Goal of the Urban Area Transit Strategy:

“Create a world class transit system for the San Diego region in 2050, with the aim of significantly increasing the attractiveness of transit, walking, and biking in the most urbanized areas of the region.”
Objectives of UATS:

- Increase Peak Period Usage
- Maximize Transit Ridership
- Cost Effective & Implementable Transit System
- Efficient & Effective Transportation System
- Need to Sustainability & Environmental Justice
What is Transit?

High Speed Rail
Coaster
Sprinter
Trolley
BRT
Rapid Bus
Local Bus

Street Car
Jitney
Shuttles
Mode Share Goals

High Volume Travel Corridors

Major Job Centers

Transit Supportive Land Uses

Infrastructure that Supports Transit

Existing Transit Markets
Mode Share in UATS

“Geographic Corridors and areas where none of the alternatives were projected to meet the mode share goals”:

- Downtown
- Central Core
- Oceanside/Escondido
- North Central Coastal
Table TA 7.17 – Transit Mode Share Results for Unconstrained Transportation Network and Final 2050 RTP Revenue Constrained Transportation Network

<table>
<thead>
<tr>
<th>Identified Corridors/Areas</th>
<th>2050 Peak Period Transit Mode Share Goal Ranges</th>
<th>2050 Unconstrained Transportation Network</th>
<th>Final 2050 RTP Revenue Constrained Transportation Network</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Major Employment Areas</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Downtown San Diego</td>
<td>30% - 20%</td>
<td>29%</td>
<td>27%</td>
</tr>
<tr>
<td>University City</td>
<td>15% - 20%</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>Sorrento Mesa</td>
<td>10% - 15%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Kearny Mesa</td>
<td>10% - 15%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Otay Mesa/Otay Ranch</td>
<td>5% - 10%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Palomar Airport</td>
<td>5% - 10%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>High Activity Areas</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central Core</td>
<td>20% - 25%</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Oceanside/Escondido Corridor</td>
<td>10% - 15%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Other Urbanized Areas</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>North I-15 Corridor</td>
<td>5% - 10%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>North Central Coastal Area</td>
<td>10% - 15%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Central Coastal Area</td>
<td>10% - 15%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Coastal South Bay</td>
<td>10% - 15%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>East County/El Cajon</td>
<td>10% - 15%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>East County/Santee</td>
<td>5% - 10%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Urban Area Transit Strategy Study Area</td>
<td>10% - 15%</td>
<td>11%</td>
<td>10%</td>
</tr>
</tbody>
</table>

1 Values represent peak period home-to-work trip transit mode share for destination districts.
QUESTION 1:
Are trends showing mode share shifts that meet regional goals?

How can technology help meet these goals?
Efficient Transportation Metrics

- Passenger Miles Per Transit Seat Mile
- Change in Auto Vehicle Miles Traveled
- Change in Auto Vehicle Hours Traveled
- Change in Auto Vehicle Trips per Capita
QUESTION 2:

What impact will integrating TNC’s & AV impact these metrics?

*How can technology or policy help keep these metrics in check?*
Sustainability Metrics

Mode Share

GHG

Compatibility with Bike Plan

Percent Jobs within ¼ mile of Transit Station
Percent Housing within ½ mile of Transit Station
Percent Housing Units within ½ mile of Transit Station
Compatibility with Regional Activity Centers within ½ mile of Transit Station
QUESTION 3:

Are the $\frac{1}{4}$ mile & $\frac{1}{2}$ mile distances reasonable?

How can technology expand the shed for sustainable transportation?
Environmental Justice

Percent Minority Population within ½ Mile of Major Transit Station
Percent Non-Minority Population within ½ Mile of Major Transit Station
Percent Low-Income Households within ½ Mile of Major Transit Station
Percent Non-Low-Income Households within ½ Mile of Major Transit Station
Percent 75+ Population within ¼ Mile of Major Transit Station
Percent 75+ Population within ¼ Mile of All Transit Station
Percent Zero-Car Households within ½ Mile of All Transit Stations
QUESTION 3:

Are the $\frac{1}{4}$ mile & $\frac{1}{2}$ mile distances reasonable?

*How can technology expand the shed for environmental justice?*
Technology Discussion
Potential Categories

- Shared Mobility
- Public Transit
- Managed Lanes/Express Lanes
- Infrastructure & Capital Investments
- TDM
- ITS Strategies & Programs
- Smart System Technology
- Restructure Transit System
- Other?