Why are we here today?

• To ensure the binational region moves together toward a thriving future
• Efficient mobility to and from the border is in our mutual interest
• Dialogue and close coordination will help us develop mobility solutions
Border Planning Initiatives

- Border studies
- Crossborder travel surveys
- Binational Corridor Plans
- Border Master Plans
- More than 20 years of binational seminars, joint meetings, and working group collaboration
- Partnerships with municipalities, IMPlan, State of Baja California, Caltrans, Imperial County agencies

What’s happening today?

- Demand for crossborder travel and trade continue to grow
- Major investments in border infrastructure underway
- Binational planning and collaboration efforts continue
Workshop Objectives

1. Share and align current approaches to mobility planning in San Diego and Baja California
2. Drive a crossborder dialogue and ensure open communication
3. Encourage and challenge binational partners to think creatively around transportation solutions
A Bold New Vision

An Overview of the 5 Big Moves

NEXT OS
Enabling Technology

COMPLETE CORRIDORS
Smart, connected, and multimodal transportation network

FLEXIBLE FLEETS
Shared mobility services that complement transit

TRANSIT LEAP
High speed and frequent public transportation

MOBILITY HUBS
Transfer points at activity centers
California is Not on Track to Meet SB 375 GHG Targets

Statewide CO$_2$ and Vehicle Miles Traveled (VMT) Per Capita

Source: California Air Resources Board, 2018 Progress Report: California’s Sustainable Communities and Climate Protection Act, November 2018

Population (San Diego County)

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2050</td>
<td>4.0 million</td>
</tr>
<tr>
<td>2019</td>
<td>3.4 million</td>
</tr>
</tbody>
</table>

VMT (San Diego County)

<table>
<thead>
<tr>
<th>Year</th>
<th>VMT</th>
</tr>
</thead>
<tbody>
<tr>
<td>2050</td>
<td>103 million</td>
</tr>
<tr>
<td>2018</td>
<td>84 million</td>
</tr>
</tbody>
</table>

64% of trips are considered “mandatory”

1 of 3 trips are for work or work related

12.2 miles average commute to work
Binational Population
(San Diego County, Imperial County, and Baja California)

2050
9.0 million

2019
7.2 million

26%

Projected Population

Image Source: San Diego Regional Economic Development Corporation

Data-Driven Planning
Using empirical data to drive our vision and framework
### Where People Work
#### South County Residents

<table>
<thead>
<tr>
<th>Employment Center</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kearny Mesa</td>
<td>13,500</td>
</tr>
<tr>
<td>Downtown</td>
<td>11,700</td>
</tr>
<tr>
<td>National City</td>
<td>8,500</td>
</tr>
<tr>
<td>Chula Vista, Southwest</td>
<td>7,800</td>
</tr>
<tr>
<td>Chula Vista, Northwest</td>
<td>7,500</td>
</tr>
<tr>
<td>Sorrento Valley</td>
<td>7,200</td>
</tr>
<tr>
<td>Mission Valley</td>
<td>5,700</td>
</tr>
</tbody>
</table>

### Travel Time from Northwest Chula Vista Employment Center

[Maps showing travel time zones and data]
Activity Centers in San Diego

Location-Based Data – Person Trips
San Diego Region Resident Perceptions

- Transit is only for people without cars
- Transit isn’t frequent and takes too long
- Micromobility is for recreation and not utility
- Transit is unsafe and uncomfortable
- Transit doesn’t go where people need to go
- Dangerous driving and a lack of bike lanes makes biking unsafe
- A lack of school buses increases traffic around schools and requires parents to drive
- Transit isn’t adequate for low income and disabled residents that can’t drive
- Changing travel time to avoid congestion is preferred over taking alternative modes

Location-Based Data: Commercial Vehicle Origin-Destination

Transit is unsafe and uncomfortable
A lack of school buses increases traffic around schools and requires parents to drive
Micromobility is for recreation and not utility
Transit doesn’t go where people need to go
Dangerous driving and a lack of bike lanes makes biking unsafe
Transit isn’t adequate for low income and disabled residents that can’t drive
Changing travel time to avoid congestion is preferred over taking alternative modes
Transit Leap Service Types

- Tier 1: Fully Grade Separated/Higher Speed/Longer Distance
- Tier 2: Partially Grade Separated/Med. Speed/Shorter Distance
- Tier 3: Rapid, Express, or Commuter Bus
- Tier 4: Local and Rural Bus

Flexible Fleets Categories

<table>
<thead>
<tr>
<th>Micromobility</th>
<th>Small – low-speed – short distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ridehailing/Carsharing</td>
<td>Personal passenger rides all trip types</td>
</tr>
<tr>
<td>Rideshare</td>
<td>Multi-passenger – shared rides common origin and destination</td>
</tr>
<tr>
<td>Microtransit</td>
<td>High-occupancy – shared rides common origin and destination</td>
</tr>
<tr>
<td>Last Mile Delivery</td>
<td>Ground and aerial – small and light-weight short and medium distance</td>
</tr>
</tbody>
</table>
Complete Corridors Highways

<table>
<thead>
<tr>
<th>Features</th>
<th>Regional Corridors</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>B</td>
</tr>
<tr>
<td>Corridor Use</td>
<td>Regional and interregional</td>
</tr>
<tr>
<td>Trip Distance</td>
<td>&gt;20 miles (60%)</td>
</tr>
<tr>
<td></td>
<td>5-20 miles (30%)</td>
</tr>
<tr>
<td></td>
<td>&lt;5 miles (10%)</td>
</tr>
<tr>
<td>Operational Performance</td>
<td>VMT (Freeway) (68%)</td>
</tr>
<tr>
<td></td>
<td>Delay (Freeway) (66%)</td>
</tr>
</tbody>
</table>

Next OS Features

Mobility Hubs
- Trip planning kiosks
- Smart parking
- Modal integration
- Curb access management

Transit Leap
- Real time information
- Loyalty rewards
- Asset management
- Route optimization

Flexible Fleets
- Fleet management
- Integrated trip planning
- Unified payments
- Enforcement

Complete Corridors
- Signal prioritization
- Dynamically managed lanes
- Dynamic pricing
- Emergency services optimization
Next OS User Types

Next OS:

- RESIDENTS AND VISITORS
- TRANSPORTATION OPERATORS
- PLANNERS AND POLICYMAKERS

Next OS: Regional Border Management System (RBMS)

**SYSTEM BENEFITS**

- ACCURATE, RELIABLE INFORMATION
- ENHANCED USER ENGAGEMENT
- ADVANCED ANALYTICS AND MODELING
- COORDINATED DEMAND MANAGEMENT
Complete Corridor Concept (Highway)

Transit Leap
Active Transportation

Flexible Fleets
Mobility Hubs

Next OS
EV Infrastructure

Complete Corridor Concept (Arterial)
Mobility Hub Concept

Supportive Land Uses
Placemaking and Amenities

Smart Intersections
Last Mile Delivery

Policy Framework

- Zero Emission Vehicles
- Land Use and Housing
- Transportation Demand Management
- Climate Adaption and Resiliency
- Parking Management
- Next OS Governance
- Climate Action Plans
- Curb Management
- Vision Zero
- Complete Corridor Operations
- Fix-it First
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