de agosto de 2003

709 • todos los días - cambio en el horario para mejorar la puntualidad del servicio y la eficiencia. Reducción de los servicios repetidos en el área de Eastlake Greens, eliminando el segundo circuito a través de esta área en dirección del tráfico entrante.

908 • todos los días - ajustes en el horario; cambios menores de ruta en los viajes en dirección norte solamente - Pacific Highway hasta Enterprise Street hacia Midway Drive prestando servicio a Pacific Highway y Witherby Street.

936 • importantes ajustes en el horario de lunes a viernes y ajustes menores en el horario de fin de semana.

Los viajes en dirección sur de lunes a viernes terminarán en Paradise Valley Road y Deep Dell Road. El servicio entre Paradise Valley y Deep Dell Roads y el servicio entre Orville St. y Brucker Ave. (en el segmento de Spring Valley) se cambiarán a una extensión de la Ruta 961. Se cambia el horario en la Ruta 11 de lunes a viernes. Ningún cambio en el horario de fin de semana (los sábados, domingos y días festivos, la Ruta 11 seguirá prestando servicio a Spring Valley hasta Orville y Brucker Ave.)

A partir del martes 2 de septiembre de 2003

5 • ajustes en el horario de lunes a viernes en las primeras horas de la mañana.

11 • de lunes a viernes, la Ruta 11 ya no presta servicio a Spring Valley y todos los viajes en dirección sur de lunes a viernes terminarán en Paradise Valley Road y Deep Dell Road. El servicio entre Paradise Valley y Deep Dell Roads y el servicio entre Orville St. y Brucker Ave. (en el segmento de Spring Valley) se cambiarán a una extensión de la Ruta 961. Se cambia el horario en la Ruta 11 de lunes a viernes. Ningún cambio en el horario de fin de semana (los sábados, domingos y días festivos, la Ruta 11 seguirá prestando servicio a Spring Valley hasta Orville St. y Brucker Ave.)

150 • de lunes a viernes, se eliminan los viajes en dirección norte entre 5:36 a.m. y 6:03 a.m. desde V.A. Hospital hasta University Town Center.

707 • de lunes a sábado - cambios de menor importancia en la ruta para atender al Departamento de Desarrollo de Empleo en East H Street, así como a escuelas y residencias en Paseo Ranchero y la East J Street. Se elimina el servicio en Paseo Del Rey y a lo largo de la sección actual de East J Street.

150 • de lunes a sábado, se eliminan los viajes en dirección norte entre 5:36 a.m. y 6:03 a.m. desde V.A. Hospital hasta University Town Center.

707 • de lunes a sábado - cambios de menor importancia en la ruta para atender al Departamento de Desarrollo de Empleo en East H Street, así como a escuelas y residencias en Paseo Ranchero y la East J Street. Se elimina el servicio en Paseo Del Rey y a lo largo de la sección actual de East J Street.

¿No puede encontrar el camino hacia donde desea ir? Podemos ayudarle. Le ayudaremos a organizar sus planes de viaje personalizados si nos visita en www.sdcommute.com o nos llama al (800) 266-6883.

Cambios en el servicio de agosto y septiembre de 2003

Para solicitar este aviso en un formato alternativo, por favor llame al (619) 231-1466. Los operadores del Metropolitan Transit System se adhieren a una política que prohíbe la discriminación con respecto a los servicios e instalaciones.

A solicitud, esta información se proporcionará en diferentes formatos. Para solicitar este aviso en un formato alternativo, por favor llame al (619) 231-1466. Los operadores del Metropolitan Transit System se adhieren a una política que prohíbe la discriminación con respecto a los servicios e instalaciones.

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August & September 2003 Service Changes and Holiday Service Schedule

Los siguientes cambios en el servicio se harán efectivos el domingo 31 de agosto de 2003 para las Rutas 709, 908, y 936, y el martes 2 de septiembre de 2003, para las Rutas 5, 11, 150, 707, 711, 904, 905, 936, 961, 992, y el Rancho Bernardo DART. Estos cambios incluyen ajustes del horario para mejorar la puntualidad del servicio, así como modificaciones en las rutas y algunas ligeras reducciones en el número de viajes.

Todos los días - Rescheduling to improve on-time performance and efficiency. Reduction of duplicate service in the Eastlake Greens area eliminating the second loop through this area in the inbound direction.

Todos los días - schedule adjustments; minor rerouting of northbound trips only - Pacific Highway to Enterprise Street to Midway Drive serving Pacific Highway and Witherby Street.

Major weekday schedule adjustments and minor weekend schedule adjustments.

August & September 2003 Service Changes

The following service changes will become effective on Sunday, August 31, 2003 for Routes 709, 908, and 936, and Tuesday, September 2, 2003, for Routes 5, 11, 150, 707, 711, 904, 905, 936, 961, 992, and the Rancho Bernardo DART. These changes include schedule adjustments to improve on-time performance, routing changes, and some minor trip reductions. Please be sure to pick up a new timetable for the routes with changes, as listed below:

Effective Sunday, August 31, 2003

709 • All days - Rescheduling to improve on-time performance and efficiency. Reduction of duplicate service in the Eastlake Greens area eliminating the second loop through this area in the inbound direction.

908 • All days - schedule adjustments; minor rerouting of northbound trips only - Pacific Highway to Enterprise Street to Midway Drive serving Pacific Highway and Witherby Street.

936 • Major weekday schedule adjustments and minor weekend schedule adjustments.

Effective Tuesday September 2, 2003

5 • On weekdays, early morning schedule adjustments.

11 • On weekdays, Route 11 no longer serves Spring Valley, and all weekday southbound trips will terminate at Paradise Valley Road and Deep Dell Road. Service between Paradise Valley and Deep Dell Roads and Orville St. and Brucker Ave. (Spring Valley segment) are shifted to an extension of Route 961. Route 11 is rescheduled on weekdays. No change to weekend service (on Saturday, Sundays, and holidays, Route 11 will continue to serve Spring Valley to Orville St. and Brucker Ave.)

150 • On weekdays, eliminate 5:36 a.m. and 6:03 a.m. northbound trips from V.A. Hospital to University Town Center.

707 • Monday through Saturday - Minor re-routing to serve the Employment Development Department on East H Street, as well as schools and residences on Paseo Ranchero and East J Street. Service eliminated on Paseo Del Rey and along the existing portion of East J Street.

711 • Delete last evening eastbound (outbound) trip on weekdays.

To request this notice in an alternative format, please call (619) 231-1466. The Metropolitan Transit System service operators adhere to a non-discrimination policy with regard to both services and facilities.

Can't find your way to where you want to go? We can help. We will help you design your personalized transit travel plans at www.sdcommute.com or by calling (800) 266-6883.

A solicitud, esta información se proporcionará en diferentes formatos. Para solicitar este aviso en un formato alternativo, por favor llame al (619) 231-1466. Los operadores del Metropolitan Transit System se adhieren a una política que prohíbe la discriminación con respecto a los servicios e instalaciones.
Holiday Service Schedule

On Labor Day (Monday, September 1, 2003), most Metropolitan Transit System and North County Transit District services will operate on a Sunday/Holiday schedule. Please see the table below for details. On Columbus Day (Monday, October 13, 2003) and Veterans’ Day (Tuesday, November 11, 2003), all MTS bus, Trolley, and NCTD services will operate on a regular weekday schedule.

<table>
<thead>
<tr>
<th>Route/Service</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>MTS Bus Routes 1, 2, 3, 4, 5, 6, 7, 9, 11, 13, 15, 16, 20, 25, 26, 27, 28, 34, 35, 41, 44, 81, 115, 701, 702, 703, 705, 706, 706A, 708, 709, 712, 815, 831, 832, 833, 834, 844, 845, 848, 854, 855, 856, 858, 864, 871, 872, 873, 874, 875, 901, 902, 903, 904, 908, 916, 927, 928, 929, 931, 932, 933, 934, 936, 955, 992</td>
<td>Sunday/Holiday</td>
</tr>
<tr>
<td>MTS Bus Routes 601, 602, 603, 704, 707, 711, 844A, 851, 853, 876, 877, 902, 903, 905, 921, 922, 923, 961, 962, 963, 964, 965</td>
<td>No Service</td>
</tr>
<tr>
<td>MTS Express Bus Routes 30, 40, 50, 70, 150, 210, 960, 980, 990</td>
<td>No Service</td>
</tr>
<tr>
<td>MTS Commuter Express Bus Routes 810, 820, 850, 860, 870</td>
<td>No Service</td>
</tr>
<tr>
<td>MTS Rural Bus</td>
<td>No Service</td>
</tr>
<tr>
<td>NCTD Breeze Routes (see NCTD Riders Guide for details)</td>
<td>Sunday/Holiday</td>
</tr>
<tr>
<td>San Diego Trolley</td>
<td>No Service</td>
</tr>
<tr>
<td>NCTD Coaster</td>
<td>No Service</td>
</tr>
<tr>
<td>Sorrento Valley Coaster Connection (MTS Routes 971-978)</td>
<td>No Service</td>
</tr>
<tr>
<td>MTS Access*, CTS Paratransit*</td>
<td>Sunday/Holiday*</td>
</tr>
<tr>
<td>* All subscriptions are cancelled for this day. Subscription passengers that want to maintain their trip on this day must call to arrange their transportation.</td>
<td></td>
</tr>
<tr>
<td>MTS DART (Rancho Bernardo, Scripps Ranch)</td>
<td>No Service</td>
</tr>
<tr>
<td>MTS East County Dial-a-Ride</td>
<td>Sunday/Holiday</td>
</tr>
</tbody>
</table>

Horario de servicio en días festivos

En el Día del Trabajo (lunes 1 de septiembre de 2003), la mayoría de los servicios del Metropolitan Transit System y del North County Transit District funcionarán en un horario de domingo/día festivo. Por favor consulte la siguiente tabla si desea mayores detalles. El Día de Colón (lunes 13 de octubre de 2003) y el Día de los Veteranos (martes 11 de noviembre de 2003), todos los servicios de autobús del MTS, Trolley y NCTD funcionarán según el horario regular de lunes a viernes.

<table>
<thead>
<tr>
<th>SERVICIO DURANTE EL DÍA DEL TRABAJO, EL LUNES 1 DE SEPTIEMBRE DE 2003</th>
<th>Horario</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rutas de autobús del MTS 1, 2, 3, 4, 5, 6, 7, 9, 11, 13, 15, 16, 20, 25, 26, 27, 28, 34, 35, 41, 44, 81, 115, 701, 702, 703, 705, 706, 706A, 708, 709, 712, 815, 831, 832, 833, 834, 844, 845, 848, 854, 855, 856, 858, 864, 871, 872, 873, 874, 875, 901, 902, 903, 904, 908, 916, 927, 928, 929, 931, 932, 933, 934, 936, 955, 992</td>
<td>Domingo/Día festivo</td>
</tr>
<tr>
<td>Rutas de autobús del MTS 601, 602, 603, 704, 707, 711, 844A, 851, 853, 876, 877, 902, 903, 905, 921, 922, 923, 961, 962, 963, 964, 965</td>
<td>Sin servicio</td>
</tr>
<tr>
<td>Rutas de autobús Express del MTS 30, 40, 50, 70, 150, 210, 960, 980, 990</td>
<td>Sin servicio</td>
</tr>
<tr>
<td>Rutas de autobús Commuter Express del MTS 810, 820, 850, 860, 870</td>
<td>Sin servicio</td>
</tr>
<tr>
<td>Servicio de autobús rural del MTS</td>
<td>Sin servicio</td>
</tr>
<tr>
<td>Rutas de autobús Breeze del NCTD (vea la Guía del pasajero del NCTD donde encontrará mayores detalles)</td>
<td>Domingo/Día festivo</td>
</tr>
<tr>
<td>Trolley de San Diego</td>
<td>Domingo/Día festivo</td>
</tr>
<tr>
<td>Coaster del NCTD</td>
<td>Sin servicio</td>
</tr>
<tr>
<td>Conexión del Coaster de Sorrento Valley (Rutas 971-978 del MTS)</td>
<td>Sin servicio</td>
</tr>
<tr>
<td>MTS Access*, CTS Paratransit*</td>
<td>Domingo/Día festivo</td>
</tr>
<tr>
<td>* Se cancelan todas las suscripciones para este día. Los pasajeros suscritos que deseen conservar su viaje en este día deberán llamar para organizar su transporte.</td>
<td></td>
</tr>
<tr>
<td>MTS DART (Rancho Bernardo, Scripps Ranch)</td>
<td>Sin servicio</td>
</tr>
<tr>
<td>Servicio Dial-a-Ride del MTS para East County</td>
<td>Domingo/Día festivo</td>
</tr>
</tbody>
</table>
## What's New?

<table>
<thead>
<tr>
<th>Bus Route</th>
<th>Main Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>101</td>
<td>Weekend and holiday service reduced to every 60 minutes after 6:00 PM. New 10:35 PM northbound trip added on Saturdays.</td>
</tr>
<tr>
<td>306</td>
<td>Southbound 8:55, 9:55 &amp; 10:55 AM trips discontinued on Sundays. Northbound 4:00, 5:00 &amp; 6:00 PM trips discontinued on Sundays.</td>
</tr>
<tr>
<td>308</td>
<td>Westbound 4:30 AM trip discontinued, Monday – Friday. Eastbound 5:30 AM trip discontinued, Monday – Friday.</td>
</tr>
<tr>
<td>309</td>
<td>Southbound 11:00 PM trip discontinued on Saturdays. Northbound 11:20 PM trip discontinued on Sundays and holidays. Southbound 11:01 PM trip discontinued on Sundays and holidays. Northbound 11:15 PM trip discontinued on Sundays and holidays.</td>
</tr>
<tr>
<td>313</td>
<td>Eastbound 6:00 AM trip extended to Vandegrift Blvd. @ Gold Dr., where the return westbound trip will now begin, Monday – Friday. Westbound 8:00 PM trip discontinued, Monday – Friday.</td>
</tr>
<tr>
<td>315</td>
<td>Eastbound 10:30 PM trip will terminate at Town Center North, Monday - Friday. Westbound 12:00 AM trip discontinued, Monday – Friday. Westbound 11:50 PM trip discontinued on Saturdays. Westbound 9:50 PM trip discontinued on Sundays and holidays.</td>
</tr>
<tr>
<td>342</td>
<td>7:30 AM trip will now start at 7:20 AM to better accommodate the revised start time of San Marcos High School, Monday – Friday.</td>
</tr>
<tr>
<td>347</td>
<td>Service has been reduced to every 2 hours on Saturdays.</td>
</tr>
<tr>
<td>350</td>
<td>Southbound 9:00 PM trip will now start at 9:10 PM to allow a connection from the last southbound Route 388, Monday – Friday.</td>
</tr>
<tr>
<td>386</td>
<td>Added hourly service during the weekday peak periods and reduced service to every 2 hours during the mid-day. Service on Saturday has been reduced to every 2 hours.</td>
</tr>
<tr>
<td>387</td>
<td>Route has been discontinued. Alternate service available by calling the Ramona FAST at (800) 660-4789.</td>
</tr>
<tr>
<td>388</td>
<td>Scheduled running times have been revised for all trips.</td>
</tr>
<tr>
<td>403</td>
<td>Schedule has been revised to accommodate the revised start times of El Camino High School and Martin Luther King, Jr. Middle School, Monday – Friday.</td>
</tr>
<tr>
<td>413</td>
<td>Route has been discontinued.</td>
</tr>
<tr>
<td>415</td>
<td>PM routing has been shortened to improve connections.</td>
</tr>
<tr>
<td>420</td>
<td>Route has been discontinued.</td>
</tr>
<tr>
<td>441</td>
<td>Schedule has been revised to accommodate the revised end time of San Marcos High School, Monday – Friday.</td>
</tr>
</tbody>
</table>

This symbol indicates a Route Change since May 2003.

Este símbolo indica un cambio de ruta a partir de mayo de 2003.

This symbol indicates a Schedule Change since May 2003.

Este símbolo indica un cambio en el horario a partir de mayo de 2003.
Route 11 and Route 961 Service Restructuring

Previous Route 11 segment, now part of Route 961

Deep Dell/Paradise Valley
REGIONAL CAR SHARING DEMONSTRATION PROJECT - MOBILITY PASS PILOT PROGRAM

Introduction

SANDAG’s FY 2004 Overall Work Program includes the development of a Regional Car Sharing Demonstration Project (Demonstration Project). The objective is to demonstrate car sharing as an extension of transit service by placing cars at a few Trolley and COASTER commuter rail stations in the region, and by developing a mobility package that integrates car sharing and transit service.

As part of the Demonstration Project, SANDAG is evaluating the introduction of the Mobility Pass, which would combine unlimited transit-use and limited carsharing privileges into a single fare package. The Mobility Pass would be modeled after similar combined fare programs offered in the United States and Europe. It is expected to support a broader range of transportation choices for commuters and residents, enhancing the convenience of public transit services and improving regional mobility options for local citizens.

Recommendation

The Transportation Committee is asked to approve the concept of the Mobility Pass and direct staff to work with the transit agencies and the selected car sharing organization on its development as part of the Car Sharing Demonstration Project.

Discussion

Car Sharing Demonstration Project

In July 2003, SANDAG issued a Request for Proposals seeking a car sharing organization to operate the Demonstration Project. The demonstration is planned to launch in November 2003 and operate for two years. The Demonstration Project will provide commuters, residents, and employers with access to shared automobiles on-demand (short-term car leasing) as a complement to public transit.

The car sharing fleet will be owned and managed by the car sharing organization as a private operator. Car sharing will augment the transit system by conveniently locating shared vehicles at select Trolley and COASTER stations in the Centre City and Sorrento Valley communities. The shared fleet will enhance access to transit by offering the flexibility and mobility of a car for trips that are inconvenient or not served by transit. SANDAG is managing the Demonstration Project and will oversee the development of the Mobility Pass pilot, which is targeted for launch in January 2004.
Concept Overview

The purpose of the Mobility Pass is to offer a package of services that when combined offer a greater value for commuters and residents than if offered alone. It is expected that the combined transit and car sharing services would stimulate new transit ridership, because of the added flexibility and convenience afforded by the combination and coordination of services.

To develop the Mobility Pass pilot, SANDAG will work in collaboration with the transit operators and the car sharing organization, with guidance from the Car Sharing Working Group appointed by the Transportation Committee in March 2003. The Mobility Pass pilot may be partially subsidized through public/private partnerships in the early stages of the program. During the pilot, SANDAG will conduct regular surveys of participants to determine how the pass is affecting their travel behavior. Upon completion of a six-month pilot, the Mobility Pass program will be assessed and a long-term pricing and marketing plan will be developed.

The Car Sharing Demonstration Project will operate in both the Metropolitan Transit System (MTS) and North San Diego County Transit Development Board (NCTD) service areas. Consequently, the Mobility Pass would need to combine car sharing and transit privileges in both service areas.

In the MTS service area, the Mobility Pass is envisioned to expand upon the existing Eco-Pass program offered by the San Diego Metropolitan Transit Development Board (MTDB). The Eco-Pass program provides employers with discounted transit passes when purchased in bulk for their employees. MTDB distributes approximately 5,000 Eco-Passes each year. Employers either sell the pre-paid passes to their employees or provide them to their employees as a part of a qualified transportation benefit. The Mobility Pass pilot program would expand upon the existing Eco-Pass program in two ways – through the inclusion of car sharing privileges and the extension of discounts to residential users.

Currently, NCTD does not offer a similar bulk transit pass sales program. Therefore, a new bulk sales fare structure and car sharing component would need to be developed in the NCTD service area. Discussions concerning the Mobility Pass are already underway with staff from both MTDB and NCTD. An update on the Car Sharing Demonstration Project and Mobility Pass pilot also is scheduled for the September 15, 2003 Regional Transit Management Committee (RTMC), which consists of management staff from the various transit operators.

Benefits of the Mobility Pass

The Mobility Pass program could provide a variety of benefits to the San Diego region, including increased transit and car sharing usage, reduced vehicle miles of travel (VMT), and a higher level of transit revenues. Each of these potential benefits is discussed in greater detail below.

- Increased Transit and Car Sharing Usage – Based upon results from established car sharing programs, the greater the integration between car sharing and transit, the more successful both services become. A recent survey of car sharing members in Washington, D.C., found that 13 percent of car sharing users increased their transit usage, 30 percent of users sold a car, and 97 percent of users found the service to be a great complement to the transit system.
• Reduced VMT – Car sharing combined with transit services could stimulate more transit ridership. The integration of car sharing and transit provides individuals with the opportunity to use transit for most trips such as commuting, without foregoing the flexibility and convenience of a car for trips that are not easily served by transit (e.g., mid-day medical appointments, errands, business drop-offs, emergencies).

• Transit Revenues – The Mobility Pass could provide a new source of recurring revenue for transit. By getting entire residential communities and employers to buy into the program, the Mobility Pass could raise additional revenues for service development, helping bridge the current gap between identified service needs and financial constraints.
FEDERAL TRANSPORTATION ENHANCEMENT ACTIVITIES (TEA)
COST INCREASE – SILVER STRAND ENHANCEMENT PROJECT

Introduction

In September 2001, the Transportation Committee established the TEA Reserve account for underfunded TEA projects and cost increases for the existing nine TEA projects. To date, the Committee has allocated funds from the reserve to three projects, and a balance of $68,000 remains.

The Cities of Coronado and Imperial Beach are requesting the $68,000 remaining in the TEA Reserve for their Silver Strand Enhancement project to fund additional costs associated with Phase 2 of the project - the Bayshore Bikeway spur. The total project deficit is $140,000, and the Cities have pledged to fund the remaining $72,000. At its August 6, 2003 meeting, the Imperial Beach City Council is scheduled to approve the use of local funds to fund the gap should SANDAG approve the allocation of TEA funds. Letters requesting the additional funds from both Cities are included in Attachment 1. No other TEA project sponsors have identified cost increases on their projects.

Recommendation

The Transportation Committee is asked to approve the request for funding, subject to the concurrence of the SANDAG Board of Directors through approval of the Transportation Committee actions, and pending formal action by the Coronado and Imperial Beach City Councils committing to completing the project and fully funding any remaining costs.

Discussion

The Transportation Committee has allocated $590,000 from the TEA Reserve to three projects - $300,000 to the El Cajon Revitalization project, $140,000 to the Mid-City Gateway project, and $150,000 to the Silver Strand Enhancement project. A balance of $68,000 remains in the TEA reserve.

The Silver Strand Enhancement project provides for improved landscape enhancements and habitat restoration along State Route (SR) 75 and includes the construction of a Class I bike path along the Bayshore Bikeway spur in Imperial Beach. Due to issues raised by the U.S. Department of the Navy regarding the use of Navy property for mitigation, the bike spur portion of the project was separated as Phase 2, to allow Phase 1 (SR 75 enhancements) to continue while Coronado and Imperial Beach looked for an alternative mitigation site. The Transportation Committee approved the revised project phasing at its October 10, 2002 meeting, and then approved the schedule revision for Phase 2 at its January 17, 2003 meeting.
The Cities have identified a funding shortfall of approximately $140,000 for the bike spur portion of the project. The shortfall is due to costs associated with additional environmental and permit processes and the development of wetland mitigation plans and monitoring. Since the TEA Reserve is $68,000, Coronado and Imperial Beach have committed to funding the remaining $72,000 (Attachment 1). The Imperial Beach City Council is scheduled to authorize the use of local funds for this purpose at its meeting on August 6, 2003.
The attachments to the Agenda Item may be obtained by contacting SANDAG’s Public Information Office at (619) 595-5347.
SAN DIEGO ASSOCIATION OF GOVERNMENTS
TRANSPORTATION COMMITTEE

August 15, 2003

AGENDA ITEM NO.: 9

Action Requested: INFORMATION

TRANSIT FIRST SHOWCASE PROJECT

Introduction

Adopted by the SANDAG Board of Directors in March 2003, MOBILITY 2030, the Regional Transportation Plan (RTP), envisions a regional transit system that is the first choice for many of our trips. Transit improvements in the 2030 RTP were based on the Regional Transit Vision (RTV), which calls for a network of fast, flexible, reliable, safe, and convenient transit services that better connects our homes to the region’s major employment centers and other destinations.

The Transit First strategy guides the implementation of the specific transit services in the 2030 RTP. This strategy focuses on four key elements: (1) service concepts (including long-distance, medium-distance, local, and neighborhood services); (2) transit priority measures; (3) customer experience; and (4) community design.

In July 2002, the San Diego Metropolitan Transit Development Board (MTDB) selected a Transit First Showcase Project for implementation. With the SB 1703 agency consolidation, the planning for the Showcase Project is now the responsibility of SANDAG. This item provides a status report on the development of the Transit First Showcase Project from San Diego State University (SDSU) to downtown San Diego. The project will demonstrate the key elements of Transit First, including smart card fare collection, transit lanes, signal priority, low-floor vehicles, and enhanced stations. Unique branding of vehicles and stations will identify this high-quality service to the public.

Discussion

Background

The Transit First Showcase Project extends from SDSU to downtown San Diego via Park and El Cajon Boulevards (Attachment 1). The major activity centers served along the route include the Santa Fe Depot, Convention Center, Downtown Ballpark, City College, Naval Hospital, Balboa Park, San Diego Zoo, the Mid-City communities (North Park, Normal Heights, City Heights), and SDSU. This corridor was selected for the showcase for its high ridership potential, existing transit-supportive land uses, and implementation feasibility within three to five years. Four other candidate projects were identified as “Early Action” projects, and work on those corridors continues. (Staff previously provided an overview of the Showcase and Early Action Transit Projects to the Transportation Committee in April 2003.)

The Showcase Project is being developed with the assistance of a Project Review Committee (PRC), which consists of community and business representatives. To date, the PRC has helped developed a
set of project goals (Attachment 2), reviewed the preliminary ridership projections, provided advice on station design and placement, and assisted with public outreach efforts.

Current Showcase Project Development Efforts

A consultant has been retained to conduct a traffic study and prepare a traffic signal priority plan, a pedestrian access plan, and 30 percent design drawings for all stations and priority treatments along El Cajon Boulevard from Park Boulevard to 43rd Street, including proposed transit lanes. The work underway is focused on those components of the Showcase Project that are likely to be implemented in an initial phase. These components include:

- Signal priority improvements along the entire corridor outside of downtown San Diego
- An inventory of needed pedestrian improvements along the corridor
- Design of a standard or prototype Transit First station
- Construction of the transit lanes on El Cajon Boulevard from Park Boulevard to 43rd Street
- Construction of five stations along each side of El Cajon and Park Boulevards

The consultant work will provide construction cost estimates for these initial improvements. The funding responsibilities and project oversight for the current work efforts are being shared between SANDAG and the City of San Diego.

Once further project detail is developed, environmental analysis of the project will be conducted under a separate contract.

Major activities underway for the Showcase Project include:

Traffic Impact Analysis and Traffic Signal Priority – Work has begun on the traffic impact analysis for the project. Future traffic volumes have been developed for key intersections along the proposed Showcase route, which have been used to develop design concepts for these intersections. Some of these intersections would be reconfigured to improve the flow of traffic and accommodate a Transit First station and/or transit lane. Staff also has met with both City of San Diego and Caltrans traffic engineering staff to discuss integration of traffic signal systems and development of a transit priority treatment plan for the corridor.

Operating Plan – Some initial analysis related to the future operating plan has been conducted. Various options are under consideration for implementing the Showcase service in the corridor, taking into account how the existing local service could be adjusted to avoid duplication and minimize increases in operating expenditures. The preliminary recommendation is to eliminate the Route 15 and the western portion of Route 115, both of which currently connect El Cajon Boulevard to downtown San Diego. Route 1, which also runs between downtown San Diego and El Cajon, would remain in place to serve short trip-making needs. After the Showcase service is established, further changes to the operating network in the area may be desirable.

Ridership Projections – Preliminary ridership projections on several design and operating scenarios have been developed. These projections have shown:

- If operated as a bus rapid transit (BRT) service, the Showcase project would attract higher ridership (approximately 31,000 daily passengers) than if it were operated as an express bus service or as an enhanced local bus service (approximately 17,000 daily passengers). This
indicates the riders’ preference for BRT service, and highlights the importance of retaining the speed, frequency, and amenities of the project.

- The addition of a higher speed overlay service with fewer stations along the corridor does not enhance ridership in the short-term, but may result in ridership increases in the mid- to long-term. Similarly, frequency enhancements on the existing local service would do little to boost ridership in the corridor.

- Preliminary results indicate that increasing frequency of the Showcase Project may be the most cost-effective way to boost ridership in the corridor. Sufficient demand exists for the Showcase service to operate at three- to five-minute frequencies during peak periods. However, signal priority enhancements may not be effective at this frequency. Further analysis will need to be done to address this issue.

- Stations on El Cajon Boulevard should be at Park Boulevard, Texas Street, 30th Street, 35th Street, I-15, 43rd Street/Fairmount Avenue, 49th Street/Euclid Avenue, 54th Street, and College Avenue. A station at I-805 is not warranted.

- Ridership is slightly higher for the Broadway routing than the Market Street routing through downtown San Diego.

Open House – A public Open House was held on June 9, 2003 to inform the public about the Showcase Project planning effort and to seek feedback on operating procedures, design concepts, traffic issues, and other issues. This successful event attracted about 70 participants. One important result was a survey of the participants’ priorities for Showcase operations. Participants were asked to express their top three goals from the list of ten goals prepared by the PRC.

The top three goals were (1) to reduce transit travel time, (2) to enhance the customer experience, and (3) to attract new ridership. This priority listing closely reflects that of the PRC. The Open House participants placed a higher priority on enhancing public spaces around transit stops than did the PRC. There was a general sentiment among participants that the Showcase Project is a worthy project that should be implemented quickly and that should remain intact and complete.

Coordination with San Diego Zoo and Balboa Park Plans – Staff has met with the City of San Diego Park and Recreation Department and its consultants on the City’s Balboa Park traffic and circulation study. Staff has requested that the City assist in implementing the Showcase Project by converting the parking lane on Park Boulevard to a transit lane, while replacing on-street parking with parking structures.

Next Steps

Major tasks over the next few months include completing the traffic signal priority treatment plan and designing the stations along El Cajon Boulevard. A second open house will be held in September 2003 to seek additional public input on the Showcase Project. Current consultant activities underway are expected to continue through February 2004.

After this initial work is completed, final engineering designs could be developed. If funding is identified, construction of the Showcase Project could begin in early to mid-2005. Information about the Showcase Project is available at www.sdcommute.com/MPs/showcaseProject/index.asp.
PROJECT GOALS & SUPPORTING OBJECTIVES

WHAT ARE YOUR PRIORITIES?
Place your stars here
Use your 5 gold stars for other high priorities.

WHAT YOU CAN DO!

PROJECT VISION STATEMENT
“Demonstrate how increased efficiency, speed and service can attract new transit ridership, improve customer satisfaction and benefit the broader community by providing train-like service through the use of bus technology.”

GOAL 1. Reduce Transit Travel Time
• Objective “1a”- Reduce showcase transit vehicle travel time by a significant level (20-30%) over standard bus service in the corridor.
• Objective “1b”- Within funding constraints, reduce patron waiting time at stations by providing frequent bus service during peak periods and by improving service reliability.

GOAL 2. Attract New Ridership
• Objective “2a”- Significantly increase the number of new transit riders (20%-40% of real growth as opposed to transferred riders from other transit services).
• Objective “2b”- Consider implementing a “Frequent Rider” reward program to encourage use.
• Objective “2c”- Consider ways to target and attract students and new employment-related ridership in corridor.

GOAL 3. Enhance Customer Experience
• Objective “3a”- Provide a clear system identity that is unique and differs from the current blue car service.
• Objective “3b”- Implement state of the art amenities such as “Next Bus” and other technologies to ease transfers, increase comfort, assure safety, improve accessibility and decrease time delays.
• Objective “3c”- Provide technologies and information to make it easier for the general public to understand how to best use and integrate the service into their transportation requirements.
• Objective “3d”- To the extent possible, improve connections with other services (such as enhanced greenline) to make connections easier.

GOAL 4. Improve the Pedestrian Environment Around Stations
• Objective “4a”- Increase access to stations and buses and remove barriers to encourage walking and cycling to transit stations.
• Objective “4b”- Improve safety and the walking experience for all of the public in areas within 1/4 mile from transit stations.
• Objective “4c”- Encourage business patronage by transit users at and around transit stations, as well as by all the general walking public.

GOAL 5. Optimize Traffic Operations along Park and El Cajon Boulevard
• Objective “5a”- Implement signal priority systems to improve the speed and efficiency of the showcase buses.
• Objective “5b”- Increase signal synchronization to improve traffic flow for all vehicles.
• Objective “5c”- Review EVP (Emergency Vehicle Priority) needs in the corridor.

GOAL 6. Implement Service by the Summer/Fall of 2006
• Objective “6a”- Launch a substantial part of the service and improvements within three years.
• Objective “6b”- Improvements needed to make a substantial difference in speed, ridership and service should be available at the project opening.
• Objective “6c”- Phasing should be reserved for increased levels of services that may include additional stations or alternative route service combinations.

GOAL 7. Reflect Community Desires
• Objective “7a”- Provide a forum for community input through workshops, meetings and presentations.
• Objective “7b”- Gather input from key stakeholders and the broader community to determine overall program objectives, ideas and recommendations that reflect community desires and priorities as well as funding realities.
• Objective “7c”- Use the PRC with their local experience and expertise to help make decisions and inform the project team of priorities.

GOAL 8. Protect Parking Resources
• Objective “8a”- Look for partnerships with adjacent development and redevelopment for sharing new parking resources.
• Objective “8b”- If any parking spaces are removed, replace parking within 500’ of the lost parking through restriping, curb cut elimination, bus stop consolidation and reconfigurations, or adjacent street angled parking options.
• Objective “8c”- Prioritize the protection of parking spaces based on utilization, adjacent uses, proximity of alternative parking options and difficulty in replacing lost parking.

GOAL 9. Enhance Public Spaces around Transit Stops
• Objective “9a”- Provide well designed transit stops that are positive elements to the sidewalk environment and to the adjacent businesses.
• Objective “9b”- Transit stops should help support existing businesses as well as encourage future development.
• Objective “9c”- Transit stop circulation should accommodate transit riders and other pedestrians and be fully accessible.
• Objective “9d”- Provide opportunities to add public art to the station areas in the future.

GOAL 10. Improve Operational and Maintenance Efficiencies
• Objective “10a”- Show improvements over existing operational conditions in Passengers per Revenue Mile in the corridor.
• Objective “10b”- Develop a system of capital improvements that can be properly and regularly maintained (including buses, stops, traffic systems & roadway surfaces) and that fit well within the unique character of the surrounding community.
• Objective “10c”- Utilize efficiency improvements to increase frequency of service in the corridor.
• Objective “10d”- Identify opportunities to utilize community funded operations to meet goals such as those called for in #4 related to enhanced maintenance and cleaning.

SDSU to DOWNTOWN
BUS RAPID TRANSIT SHOWCASE PROJECT
SAN DIEGO DOWNTOWN COMPREHENSIVE TRANSIT STUDY

Introduction

As part of the agency consolidation under SB 1703, SANDAG has assumed responsibility for the San Diego Downtown Comprehensive Transit Study. The study, which is being developed in partnership with the Centre City Development Corporation (CCDC), will result in a long-range transit plan for Downtown San Diego that will complement, support, and be incorporated into CCDC’s Downtown Community Plan update currently underway.

Discussion

Background

Downtown San Diego has grown significantly over the past ten years and the Downtown Community Plan update will help guide future growth in the area. While downtown currently enjoys the highest level of transit service in the region, a restructuring and renewed investment in transit services and facilities are needed to address the recent rapid growth in the area and anticipated future growth and development patterns over the next 20 to 30 years.

Land use and transportation visioning efforts are underway both for Downtown San Diego, through CCDC’s Downtown Community Plan Update, and the region as a whole, through the Regional Comprehensive Plan (RCP). A common goal of both plans is to develop transit strategies that meet the needs of residents, employers, and visitors now and in the future.

Downtown Community Plan Update

The Downtown Community Plan Update is being prepared by CCDC with guidance from a Steering Committee of stakeholders and a public outreach program. The Plan Update will establish the overall land use vision for downtown San Diego, and will outline policies and programs to attain this vision. The community plan for the area was last updated in 1992. The Plan Update will involve changes to the community plan, redevelopment plan, and planned district ordinances (zoning). It requires the simultaneous completion of a Master Environmental Impact Report (MEIR) process. The draft Plan Update is expected to be ready for adoption in early 2004.

To date, CCDC has identified three alternative land use scenarios for evaluation (Attachment 1). These land use scenarios will guide the transit strategies being evaluated as part of the Downtown Comprehensive Transit Study. The land use and transit planning processes will culminate in the development of a transit strategy that complements and supports the selected land use plan. In
essence, the San Diego Downtown Comprehensive Transit Study will result in the Transit Element of the Downtown Community Plan Update.

Downtown Population, Employment, and Transportation Forecasts

Based on CCDC’s development plans, downtown San Diego is expected to undergo a significant amount of residential and activity center growth over the next 10 years. This growth is largely concentrated in traditionally less developed areas of downtown, including Little Italy, Cortez Hill, and East Village. By 2010, the downtown population is expected to increase by over 17,000 residents to a population of 35,000 and also is expected to increase by 8,000 new jobs. In addition to residential growth, downtown’s draw as a recreational activity center is expected to increase significantly as a result of the new Ballpark and increased patronage at existing activity centers (e.g., Gaslamp Quarter, Balboa Park, San Diego Zoo, etc.).

Increases in downtown population and activity will lead to more trip making into and out of the area. SANDAG forecasts project external trips to and from downtown San Diego to increase by approximately 20 percent, and project internal trips to increase by over 25 percent by 2010.

Downtown Transit Services

Downtown San Diego is currently served by 33 transit routes, including the COASTER commuter rail, the Blue and Orange Trolley Lines, 12 express bus routes, 17 local bus routes, and the Airport Flyer (Attachment 2). Over 130,500 passenger trips a day occur in downtown, making it the most concentrated center of transit activity in the region. Nearly 30 transit stops in the downtown area serve over 1,000 passengers each per day, with the most popular stops located along Broadway and at the Trolley stations. During the peak commute hours, transit accommodates approximately 20 percent of the trips into downtown San Diego.

The 1992 Downtown Community Plan includes a transit street network diagram that designates downtown transit corridors and alerts policy makers, planners, and developers of the importance of these corridors for transit purposes. As part of the Downtown Comprehensive Transit Study, this transit street network will be revisited as alternative transit operating strategies are evaluated in conjunction with the various land use scenarios under study.

Existing Downtown Transit Deficiencies

The existing transit system will need to be enhanced in order to help ensure an increased role for transit in the future. To initiate the development of appropriate and effective transit enhancements, the following objectives have been identified that would address existing and projected unmet transit needs in downtown over the next 20 years:

- **Improve Transit Speed and Reliability**: Provide a network of transit priority measures/lanes to enhance transit speeds and reliability as traffic congestion in downtown San Diego increases. Improve bus speeds through consolidation of stops on certain routes.

- **Expand Regional and Internal Transit Services**: Increase service capacity on existing Trolley and bus routes to meet transit ridership growth. Expand the network of high-speed regional transit routes to meet growing regional travel demand for businesses and residents. Provide
convenient internal transit circulation connecting downtown communities to meet growing intra-downtown travel needs.

- **Provide Special Event, Evening, and Weekend Services** – Provide convenient transit service to key activity centers (e.g., Balboa Park, Embarcadero Park) to support travel by residents and tourists. Establish a special event transit plan (e.g., for Ballpark activities, Street Scene, Mardi Gras, and other special events) to encourage transit travel to special events to minimize the traffic impact on downtown employees and residents. Increase late evening and weekend express service to meet the growing demand for evening/weekend recreation and work travel to and from downtown.

- **Develop Quality Transit Facilities** – Develop state-of-the-art transit facilities to support downtown transit service, to complement downtown’s community character, and to improve service to existing riders and attract new riders.

- **Develop New Funding for Transit** – Identify new funding strategies/partnerships to finance transit improvements that will address the unmet transit needs.

**Downtown Comprehensive Transit Study**

The Downtown Comprehensive Transit Study is evaluating alternative transit strategies to determine how public transportation can best serve evolving land use patterns and projected growth in downtown San Diego. These alternative strategies will be evaluated in conjunction with CCDC’s preferred land use plan for the Downtown Community Plan Update. The approach to developing the transit strategies consists of four main elements:

1. Define an increased role for public transit.
2. Evaluate new operating strategies and transit facilities for serving downtown’s needs and recommend a preferred strategy.
3. Develop a phasing plan for implementing the preferred operating strategy and related facilities.
4. Develop strategies to enhance the vibrancy and use of transit.

**Transit Case Studies**

The study approach includes a review of how other cities both in the United States and around the world provide transit service in their downtown areas. As part of the study, other transportation facilities also will be considered, such as pedestrian and bicycle networks that may be developed as part of the Community Plan Update.

After a preliminary evaluation of potential candidate cities, the eight cities listed below were selected as case studies for in-depth evaluation. These cities have land use and transportation conditions and challenges similar to San Diego’s, or provide examples of elements that could be included in the development of alternative transit strategies for downtown San Diego. More
detailed information on transit services and facilities relevant to San Diego for each of these cities is included in Attachment 3.

- Baltimore, MD
- Denver, CO
- Los Angeles/Long Beach, CA
- San Francisco
- Portland, OR
- Vancouver, British Columbia
- London, England
- Melbourne, Australia

The following factors will be used in evaluating the transit case studies: (1) applicability to the San Diego context; (2) innovation; (3) supportive land uses; (4) transit system capacity; (5) system connectivity; and (6) consistency with SANDAG’s RCP and Transit First strategies and the Downtown Community Plan Update land use strategies. Operational feasibility, capital and operating costs, traffic, and community issues also will be considered in the evaluation.

Next Steps

The Downtown Comprehensive Transit Study schedule calls for the development of transit strategies in conjunction with the development of the preferred land use for the Community Plan Update over the next nine months. Major study milestones are as follows:

August 2003
- Downtown Community Plan Update
  - Circulation/Transit Subcommittee meeting (August 19): Discussion of Alternative Transit Strategy Concepts
  - Steering Committee meeting (August 22): Initial Recommendation on Preferred Land Use Plan

September/October 2003
- Downtown Community Plan Update
  - Steering Committee meeting (September 19): Discussion of Revised Preferred Land Use Plan Policy

Downtown Comprehensive Transit Study
  - Refinement of transit plans and coordination with preferred land use plan as it is incorporated into the Downtown Community Plan Update MEIR

November 2003
- Downtown Community Plan Update
  - Circulation/Transit Subcommittee and Steering Committee meetings: Review of preliminary draft Downtown Community Plan Update (including preferred land use alternative and preferred transit operating strategy)

December 2003
- SANDAG Transportation Committee meeting: Review preliminary draft of Downtown Community Plan Update, including recommendations from Downtown Comprehensive Transit Study

March 2004
- SANDAG Transportation Committee/Board meetings: Adopt final preferred transit strategy, including the phasing and implementation plan

May 2004
- CCDC Board meeting: Adoption of Downtown Community Plan Update
CCDC DOWNTOWN COMMUNITY PLAN UPDATE
Alternative Land Use Scenarios

Alternative 1: Concentrated Office Core - Maximum Residential

- High-intensity office development concentrated in a compact ¼-mile radius district (similar in size to the successful financial districts of major American downtowns), east of the existing Civic Center.
- A deck built over the existing San Diego Metropolitan Transit Development Board (MTDB) rail yards would accommodate future Convention Center expansion.
- Waterfront lined with a mix of residential uses and hotels.
- Market Street predominantly residential with commercial uses on the first two levels.
- Most residents would be within a five-minute walk of a neighborhood commercial cluster.
- The downtown population would exceed 82,000, which is one of the highest for any downtown in the United States.

Alternative 2: Double Multiuse Cores - Expanded Residential Areas

- Two less intense multiuse cores proposed for Financial Core and Columbia Street neighborhoods.
- Both bus yards and rail yards would be relocated outside of downtown, creating a new neighborhood with a street grid connecting Barrio Logan to downtown.
- A high-density residential cluster at Market Street and Park Boulevard, anchored by a multiuse neighborhood commercial center, would capitalize on existing transit infrastructure.
- Residential uses may take place on almost every potential redevelopment site downtown with very high-density residential development adjacent to the existing financial core.
- The East Village would be a series of residential neighborhoods clustered around parks and commercial cores.
- The downtown population of 74,100 would be one of the highest for any downtown in the United States, but it is consistent with market-demand research.

Alternative 3: Large Multiuse Core - Waterfront Retail District

- Mixed-use core similar to the existing one with continued residential intensification in surrounding neighborhoods.
- Mixed-use district with ground-floor commercial uses that line the waterfront, creating a new destination for residents and visitors.
• Arts and culture district that gathers around a Smart Corner at Broadway, Park Boulevard, and C Street.

• Development intensity in general and, in East Village in particular, lower than the other two alternatives, but still mostly residential.

• The downtown population of 57,300 would be the lowest of the three alternatives.

Under each alternative, several existing transit corridors (Ash Street, Broadway, Market Street, Imperial Avenue, India Street, and Fifth and Sixth Avenues) would receive ceremonial treatment, including enhanced landscaping and pedestrian amenities (such as wider sidewalks).

At its May 16, 2003, meeting, the Community Plan Steering Committee heard a report from its consultants on these three land use alternatives. Its initial reaction to the alternatives was mixed, and no consensus was reached on a preferred alternative. Reaching a consensus will likely require a combination of elements from all three alternatives.
Existing Downtown Transit

33 Existing Services
- 15 Express Routes (including Trolley and COASTER)
  - 17 Regular Routes
  - 1 Airport Shuttle

Existing Ridership
130,500 daily passengers

1992 Preferred Transit Street Network
DOWNTOWN COMPREHENSIVE TRANSIT STUDY
Eight Case Study Cities

1. **Baltimore, MD.** Recent downtown and waterfront redevelopment includes an expansion of the transit system, new ballpark, ferry service (with short trips around their inner harbor), and downtown shuttle services that distribute passengers within downtown, to the ballpark, and to parking for downtown commuters.

2. **Denver, CO.** The 16th Street Transit and Pedestrian Mall, which is 1.1 miles in length (similar to Broadway), is anchored at either end by bus stations, served by an innovative transit shuttle system, and offers a direct connection to the light rail network. In addition, Denver has a “skip stop” program for on-street bus services.

3. **Los Angeles/Long Beach, CA.** Brand-distinguished shuttle networks at either end of the Blue Line light rail transit (LRT) line help distribute people throughout downtown Los Angeles and downtown Long Beach. Both shuttle systems have their own stops, distinctive signs, and lower fares, and operate on very short routes with high frequencies of service. These shuttle systems provide an example of how shuttles support larger regional transit services in the downtown core.

4. **Portland, OR.** Portland provides an example of a well-rounded transportation system that is supported by a variety of plans and programs, including both bus and LRT, the Portland Transit Mall, a subsidized fare zone, downtown parking policies, and pass programs. The Portland Streetcar is a recent addition that was built by the City of Portland in collaboration with a number of downtown development interests to enhance downtown circulation.

5. **San Francisco, CA.** San Francisco offers an example of mature regional bus, ferry, LRT, heavy rail, and commuter rail service feeding into a variety of downtown circulator modes that include historic streetcar, bus, and underground LRT. Pedestrian traffic along this corridor is consistently high during commuting and midday periods. The Transbay Terminal, Ferry Terminal Building, and Pacific Bell Park also offer interesting insight to linked development and land use initiatives.

6. **Vancouver, British Columbia.** Vancouver offers the B-Line bus rapid transit (BRT) application on the street with limited stops, which relies on transit signal-priority measures to ensure rapid service and on-time reliability. The B-Line also connects with regional rail and ferry services. Translink, the regional transportation planning agency, and its relationship to the Greater Vancouver Regional District, is an interesting approach to integrated transit/land use planning.

7. **London, England.** The Red Routes BRT program employs a variety of innovative transit priority measures in a downtown setting. Red Routes rely on street striping and design approaches to encourage drivers to “follow the rules,” provide convenient alternatives to driving or parking on the Red Routes streets, and have an aggressive enforcement program.

8. **Melbourne, Australia.** Melbourne offers a well-rounded, mature network of transportation facilities combined with a comprehensive pedestrian/bike network. Melbourne has an extensive network of streetcars, including a downtown loop, regional transit in the form of an underground commuter rail (which also loops under the city), and buses with good intermodal connections. The TravelSMART transportation demand management program and the bus service enhancement program called SMARTbus have both helped increase transit ridership in this auto-dependent region.