



## Chapter 6: Community Outreach

Community outreach was a key element in the development of alternatives for the Rosecrans Corridor Mobility Study. There were many ways in which the project team provided opportunities for the community to comment on the elements of the Concept Plans:

- **Workshops:** A total of three (3) workshops were conducted where the community was asked to participate in hands on problem solving activities and preference surveys.
- **Walk Audits:** A total of four (4) walk audits were conducted in the study area. Community members were invited to join the project team in walking tours of the corridor where they could participate in interactive discussions about pedestrian and bicycle issues in each of the study areas.
- **Project Working Group Meetings:** Monthly meetings were conducted with a Project Working Group where technical elements of the Mobility Planning Process were presented. The Project Working Group provided input on key elements of the plan as the process evolved. The public was invited to attend these meeting and share their thoughts with the project team. Members of the Project Working Group were appointed to the group based on their involvement in other key organizations in the communities served by the Rosecrans corridor. The members of the Project Working Group were responsible for disseminating the information to their respective organizations through email distributions, announcements at monthly meetings and postings on their organizations websites.
- **Project Website:** Information about community workshops, Project Working Group meetings, concept plans and presentation materials were posted to the project website. The website also included an email link where community members could send their comments to the project team.
- **Coordination with Local Media:** The Peninsula Beacon and the Union Tribune were both contacted and kept apprised of the activity of the project. Articles pertaining to the project with links to the project website were published in the Beacon. Meeting notices were published in both newspapers prior to the workshops.

This chapter of the Rosecrans Corridor Mobility Study outlines the input received from the community during the various community outreach events and describes how the input from the community helped shape the Rosecrans Corridor Mobility Study alternatives analysis.

### 6.1 COMMUNITY WORKSHOPS

Three community workshops were conducted over a six month period. The first workshop focused on identifying community concerns and identifying potential solutions for the corridor. The second workshop focused on presenting draft concepts to the community. During the second workshop, participants were provided the opportunity share their thoughts on the concept improvements through a preference survey. The third and final workshop was conducted to present the draft Preferred Concept Plan. At the third workshop, community members were invited to complete a

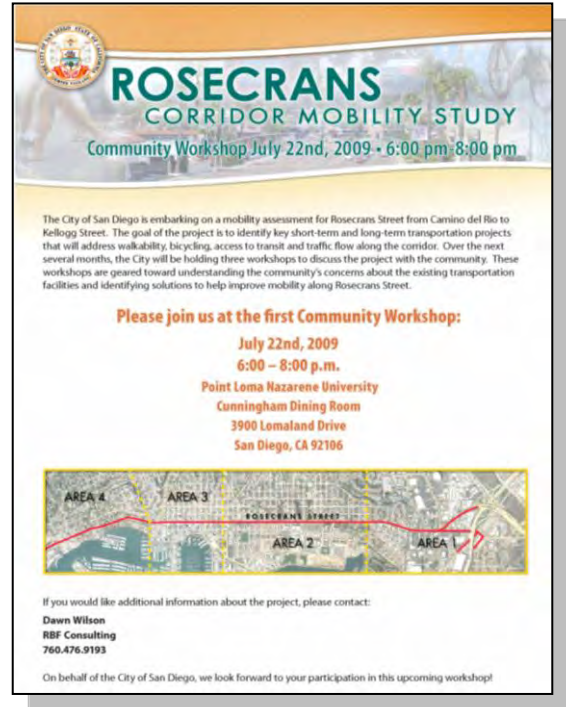


survey to share their thoughts on the elements of the plan. Appendix 6-A includes a print out of all presentations made during the workshops. The following sections summarize the results of the workshops conducted.

### Kick Off Workshop: July 22, 2009 Point Loma Nazarene University

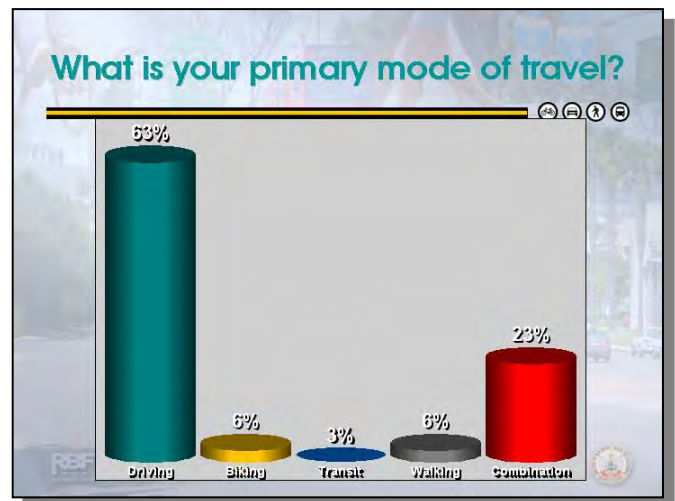
The first of three community workshops for the Rosecrans Corridor Mobility Study was held on Wednesday, July 22nd at the Cunningham Room at Point Loma Nazarene University. Approximately 45 participants attended in addition to City staff and the project team. Residents were notified through a flyer mailed directly to residents, email reminders, and advertisements in two local newspapers.

Three activities were presented during the course of the workshop. The first activity was a survey of participants inquiring about their concerns, interests, and modes of transportation around the neighborhood. The second activity was a Post-It note exercise where participants were asked to write down at least one concern and one idea on Post-It notes and place the notes on the wall. This exercise helped organize thoughts of the participants and educated the participants and the project team about shared and differing perspectives in the room. The third activity entailed participants clustering into small groups by study area, then discussing amongst themselves what improvements they want to see made or what issues they would like addressed.



#### Activity 1: Participant Survey

The first activity was a survey utilizing the hand-held devices provided to each willing participant. Survey questions were shown on PowerPoint and participants were provided with a series of answers coded by number. Questions were read aloud by the presenter and participants were asked to enter their answers by pressing the number on the hand-held device associated with the answer choice. Once all participants entered their individual answers, an instantaneous graph showed on screen to depict the percentages of each answer from the audience. The questions and percentage of survey results are summarized in Exhibit 6-1.



# ROSECRANS CORRIDOR MOBILITY STUDY

## Exhibit 6-1. Results of Survey

- **“I classify myself as a:”**
  1. Resident (14%)
  2. Property Owner (6%)
  3. Business Owner (9%)
  4. Combination of the above (71%)
- **“I have live/worked in the area for:”**
  1. Less than one year (3%)
  2. One to five years (14%)
  3. Five to ten years (11%)
  4. Over ten years (71%)
- **“How did you learn about this workshop?”**
  1. Flyer (49%)
  2. Neighbor or Friend (23%)
  3. Website (3%)
  4. Other (newspaper) (26%)
- **“I am most interested in Area:”**
  1. Area 1 – Taylor to Lytton (11.1%)
  2. Area 2 – Lytton to Nimitz (16.7%)
  3. Area 3 – Nimitz to Canon (5.6%)
  4. Area 4 – Canon to Kellogg (19.4%)
  5. All of the above (47.2%)
- **“Area 1: I am most interested in:”**
  1. Improved traffic flow (getting through faster) (80%)
  2. Pedestrian safety and linkages (5.7%)
  3. Increased Parking (0%)
  4. Transit improvements (0%)
  5. Bicycle improvements (8.6%)
  6. Reduced traffic speed (5.7%)
- **“Area 2: I am most interested in:”**
  1. Improved traffic flow (getting through faster) (65.7%)
  2. Pedestrian safety and linkages (5.7%)
  3. Increased Parking (0%)
  4. Transit improvements (2.9%)
  5. Bicycle improvements (11.4%)
  6. Reduced traffic speed (14.3%)
- **“Area 3: I am most interested in:”**
  1. Improved traffic flow (getting through faster) (52.9%)
  2. Pedestrian safety and linkages (11.8%)
  3. Increased Parking (5.9%)
  4. Transit improvements (2.9%)
  5. Bicycle improvements (11.8%)
  6. Reduced traffic speed (14.7%)
- **“Area 4: I am most interested in:”**
  1. Improved traffic flow (getting through faster) (37.1%)
  2. Pedestrian safety and linkages (17.1%)
  3. Increased Parking (0%)
  4. Transit improvements (2.9%)
  5. Bicycle improvements (5.7%)
  6. Reduced traffic speed (37.1%)
- **“What is your primary mode of travel?”**
  1. Driving (63%)
  2. Biking (6%)
  3. Transit (3%)
  4. Walking (6%)
  5. Combination of above (23%)
- **“How often do you walk?”**
  1. Daily (20%)
  2. Few times a week (20%)
  3. Few times a month (40%)
  4. Never (20%)
- **“How often do you bike?”**
  1. Daily (6%)
  2. Few times a week (0%)
  3. Few times a month (14%)
  4. Never (80%)
- **“How often do you take transit?”**
  1. Daily (6%)
  2. Few times a week (6%)
  3. Few times a month (14%)
  4. Never (74%)



**Activity 2: Post-it Note Brainstorming Exercise**

The second exercise was a Post-it note exercise where participants were asked to write their top concerns and ideas on separate Post-its and place them on the wall, labeled by study area. These comments were categorized and presented in Tables 6-1 through 6-5.

**Table 6-1.**

**Area 1 Concerns & Ideas**

CONCERNS:	IDEAS:
Pedestrian and bicyclist safety	Pedestrian bridge on Pacific Highway to Morena Blvd
Traffic and circulation around Old Town	Synchronize traffic signals
Odd geometry at Midway/Sports Arena	Midway one-way away from Rosecrans
Poor signage for Interstate 5	Reduce speed limits
Lack of bike lanes	Route traffic off Rosecrans too Barnet or Harbor Dr
	Traffic circle at Sports Arena or Midway/Barnet

**Table 6-2.**

**Area 2 Concerns & Ideas**

CONCERNS:	IDEAS:
Access from side streets	Remove landscaped median
Traffic congestion during Rock Church services, lunch hours, rush hours, and Sundays	Bus Rock Church visitors and employees of major businesses
Speed	Lower speed limits and increase enforcement
Traffic blocks emergency access	Speed bumps
Poor visibility / line of sight	
Population density is too high	Stop approving projects at Liberty Station
Southbound turn lane to Nimitz is missing from NTC project and third lane of Rosecrans from Russell to Nimitz	Install left turn arrow at Talbot/Rosecrans and Canon/Rosecrans
Keep Scott turn lanes as-is	Put bike lane on east side of Rosecrans without the parkway in front of sidewalk
Motorcycles speed over 60 mph	
Illegal u-turns in middle of road	Put in bike lane that buses can use without blocking traffic

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**Table 6-3.**

**Area 3 Concerns & Ideas**

CONCERNS:	IDEAS:
Condition of road (pot holes)	Shared parking in Old Town & Sports Arena
Emergency access and bike safety	Provide a bike lanes as pullover space for traffic when an ambulance needs to get through
Policy/Trust (city council members)	Transit/shuttle system
The navy surge	Speed enforcement
Worsening conditions along Rosecrans due to possible closing or narrowing of Harbor Drive	Adjust speed limit
	Install right-turn lanes where feasible
Close/relocate Rock Church	Open Truxton Road on Sundays

**Table 6-4.**

**Area 4 Concerns & Ideas**

CONCERNS:	IDEAS:
Speed: slower traffic at Talbot & Kellogg	Enforce speed limits/tickets
Reduce speeds	Separate Sports Arena exit to eliminate freeway queues
Accidents	Tunnel or elevated bypass from I-8 to south end (near Canon)
Access from side streets and driveways	Increase speed signs
Paving/potholes	Lower speed limit
Congestion/delay/rush hour traffic	Add speed limit signs from Talbot to Kellogg
Stop adding residences to Area 4. There is no way out in case of an emergency	Carpool or bypass lane from I-8 or Midway to Nimitz/Shelter Island
Increased traffic due to Rock Church and other large businesses in Liberty Station	Require carpooling for sub base
Stop densification and increased traffic	Ferry or shuttle from ASW school to end of Point Loma
Reduction in lanes on Harbor Drive will restrict traffic	Traffic metering
	Traffic calming/traffic circles, pop-outs
	Speed bumps
	Shuttle navy traffic from a central location near I-8 or from NTC to end of Point Loma
	Ferry to navy base from North Island-Coronado



**Table 6-5.**  
**General Concerns & Ideas for Overall Corridor**

CONCERNS:	IDEAS:
Access in Peninsula in case of emergency	Traffic calming (don't worry about congestion)
Speeding	Law enforcement
Traffic congestion	Time traffic lights to smooth flow
Truck traffic	Coordinate traffic lights
Traffic volumes	Sequence lights to impede speeders
Image/Aesthetics	Control speeds with enforcement, signage, and pavement markings
Ugly, wide street	Resident carpool lane/carpool incentives
Dangerous	Implement disincentives to drive
Lack of transit facilities	Get with military and have them charge for parking on the base
Crazy drivers, people rushing	Need mixed use on street
Dangerous to walk	Fix roads/streets
Pedestrian connections across Rosecrans	Add parkways and trees to boulevard (Sports Arena, Rosecrans)
	Rosecrans needs a facelift – store fronts, trees, shrubs, harmonized lighting
	Toll road from Talbot south for non-residents
	Continue the tunnel idea from North Island to Ballast Point
	New on/off ramp off Highway 5 to Lytton and two new entrances to NTC off Lytton
	Bypass Rosecrans using I-8 and Nimitz. Use single lane ramps connecting I-8 and Nimitz are Corea Jr High. Eliminate signals except Chatsworth, Rosecrans, and Laning/Harbor Drive. Connect I-8 and I-5 north.
	Mass transit incentives
	Improve transit stops – combine with stores and shops and cafes
	Bus shelters with maps and timetables
	Make public transit more acceptable, reliable
	Wider sidewalks and shorter distances to cross
	Make room for Class I bikeway or extra wide sidewalk with room for bikes
	Pedestrian connections: curb bulbs, bike lanes, wider sidewalks with parkways, marked crosswalks



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## Activity 3: Small Group Mapping

The third activity included taking a closer look at the corridor. The corridor was divided into four sections, labeled Area 1, Area 2, Area 3, and Area 4. Additional tables were available for participants interested in the corridor as a whole. At each table, participants were provided with a map of the area, map of the entire corridor, markers, and comment cards. Participants were encouraged to share with others at the table to mark directly on the maps or comment cards with specific ideas and concerns.

A full summary of the comments received (maps and comments cards) ~~as well as scanned copies of the maps prepared~~ during the mapping exercise are provided in Appendix 6-B.



## **Design Workshop – September 16, 2009** **NTC Events Center/Liberty Station**

The second of three community workshops for the Rosecrans Corridor Mobility Study was held on Wednesday, September 16<sup>th</sup> at the NTC Events Center in Liberty Station. Approximately 60 participants attended in addition to City staff and the project team. Residents were notified through a flyer mailed directly to residents, email reminders, website updates, and advertisements in The Peninsula Beacon newspaper.

The entrance to the workshop held a welcome sign, sign-in sheets, and participants were provided with hand-held devices for the survey exercises. Each of the four study areas were individually showcased in the corners of the event center. Each study area section included a map of the study area displaying the general areas of improvement with proposed concepts as well as a more specific concept plan with proposed improvements overlaid onto an aerial. Comment cards, workshop guides, and pens were provided to each participant to take notes and/or provide comments.



Community Outreach



A presentation was given providing background on the corridor, project progress, and a brief review of existing conditions data that was discussed at the first workshop. Three activities were presented during the course of the workshop. The first activity was a survey of participants inquiring about their individual characteristics such as interest in each study area and preferred modes of transportation. After the first survey, a presentation about the potential improvements to each study area was given. Following the presentation, the second activity involved having the

participants walk around the room to each study area station to understand each of the potential improvements up close. Once the participants walked through each station, they took their seats and participated in a final survey inquiring about their opinions on each of the proposed concepts.

### **Activity 1: Participant Survey**

The first activity was a survey utilizing the hand-held devices provided to each willing participant. Survey questions were shown on PowerPoint and participants were provided with a series of answers coded by number. Questions were read aloud by the presenter and participants were asked to enter their answers by pressing the number on the hand-held device associated with the answer choice. Once all participants entered their individual answers, an instantaneous graph showed on screen to depict the percentages of each answer from the audience. Results of the Participant Survey are summarized in Exhibit 6-2.

### **Activity 2: Station Visits**

Participants at the workshop listened to a short presentation that provided an overview of the various concepts developed for the Rosecrans Corridor. During the presentation, the participants learned about the key areas of interest and areas identified for mobility improvements.

During the second exercise participants had the opportunity to walk around the room and visit a series of stations that highlighted each of the four study areas. Each station included a general map of the overall improvements under consideration in the study area as well as more specific maps of the improvements at specific locations. Participants were encouraged to jot down their thoughts about the improvements both in the provided guidebook and on large flip charts provided at each station. Comments received at the stations are summarized below:\

### **Area 1 Comments**

- Signal timing on Kurtz and Pacific Hwy – always traffic back-ups. Left turn from Kurtz to Rosecrans make southbound lane block intersection on traffic from Taylor
- Parking lot at transit center cannot handle cars – Lot A Old Town 90% empty, but transit riders banned from parking
- Close Moore St.
- Do not close Rosecrans – it's necessary!
- Do not close street in front of Dewey – this would impact traffic exiting Loma Square and heading southbound on Rosecrans



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- Do not close Moore Street – this is an important route to get to Sports Arena & business north of the Sports Arena/Pacific Hwy
- Dangerous – people running across Rosecrans before Sports Arena rather than use lights. At night you can't see them and people coming off Hwy. 8 are at a fast speed
- Leave one of two left turns lanes from Rosecrans to Sports Arena west – lot of people make U-turn there to get back to shopping center
- Do not close Moore St. median, it is the only way around. Rosecrans traffic via “Open” Pacific Hwy. turn Lytton to north NTC gate entry
- I like the idea of opening Sports Arena going through, but please consider leaving one lane open for left turn back onto Sports Arena

## Area 2 Comments

- The raised median between Browning and Curtis already exists – don't lengthen it.
- Need bus turnouts on North side
- No bus turnouts!
- Take North & South bike lanes off Rosecrans (not safe); put bikes through NTC – nice path
- At Xenophan – northbound turn lane to turn left onto Xenophan – the shrubs are too tall to see! Dangerous.
- Flooding at Nimitz – storm drains not sufficient
- No medians – ambulances use that middle lane; EMT, Fire , any emergency vehicles often have to go against traffic to get off Point Loma
- Realigning intersection so they serve both sides is a great idea. Keep and expand the landscape medians.
- Put in light signal at Goldsmith – for both pedestrians & left turn (right turn) off Goldsmith
- Route buses down into NTC at Dumas – Stop at school, Naval housing and to sub base.
- There is not a hospital on Point Loma
- Private users (Church, BAE systems – new company moving in and Hotel or Amusement Park – vendors, employees, visitors oh, my) should provide their own shuttles for their own operations
- Jay walking across Rosecrans!
- Better lighting
- Need something between drive lane & bike lane (like in between drive lanes – bumps for awareness)
- Proposed medians will restrict access to Curtis, Freeman, and Ibsen impacting neighborhood access to/from Rosecrans.
- No parking @ Voltaire! People need parking
- Curtis & Browning need a trigger for the lights – good idea.
- Take out all medians through this section.
- Reconfigured intersection @ Zola & Dumas is such a good idea! – From resident who lives on Xenophan

## Area 3 Comments

- No Median at Garrison (use for bypass).
- Loss of parking – concern
- Speed limit – good – consider real-time
- Not supporting new signal (unless synchronized); all signals need synchronizing
- Navy? – Metering?
- Restricted parking – be careful – relate to businesses
- Bikers use Scott Street ( safer)
- Need origin/destination survey
- Reduce sidewalks



- No light at Emerson
- Hugo is three streets away
- No more medians. Will restrict emergency vehicle access!
- No removal of parking – businesses need it, no removal of lanes
- All improvements are a priority (not just one)
- Cross sections
- During the Townscan survey, participants wanted the option of “none of the above”
- Question regarding time-restricted parking: Will residents have to pay?
- Yes – there would be a cost for permit parking
- It would be enforced by parking enforcement

#### **Area 4 Comments**

- Provide a left turn lane where there are two through lanes at Talbot.
- Sidewalks – do not put on east side of street. Resident do not want them.
- Eliminate parking between Talbot and Canon, or provide two lanes during peak hours only (with parking allowed off-peak).
- Driveways are sloped, can't fit sidewalk; at Kona Way drainage is an issue.
- Curve is the only spot for u-turns.
- The homeowner at the curve suggested no changes except for reflective striping.
- “Your speed” signs needed at curve (northbound).
- If sidewalks go in, will utilities have to be redone?
- No roundabout at McCall - No roundabouts anywhere
- Chokers are dangerous for cyclists
- Difficult to enter Rosecrans from westside side streets

#### **Activity 3: Preference Survey**

After visiting each of the stations, participants were asked to provide specific input on elements of the mobility improvement concepts. Exhibits 6-3 through 6-8 summarize the results of the Preference Survey.

# ROSECRANS CORRIDOR MOBILITY STUDY

## Exhibit 6-3.

### Results of Preference Survey for Elements included in Area 1

- **“(Camino Del Rio & Moore Street) How do you feel about the median at Moore?”**

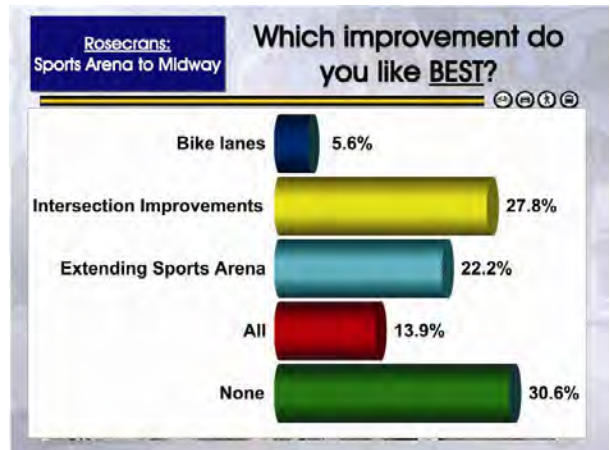
- Like (41.7%)
- It’s okay (13.9%)
- Don’t like (30.6%)
- No opinion (13.9%)

- **“(Sports Arena to Taylor) Which improvement do you like BEST?”**

- Bike lanes (2.8%)
- Sidewalks/Street lights (36.1%)
- Traffic signal (11.1%)
- All (27.8%)
- None (22.2%)

- **“(Sports Arena to Midway) Which improvement do you like best?”**

- Bike lanes (5.6%)
- Intersection improvements (27.8%)
- Extending Sports Arena (22.2%)
- All (13.9%)
- None (30.6%)



- **“(Sports Arena Extension) How important is this extension to you?”**

- Very important (14.3%)
- Important (20.0%)
- Neutral (17.1%)
- Not important (14.3%)
- No need (34.3%)

- **“(Lytton to Sports Arena) How important are bicycle lanes?”**

- Very important (18.0%)
- Important (18.0%)
- Neutral (2.6%)
- Not important (7.7%)
- No need (53.9%)



#### Exhibit 6-4.

#### Results of Preference Survey for Elements included in Area 2

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- **“(Rosecrans/Womble and Rosecrans/Roosevelt) How do you feel about modifying these signals?”**
  - Like (56.8%)
  - It’s okay (27.0%)
  - Don’t like (10.8%)
  - No opinion (5.4%)
  
- **“(Roosevelt to Lytton) How should existing medians be modified?”**
  - Narrow (5.0%)
  - Extend (12.5%)
  - Both (20.0%)
  - Do not modify (62.5%)

#### Exhibit 6-5.

#### Results of Preference Survey for Elements included in Area 3

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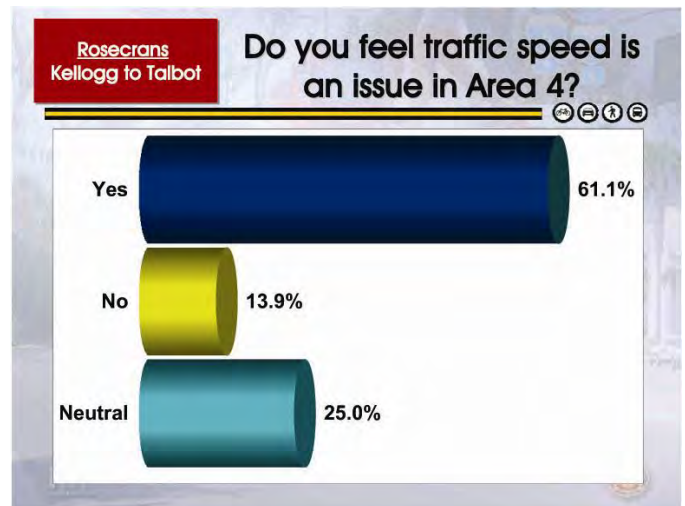
- **“(Nimitz to Shelter Island Drive) My top priority in Area 3 is:”**
  - Walkability (8.1%)
  - Bike Lanes (5.4%)
  - Transit Access (8.1%)
  - Aesthetics (27.0%)
  - Parking (13.5%)
  - No Changes (37.8%)
  
- **“(Nimitz to Shelter Island Drive) Which cross section do you like best?”**
  - Option 1 (16.7%)
  - Option 2 (75.0%)
  - Option 3 (8.3%)
  
- **“(Rosecrans/Emerson) Who will benefit the most from a new signal?”**
  - Motorists (5.1%)
  - Pedestrians (20.5%)
  - Bicyclists (0.0%)
  - All (25.6%)
  - None (48.7%)
  
- **“(Harbor Drive to Shelter Island Drive) Preferred Parking Restrictions?”**
  - Time restricted (22.2%)
  - Residential permit (8.3%)
  - Both (19.4%)
  - Do not change (50.0%)

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## Exhibit 6-6.

### Results of Preference Survey for Elements included in Area 4

- 
- **“(Rosecrans & Talbot) Do you like this striping change?” (Provide left turn pockets at intersection)**
  - Like (38.2%)
  - Okay (5.9%)
  - Don't like (47.1%)
  - No opinion (8.8%)
- **“(Rosecrans & Curve, south of Talbot) Which curve improvements would you like further explored?”**
  - Lighting (12.9%)
  - Realign road (16.1%)
  - Median (9.7%)
  - Parkway/Sidewalk (16.1%)
  - Flashing beacon (45.2%)
- **“(Kellogg to Talbot) Should sidewalks in Area 4 be improved/completed?”**
  - Yes, both sides should be completed (13.9%)
  - Yes, one side should be completed (30.6%)
  - No (55.6%)
- **“(Kellogg to Talbot) Do you feel traffic speed is an issue in Area 4?”**
  - Yes (61.1%)
  - No (13.9%)
  - Neutral (25.0%)
- **“(Kellogg to Talbot) Would you walk or bike more if cars slowed down?”**
  - Yes, walk (5.4%)
  - Yes, bike (2.7%)
  - Yes, both walk and bike (13.5%)
  - No (78.4%)
- **“(Kellogg to Talbot) Which traffic calming feature do you like best?”**
  - Mini roundabout (21.4%)
  - Curb extension with median (7.1%)
  - Mid-block choker (21.4%)
  - Curb extension with crosswalk (50.0%)



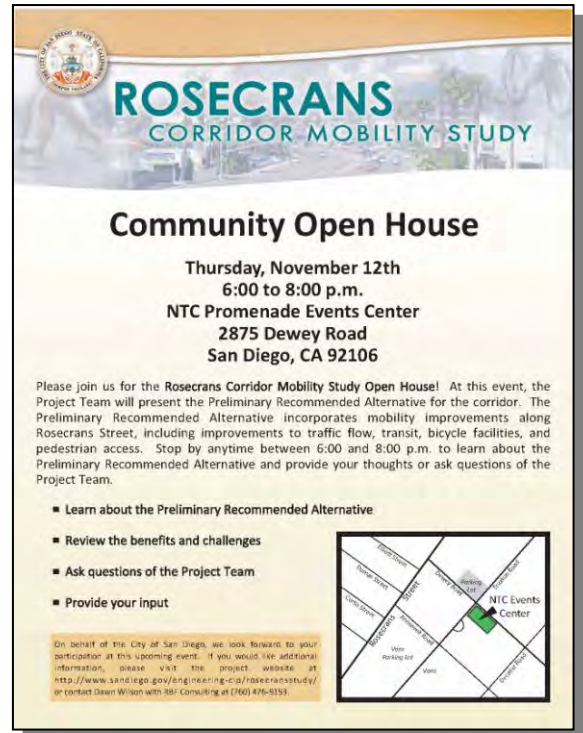




## Open House – November 12, 2009 NTC Events Center/Liberty Station

The third and final community workshop for the Rosecrans Corridor Mobility Study was held on Thursday, November 12<sup>th</sup> at the NTC Events Center in Liberty Station. Approximately 100 participants attended in addition to City staff and the project team. Residents were notified through a flyer mailed directly to residents, email reminders, website updates, and advertisements in the Peninsula Beacon newspaper.

The entrance to the open house held a welcome sign and sign-in sheets. Each participant was provided with a guidebook and survey to complete as they walked through the room. Seven “stations” were set up with information: Station 1 provided information on the project background. Station 2 provided the overview of the entire corridor and outlined the concerns and goals for each study area, Stations 3 through 6 showcased the proposed improvements for Areas 1 through 4, respectively, and Station 7 showed the regional long-term improvements to the area provided by Caltrans.



Each of the study area stations included a brief PowerPoint presentation that played on an LCD screen to explain the concepts. A poster was also provided showing the existing and forecast Horizon Year 2030 peak hour and daily volumes. A large map of the study area displaying the proposed improvements and cross-sections overlaid onto an aerial consumed the majority of each station.



Improvements included in the Preliminary Recommended Alternative were shown on the large maps and were labeled with an alphabet letter that corresponded with the same letter on the survey form. Participants were asked to mark if they “like”, felt “neutral”, or “disliked” each concept. The guidebook and survey form are provided as an attachment.

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Station 5: Area 3 (Nimitz to Cañon)			
	Like	Neutral	Dislike
<b>N</b> Re-stripe to Add 6' Bicycle Lanes	3	2	1
<b>M</b> Landscaped Medians & Left Turn Pockets at Intersections	3	2	1
<b>L</b> New Traffic Signal at Emerson	3	2	1
<b>O</b> Side Street Curb Extensions to Reduce Crossing Distance	3	2	1
<b>C</b> Relocation of Transit Stops to Signalized Intersections	3	2	1
(LONG TERM) Bicycle Boulevard on Locust	3	2	1

## Survey Results

A total of 93 surveys were submitted by the end of the open house. Not every survey question was completed on each survey. Therefore, the responses to each question were categorized into four categories. If a participant responded “like”, “neutral”, or “dislike”, they were considered to have “responded”. If no selection was made, it was considered as “no response”. The results of the survey are provided in the table below.

**Table 6-5.**  
Rosecrans Corridor Mobility Study Open House Survey Results

	Like	Neutral	Dislike	Total Responses	No Response
<b>Area 1</b>					
Moore Street Median	25 <b>47.2%</b>	10 18.9%	18 34.0%	53	40 (43.0%)
Sidewalks & Bike Lanes to Transit Center	29 <b>52.7%</b>	10 18.2%	16 29.1%	55	38 (40.9%)
Extension of Sports Arena	20 37.7%	11 20.8%	22 <b>41.5%</b>	53	40 (43.0%)
Rosecrans & Midway Intersection Imp	37 <b>67.3%</b>	7 12.7%	11 20.0%	55	38 (40.9%)
Bicycle Lanes on Rosecrans/Parking Removal	19 35.8%	7 13.2%	27 <b>50.9%</b>	53	40 (43.0%)
Long Term: Grade Separation	18 39.1%	9 19.6%	19 <b>41.3%</b>	46	47 (50.5%)
Long Term: Realignment	22 <b>45.8%</b>	11 22.9%	15 31.3%	48	45 (48.4%)
<b>Area 2</b>					
Modified Signals (Roosevelt & Womble)	33 <b>55.0%</b>	13 21.7%	14 23.3%	60	33 (35.5%)
Intermittent Medians & NB Left Turn Access	25 <b>42.4%</b>	14 23.7%	20 33.9%	59	34 (36.6%)
Wider Bicycle Lanes	16 26.2%	9 14.8%	36 <b>59.0%</b>	61	32 (34.4%)
Side Street Curb Extensions	18 31.0%	13 22.4%	27 <b>46.6%</b>	58	35 (37.6%)
Consolidation of Transit Stops	27 <b>46.6%</b>	16 27.6%	15 25.9%	58	35 (37.6%)
Long Term: Bicycle Boulevard	26 <b>48.1%</b>	4 7.4%	24 44.4%	54	39 (41.9%)
<b>Area 3</b>					
Stripe Bicycle Lane	11 22.0%	8 16.0%	31 <b>62.0%</b>	50	43 (46.2%)
Landscape Medians & Left Turn Pockets	15 31.3%	12 25.0%	21 <b>43.8%</b>	48	45 (48.4%)
New Signal at Emerson	24 <b>48.0%</b>	7 14.0%	19 38.0%	50	43 (46.2%)
Side Street Curb Extensions	17 34.0%	12 24.0%	21 <b>42.0%</b>	50	43 (46.2%)
Relocation of Transit Stops	26 <b>52.0%</b>	11 22.0%	13 26.0%	50	43 (46.2%)
Long Term: Bicycle Boulevard	23 <b>52.3%</b>	4 9.1%	17 38.6%	44	49 (52.7%)
<b>Area 4</b>					
Restripe Rosecrans & Talbot	32 <b>51.6%</b>	11 17.7%	19 30.6%	62	31 (33.3%)
Complete Sidewalks on West Side	27 <b>40.3%</b>	17 25.4%	23 34.3%	67	26 (28.0%)
Curb Extensions at Owen & Bessemer	14 22.2%	22 34.9%	27 <b>42.9%</b>	63	30 (32.3%)
Median Islands at Armada	13 21.0%	7 11.3%	42 <b>67.7%</b>	62	31 (33.3%)
Chokers at Qualtrough & Kona	12 19.4%	12 19.4%	38 <b>61.3%</b>	62	31 (33.3%)
Mini Roundabout at McCall	14 20.9%	6 9.0%	47 <b>70.1%</b>	67	26 (28.0%)
Consolidation of Transit Stops	26 <b>42.6%</b>	24 39.3%	11 18.0%	61	32 (34.4%)

Community Outreach



According to the 93 surveys received during the workshop, the following concepts liked by a majority of responding participants (greater than 50%):

- Sidewalks & Bike Lanes to Transit Center (many participants commented they supported the concept of the sidewalks but not the bicycle lanes)
- Rosecrans & Midway Intersection Improvements
- Modified Signals (Roosevelt & Womble)
- Relocation of Transit Stops (Area 3)
- Long Term: Bicycle Boulevard (Area 3)
- Restripe Rosecrans & Talbot

Concepts disliked by a majority of responding participants (greater than 50%) included:

- Bicycle Lanes on Rosecrans/Parking Removal (Area 1)
- Wider Bicycle Lanes (Area 2)
- Stripe Bicycle Lanes (Area 3)
- Median Islands at Armada
- Chokers at Qualtrough & Kona
- Mini Roundabout at McCall

Participants were provided the opportunity to provide written comments in addition to the survey questions on the preference survey form. The comments received are summarized in Appendix 6-C.

## 6.2 WALK AUDITS

A total of four walk audits were conducted during the initial phases of this project between August 2<sup>nd</sup> and August 5<sup>th</sup>. The Walk Audits aimed to engage community members in identifying pedestrian, bicycle and transit related issues along the Rosecrans Corridor.

The first of the four walk audits was designed to deepen the Project Working Group (PWG) members' understanding of the Corridor. This walk audit utilized a bus shuttle method to enable the PWG and City staff to walk and evaluate a portion of each of the four study areas. Twenty-three people attended the July 20 walk audit. The three additional community walk audits focused on active observation within one or two of the study areas. The following summary provides an overview of how the walk audits were conducted and the observations recorded by walk audit participants.





## Walk Audit Format

Each of the walk audits opened with a brief orientation. Alta staff introduced walk audit participants to the purpose of the walk audit, distributed audit worksheets, walking route maps, clipboards and pens, and reviewed the questions provided on the worksheet

**Rosecrans Corridor Audit Worksheet**

Area: \_\_\_\_\_  
Date: \_\_\_\_\_

Please answer the following questions and rate the following items based on this scale:  
 O 1 - Poor - Many problems  
 O 2 - Some problems  
 O 3 - Fair - One or two minor problems  
 O 4 - No problems  
 O 5 - Excellent - No problems plus good design features

**1. Rate the walking surfaces. Are the sidewalks complete (no gaps), even and free of obstacles?**  
 1 2 3 4 5 (circle one)  
 Observations/Locations of Problems: \_\_\_\_\_

**2. Rate the potential for pedestrian/motor vehicle conflicts due to traffic speed and volume, large intersections, low pedestrian visibility and driveway crossings.**  
 1 2 3 4 5 (circle one)  
 Observations/Locations of Problems: \_\_\_\_\_

**3. Rate crosswalks. Are crosswalks present and visible at key intersections? Do traffic signals provide adequate crossing time and acceptable crossing wait times? Are there curb ramps?**  
 1 2 3 4 5 (circle one)  
 Observations/Locations of Problems: \_\_\_\_\_

**4. Rate the overall walkability of the area. Are the sidewalks wide enough? Are there buffers between you and traffic? Are there trees, benches or other amenities? Is the area visually pleasant?**  
 1 2 3 4 5 (circle one)  
 Observations/Locations of Problems: \_\_\_\_\_

**5. Rate access to transit stops. How easy is it to cross the street to reach transit stops? Are transit stops spaced appropriately and close to the places you want to go?**  
 1 2 3 4 5 (circle one)  
 Observations/Locations of Problems: \_\_\_\_\_

Facilitators then led community members along a 1 to 1.5 mile walking route selected to capture the primary character and key issues of that study area. During the walk audits community members shared their observations and thoughts about walking and biking along the audit route. The audit facilitators pointed out issues while walking and at designated observation stops to prompt audit participants to observe conditions and provide input. In addition to providing their own perspective, auditors were encouraged to consider how conditions might affect other users of the roadway, such as those with mobility impairments, children or inexperienced bicyclists.

Audit participants recorded their observations on the worksheets provided while walking. After completing the walking route, community members, Alta, RBF and City staff reconvened to finish completing their worksheets and to discuss highlights of the walk audits. At the conclusion of the auditing process all of the

worksheets were collected. The input obtained is being used to help inform the identification of bicycle, pedestrian and transit related improvement projects.

The following summaries synthesize the information recorded about each study area by the PWG and general community members during the four walk audits. A complete list of the walk audit summaries collected is provided in Appendix 6-D.

### Study Area 1 Walk Audit (Midway)

The walk audit that focused on Study Area 1 was held from 4:30pm to 6:00pm on Thursday July 30, 2009. The team of auditors consisted of eight community members, one City staff person and two Alta facilitators. The group met at the Caltrans Building located at 4050 Taylor Street and walked southwest along a route that allowed the group to experience and observe segments of Taylor, Rosecrans, Kurtz Streets, Camino Del Rio West and Midway Drive. The PWG walk audit route within Area 1 began at the Old Town Transit Center and ended on the southeast side of the Rosecrans Street / Kurtz Street intersection. Along the walks, auditors





observed key pedestrian and bicycle attractors – the Old Town Transit Center, the County Health Services Complex, transit stops and shopping complexes along Rosecrans Street. Fifteen walk audit worksheets were completed by PWG and community auditors. In general, Area 1 received the lowest overall ratings from auditors compared to the other study areas.

For all pedestrian related questions, the majority of auditors rated the pedestrian environment 1 (poor - many problems) or 2 (some problems) on a scale of 1 to 5. Based on responses to questions relating to transit access, the groups had more moderate views of the conditions surrounding and accessibility of transit stops. Conditions for bicyclists were viewed as very unfavorable, with the vast majority of auditors selecting 1 (poor – many problems) as their answer to all bicycling related questions. Auditors discussed several major issues for pedestrians and bicyclists while walking, including:

- Insufficient lighting/intimidation under the I-5 overpass
- Missing and substandard sidewalk on the west side of Rosecrans Street in the northern part of Area 1
- Complicated intersections for pedestrians and bicyclists (particularly Rosecrans Street / Sports Arena Boulevard-Camino Del Rio West), due to roadway widths, multiple turn movements, long wait times, high traffic volumes, inattentive motorists
- Lack of bicycle facilities
- High percentage of bicyclists riding on sidewalks
- Transit stops lack shade and require cleaning

### Study Area 2 Walk Audit (NTC-Peninsula)

The Study Area 2 walk audit was held from 9:45am to 11:15am on Sunday August 2, 2009. The team of auditors consisted of sixteen people, including one City staff person, two Alta, and one RBF facilitator. The group met at the NTC Command Center (2640 Decatur Road) and walked from the NTC Command Center to Rosecrans Street to walk a loop along Rosecrans Street between Roosevelt Road and Farragut Road. The portion of the PWG's walk audit that focused of Area 2 consisted of walking on the west side of Rosecrans Street beginning at the intersection of Rosecrans Street and Xenophon Street and ending at the NTC Command Center also via Roosevelt Road.

During the Study Area 2 walk audit held on Sunday participants observed heavy vehicular traffic along Rosecrans Street and heavy pedestrian traffic around the Truxtun Road / Womble Road intersection where the Liberty Station shopping complex, High Tech High buildings, and Rock Church converge. Nineteen walk audit worksheets were





# ROSECRANS CORRIDOR MOBILITY STUDY

completed by PWG and community auditors. Responses to pedestrian, bicycle and transit access related questions were mostly clustered in the middle of the rating scale, indicating a somewhat moderate view of the non-motorized travel.

The following key issues were however raised repeatedly by auditors while walking the audit route:

- Traffic congestion generated by Rock Church services
- Narrow bike lanes
- Lack of pedestrian buffer on the west side of Rosecrans Street versus a buffered and shaded experience on the east side of Rosecrans Street
- Bicycle/bus conflicts
- Long pedestrian crossing waiting times

## Study Areas 3 & 4 Walk Audit

A walk audit focusing on Areas 3 and 4 was held from 4:00pm to 5:30pm on Wednesday August 5, 2009. The team of auditors consisted of seven people. The group met in the grass in front of the Starbucks Coffee at the intersection of Carleton and Rosecrans Streets and walked a loop that included a southern portion of Area 3 and a northern portion of Area 4.

Along the walks, auditors made note of both positive and negative aspects of the pedestrian environment in Area 3, such as the benefits of the sidewalk amenities and the difficulty of infrequent crosswalks. Accordingly, 3 (fair – one or two minor problems) was the most common rate selected by auditors in response to all pedestrian related questions on the audit worksheet. Another key discussion point was the distinction between the pedestrian infrastructure in Area 3 and in Area 4, the majority of which lacks sidewalks. Auditors' assessments of transit access were mixed with responses falling within the 2 – 5 range of ratings. Relative to walking and accessing transit, auditors considered bicycling in Areas 3 and 4 to be most problematic. The vast majority of auditors selected 1 (poor – many problems) or 2 (some problems) as their answer to all bicycling related questions.



Rosecrans Corridor Audit Map (Areas 3 & 4)



Discussion points highlighted by auditors while walking include:

- Long distance between marked crosswalks in Area 3
- Some obstructions and missing curb ramps in Area 3
- Desirable street amenities in the Village portion of Area 3
- Lack of bicycle facilities in Area 3
- Lack of basic pedestrian infrastructure throughout Area 4
- High traffic speeds through Area 4 during non-peak periods and high volumes during peaks

### 6.3 PROJECT WORKING GROUP MEETINGS

The Project Working Group met monthly from 6:46 p.m. until 8:45 p.m. at the NTC Command Center. Meetings were open to the public and advertised on the project website. Meeting agendas were posted monthly along with approved meeting minutes and presentation materials from each meeting.

A total of 13 residents and business owners were nominated or appointed to serve on the Project Working Group. Representatives were acting board members or active participants in community organizations in North Bay-Midway, Old Town-Old San Diego and Peninsula. Organizations represented by the Project Working Group included:

- North Bay Community Planning Group
- North Bay Project Area Committee
- Old Town Planning Group
- Old Town San Diego Chamber of Commerce
- Peninsula Community Planning Board
- Peninsula Chamber of Commerce
- Point Loma Association
- La Playa Trail Association
- Point Loma People for Progress (P3)
- Three Residents at Large (appointed by the City Council Member's Office)
- Department of the Navy

Representatives of the Project Working Group were responsible for attending the monthly meetings, reporting information about the project to their representative organizations and distributing information about project related events to the community.

Topics discussed during the six months of meetings with the Project Working Group included:

- June: Identification of Corridor Concerns
- July: Walk Audit & Summary of Existing Conditions Analysis
- August: Identification of Improvements Areas & Discussion of Alternatives

# ROSECRANS CORRIDOR MOBILITY STUDY

- September: Discussion of Community Workshop and Summary of Future Conditions Analysis
- October: Presentation by Caltrans on Long Term Project Improvements & Summary of Results of Community Workshop #2
- November: Summary of Third Workshop and Preference Survey of PWG on Final Concept Plan
- January: Presentation of Implementation Plan and Cost Estimates

A complete set of meeting minutes from the Project Working Group is provided in Appendix 6-E.

## 6.4 PROJECT WEBSITE

Information about the project including flyers for community workshops, Project Working Group meetings and materials from the community events were posted on the project website. The website was hosted by the City of San Diego and updated on a weekly to bi-weekly basis dependant upon the events that occurred during the project.

THE CITY OF SAN DIEGO Home Contact the City

Business City Hall Community Departments Information Leisure Services A-Z Visiting Search

ENGINEERING & CAPITAL PROJECTS

ROSECRANS CORRIDOR MOBILITY STUDY HOME ABOUT THE STUDY GET INVOLVED PROJECT WORKING GROUP WORKING DOCUMENTS NEWS & UPDATES

### Rosecrans Corridor Mobility Study

The Rosecrans Corridor Mobility Study is a nine month project that aims to identify transportation improvements within the project study area. The goal of the project is to develop a plan that improves pedestrian access, bicycle facilities and accessibility, transit operations and facilities and traffic flow. During the project, an extensive evaluation of existing and forecast future operating conditions will be conducted for intersections and roadway segments between Taylor Street and Kellogg Street.

As this corridor is diverse in pedestrian activity, traffic patterns and community character, the corridor has been broken into four distinct zones:

(click map for a larger view)

- Area 1 (Midway) - Old Town Transit Station to Lytton Street
- Area 2 (NTC-Peninsula) - Lytton Street to Nimitz Boulevard
- Area 3 (Peninsula North) - Nimitz Boulevard to Canon Street
- Area 4 (Peninsula South) - Canon Street to Kellogg Street

Community Outreach





Following the completion of the Walk Audits, self guided Walk Audit forms were posted on the website with a thorough explanation of how to conduct a personal audit. Individuals choosing to conduct the self-guided audit were asked to return their forms via email to the City or the project consultant. At the time this report was completed, no walk audit forms had been returned.

### Walk Audits

If you were unable to attend the walk audits and would like to submit your comments, please take an hour or two to conduct a walk audit for one or more of the Rosecrans Corridor study areas.

First, select one of the following walk audit routes and read the walk audit worksheet instructions and questions. Next, start your walk audit at the location indicated on the walk audit route map and follow the walking path shown on the map. Stop at the 'observation points' and make notes of your observations or problems on the audit worksheet along the way. After you finish walking the route, complete the audit worksheet by rating the area based on the questions provided and recording any additional comments.

- [Walk Audits Flyer](#) (PDF)
- [Walk Audit Worksheet](#) (PDF)
- [Walk Audit Map for Area 1](#) (PDF)
- [Walk Audit Map for Area 2](#) (PDF)
- [Walk Audit Map for Areas 3 & 4](#) (PDF)

Please send your completed audit worksheet to:

Dawn Wilson, Project Manager  
RBF Consulting  
5050 Avenida Encinas, Suite 260  
Carlsbad, CA 92008

[Rosecrans Corridor Mobility Study Home](#) | [About the Study](#) | [Get Involved](#) | [Top of Page](#) | [Project Working Group](#) | [Working Documents](#) | [News & Updates](#)

The website also provided an opportunity for residents to submit requests for information and/or comments about the project. A total of nine (9) email responses were received through the website. Details of the community comments received are summarized in Appendix 6-F.

The screenshot shows the City of San Diego website's 'Get Involved' page. The header includes the City of San Diego logo and navigation links like 'Home', 'Contact the City', 'Business', 'City Hall', 'Community', etc. The main content area features a 'Get Involved' heading and a paragraph explaining the community participation approach. A 'Comments?' box on the right contains a 'Submit a Comment Online' link and contact information for Dawn Wilson. At the bottom, there is a 'Community Open House' event announcement for Thursday, November 12, 6:00 - 8:00 p.m. at the NTC Promenade Event Center.

## 6.5 LOCAL MEDIA COORDINATION

The project team coordinated directly with the local media to both inform the community about the project as well as provide information about upcoming meetings. Multiple articles were written by the Peninsula Beacon regarding the project and news briefs were published for each of the three workshops conducted.

### News Briefs 11/5/09

by STAFF

2 months ago | 72 views | 0 | 1 | | |

Last workshop Nov. 12 on Rosecrans traffic study

The Peninsula community has one last chance to provide input into the Rosecrans Corridor Mobility Study in a formal workshop setting. The third and final public workshop connected with the study will be held Thursday, Nov. 12.

During the workshop, the city will present a recommended alternative for mobility improvements in the car-clogged corridor. The alternative incorporates a variety of proposed improvements along Rosecrans Street. Representatives from the city and the consultant team will be in attendance to get public input and to answer questions.

The two previous workshops were held in July and September. The mobility study is a nine-month project that aims to identify transportation improvement on Rosecrans Street from Interstate 5 to Kellogg Street, with the goal of creating alternative transportation methods along the corridor.

The workshop will be held Nov. 12 at the NTC Promenade Event Center at 2875 Dewey Road from 6 to 8 p.m. For more information, call project manager Oscar Valdivieso at (619) 533-3182, or visit [www.sandiego.gov/engineering-cip/rosecransstudy/](http://www.sandiego.gov/engineering-cip/rosecransstudy/).





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