



4

MOBILITY

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4. Mobility

GOALS

- Streets that enhance walking and bicycling connections between parks, historical and cultural sites, adjacent communities, and the Old Town Transit Center.
- Transit as a mode of choice for residents, employees, and visitors.
- Adequate parking that supports visitor attractions and does not detract from the community character.
- A coordinated wayfinding system that supports the visitor experience and enhances the community character.

INTRODUCTION

Old Town San Diego is a pedestrian-oriented community with a mix of residential, hotel, office, and retail uses and cultural and historic attractions on an interconnected grid street network with small blocks. This street network pattern allows frequent intersections, easy connections, and short walking distances between the Community's destinations. Most of the community's streets are narrow, helping to define the urban form and public realm of the community, and relate to the scale of Old Town San Diego's historic context.

The Old Town Transit Center is a focal point for transit and rail access, which supports pedestrian activity for visitors, residents, and employees. The freeways (I-8 and I-5) that bound the community to the north and west affect the environment for pedestrians and bicyclists by limiting the connections to adjacent communities and the San Diego River. Due to vehicular congestion in the adjacent Midway-Pacific Highway community, traffic from adjacent communities uses Taylor Street to access I-8 which causes congestion in Old Town and detracts from the community's small-town character.

The Community Plan reinforces Old Town San Diego's character as a pedestrian-oriented community by placing an emphasis on walking, bicycling and transit as modes of transportation for visitors, employees and residents. The mobility vision for Old Town is to maintain the existing grid network of streets while enhancing the pedestrian and bicyclist environment to improve the public realm and strengthen connections between visitor destinations, parks, the Core, the Old Town Transit Center and the San Diego River Park. In order to reduce the amount of vehicular traffic circulating through the community searching for parking, the Community Plan envisions a greater share of visitors and employees using transit and supports additional commuter, visitor and employee parking supply at the periphery of the community.

The Mobility Element recommends improvements to reduce conflicts between different transportation modes and enhance pedestrian connections and accessibility. Improvements will be consistent with the historic character of the community and will incorporate design features that relate to Old Town San Diego's small-town scale and history. The Urban Design Element complements the Mobility Element by providing guidance for streetscape design and the provision of gateways, wayfinding signs, pedestrian-oriented lighting, and street trees that will help create a more pleasant walking environment within Old Town San Diego.



The goal of the Mobility Element is to accommodate all modes of transportation to support a vibrant and safe Old Town community.

4.1 Walkability

Pedestrian routes establish connections between visitor destinations, parks, the Core, the Old Town Transit Center and the San Diego River Park, as shown in Figure 4-1. The route types are defined in Box 4-1 and are based on the City's Pedestrian Master Plan. Cohesive streetscape design along pedestrian routes will improve the pedestrian environment, encourage people to walk to community destinations, and reinforce Old Town's historical character and sense of place. Walkability improvements may include widening existing sidewalks; designing new sidewalks to incorporate landscaped parkways, street furniture and street trees; and enhancing pedestrian street crossings, and will be tailored to the planned location in the project design process. Focused improvements are recommended (see Figure 4-4) to enhance accessibility and walkability for pedestrians of all ages and abilities, and will be consistent with Old Town's historical character.

POLICIES

- ME-1.1** Improve pedestrian connections and accessibility between historical and cultural attractions, parks, and the Old Town Transit Center.
 - a. Complete gaps in the sidewalk network.
 - b. Improve pedestrian crossings at locations including, but not limited to, San Diego Avenue at Twiggs Street, Congress Street/ Ampudia Street, Arista Street, and Conde Street/Linwood Street; Congress Street at Twiggs Street and Mason Street; Juan Street at Mason Street and Wallace Street; Pacific Highway and Taylor Street; and Presidio Drive and Jackson Street.
 - c. Provide non-contiguous sidewalks along Pacific Highway and Taylor Street.
 - d. Provide wider sidewalks along San Diego Avenue and Old Town Avenue.
 - e. Provide pedestrian-oriented lighting along San Diego Avenue, Congress Street, Taylor Street, Juan Street, Harney Street, Twiggs Street, and Pacific Highway.
 - f. Provide streetscape improvements that are consistent with community character.
- ME-1.2** Install, replace, and retrofit curb ramps throughout the community, ensuring that they do not detract from the community's historical character.
- ME-1.3** Coordinate with Caltrans and SANDAG to improve pedestrian connections to adjacent communities at freeway underpasses and overpasses at Pacific Highway, Rosecrans Street, Old Town Avenue, and Morena Boulevard and at nearby intersections.
- ME-1.4** Address barriers to walkability within the public right-of-way where feasible.
 - a. Remove utility poles and other barriers within the pedestrian path of travel.
 - b. Coordinate with utility companies to relocate above-ground utility boxes out of the public right-of-way.
 - c. Coordinate with property owners to remove curb cuts that are not in use.
 - d. Support placing newspaper racks into corrals of a design appropriate to the character of pre-1872 Old Town.

BOX 4-1: PEDESTRIAN ROUTE TYPES

District Sidewalks

Sidewalks with heavy pedestrian levels and with an identifiable focus to encourage walking within a district node.

Corridor Sidewalks

Sidewalks with moderate pedestrian levels that connect to district nodes.

Connector Sidewalks

Sidewalks with lower pedestrian levels that connect to corridor or district sidewalks.

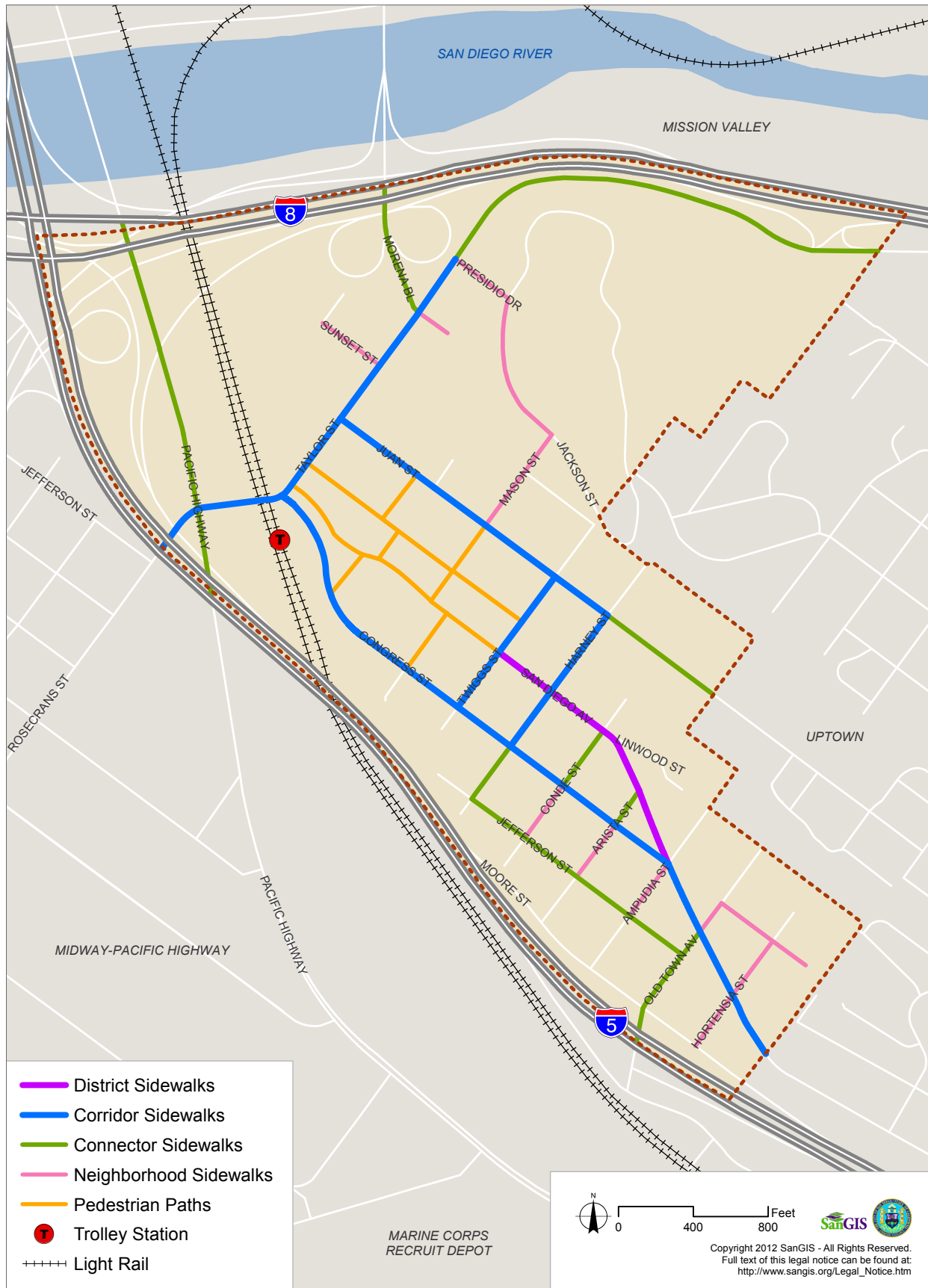
Neighborhood Sidewalks

Sidewalks with low to moderate pedestrian levels within residential areas.

Ancillary Pedestrian Facilities

Pedestrian facilities with moderate to high pedestrian levels that include bridges over streets and paths, walkways, promenades, plazas, and courtyards away from streets.

FIGURE 4-1: PLANNED PEDESTRIAN FACILITIES



4.2 Bicycling

Bicycle routes reinforce the connections between visitor destinations, parks, the Core, the Old Town Transit Center and the San Diego River Park, as shown in Figure 4-2. The bicycle route types are defined in Box 4-2, and are based on the City's Bicycle Master Plan. Old Town San Diego's street network is primarily composed of narrow streets, many with vehicle parking on both sides of the street, which limits the potential to install marked bicycle lanes. However, San Diego Avenue, Congress Street, and Juan Street have adequate width to support bicycles sharing a lane with motor vehicles. The Community Plan envisions the creation of an improved bicycle environment along Pacific Highway and Taylor Street within the existing right-of-way to provide connections to the regional bicycle network including the San Diego River bicycle path. Bicycle improvements along existing streets could include the incorporation of bicycle-oriented wayfinding signs and bicycle parking that are consistent with the community's historical character, as addressed in the Urban Design Element.



Improving bicycle facilities in Old Town will increase the community's popularity as a recreational and commuter bicycling destination.

POLICIES

- ME-2.1** Provide bicycle connections between historic and cultural attractions, the Old Town Transit Center, the regional bicycle network, and the San Diego River Park as shown in Figure 4-2.
- ME-2.2** Provide bicycle facilities and amenities that enhance the bicycle environment and are consistent with the community's historic character.
- ME-2.3** Coordinate with Caltrans to improve bicycle connections to adjacent communities and reduce conflicts with motor vehicles at the freeway underpasses at Morena Boulevard, Pacific Highway, and Rosecrans Street and at the Old Town Avenue bridge.
- ME-2.4** Implement additional bicycle facilities in conjunction with relocation of existing on-street parking spaces, where feasible, including a Class II facility along Congress Street between San Diego Avenue and Taylor Street.

BOX 4-2: BICYCLE ROUTE CLASSIFICATIONS

Class I – Bicycle Path

Routes that are physically separated from vehicular traffic and are constructed in the roadway or have exclusive right-of-way.

Class II – Bicycle Lane

Routes that provide exclusive or preferential bicycle travel with pavement striping and signage on the side of the roadway.

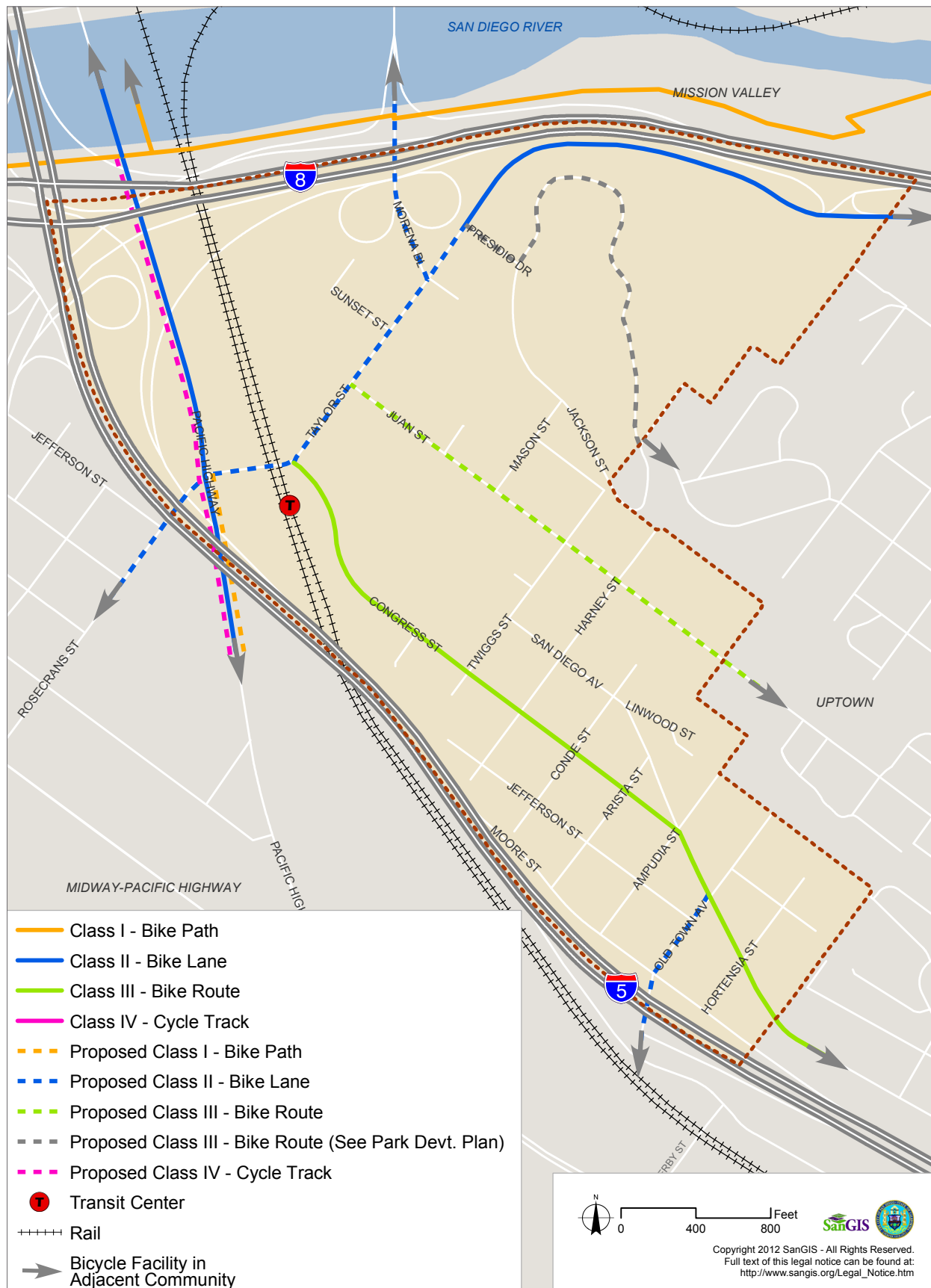
Class III – Bicycle Route

Routes that provide shared use with motor vehicle traffic within the same travel lane.

Class IV – Cycle Track

Bikeways that are located in the roadway right-of-way but separated from vehicle lanes by physical barriers or buffers.

FIGURE 4-2: EXISTING AND PLANNED BICYCLE FACILITIES



4.3 Transit

The Old Town Transit Center is a focal point for transit access for Old Town San Diego and adjacent communities (see Box 4-3). The Community Plan envisions maintaining and enhancing the transit-rider experience through the installation of amenities including additional shelters, seating, lighting, paving, and landscaping consistent with Old Town's historical character from the 1846-1872 Early American Period. The Transit Center's surface parking is shared by transit riders and Old Town San Diego State Historic Park visitors. The Parking section provides policies regarding development of a parking structure that will provide additional capacity for park-and-ride transit riders and Old Town State Historic Park visitors.

The Taylor Street at-grade rail crossing is a location where rail-based transit services operations can conflict with pedestrian, bicycle, and vehicle circulation. Conflicts at this intersection include the wait time during train crossings. The Community Plan envisions reducing conflicts at the Taylor Street intersection through near-term improvements, including signal timing changes and pedestrian crossing arms. Grade separation of the rail crossing is a long-term option that could include partial grade separation for pedestrians and bicyclists or full grade separation for automobiles (see the Streets and Freeways section for related policies).

POLICIES

- ME-3.1 Coordinate with SANDAG, MTS, and NCTD to support and incorporate transit infrastructure and service enhancements for the Old Town Transit Center in the Regional Plan as funded improvements that complement the community's historical character.
- ME-3.2 Enhance the environment at the Old Town Transit Center through installation of additional shelters, additional seating, lighting, bicycle parking and lockers, and landscaping consistent with the 1846-1872 Early American Period.
- ME-3.3 Coordinate with MTS and NCTD to ensure accessibility and compatibility between transit operations and private and public development and infrastructure projects.
- ME-3.4 Coordinate with MTS to improve bus stops on Taylor Street near Hotel Circle South.
- ME-3.5 Coordinate with MTS to support the installation of benches and shelters that reflect Old Town's pre-1872 character at the bus stops along Taylor Street.
- ME-3.6 Coordinate with MTS to discourage the placement of advertising at benches and shelters at the Old Town Transit Center and bus stops within Old Town.
- ME-3.7 Support the implementation of transit priority measures within Old Town, including the Taylor Street / Pacific Highway / Rosecrans Street intersection.

BOX 4-3: TRANSIT SYSTEM

San Diego Trolley

The San Diego Trolley, operated by the Metropolitan Transit System (MTS), connects Old Town to Mission Valley, San Diego State University, El Cajon, and Santee in the east, and to Midway - Pacific Highway, Downtown, National City, Chula Vista, and San Ysidro in the south. Trolley service will be extended from Old Town San Diego to the University of California San Diego and the University community.

Coaster

The Coaster, operated by North County Transit District (NCTD), is a commuter rail service connecting the Oceanside Transit Center, Carlsbad Village, Carlsbad Poinsettia, Encinitas, Solana Beach, Sorrento Valley, Old Town San Diego, and Downtown.

Rapid Bus

Rapid bus operated by MTS will provide a higher-speed service, which will be available at the Old Town Transit Center.

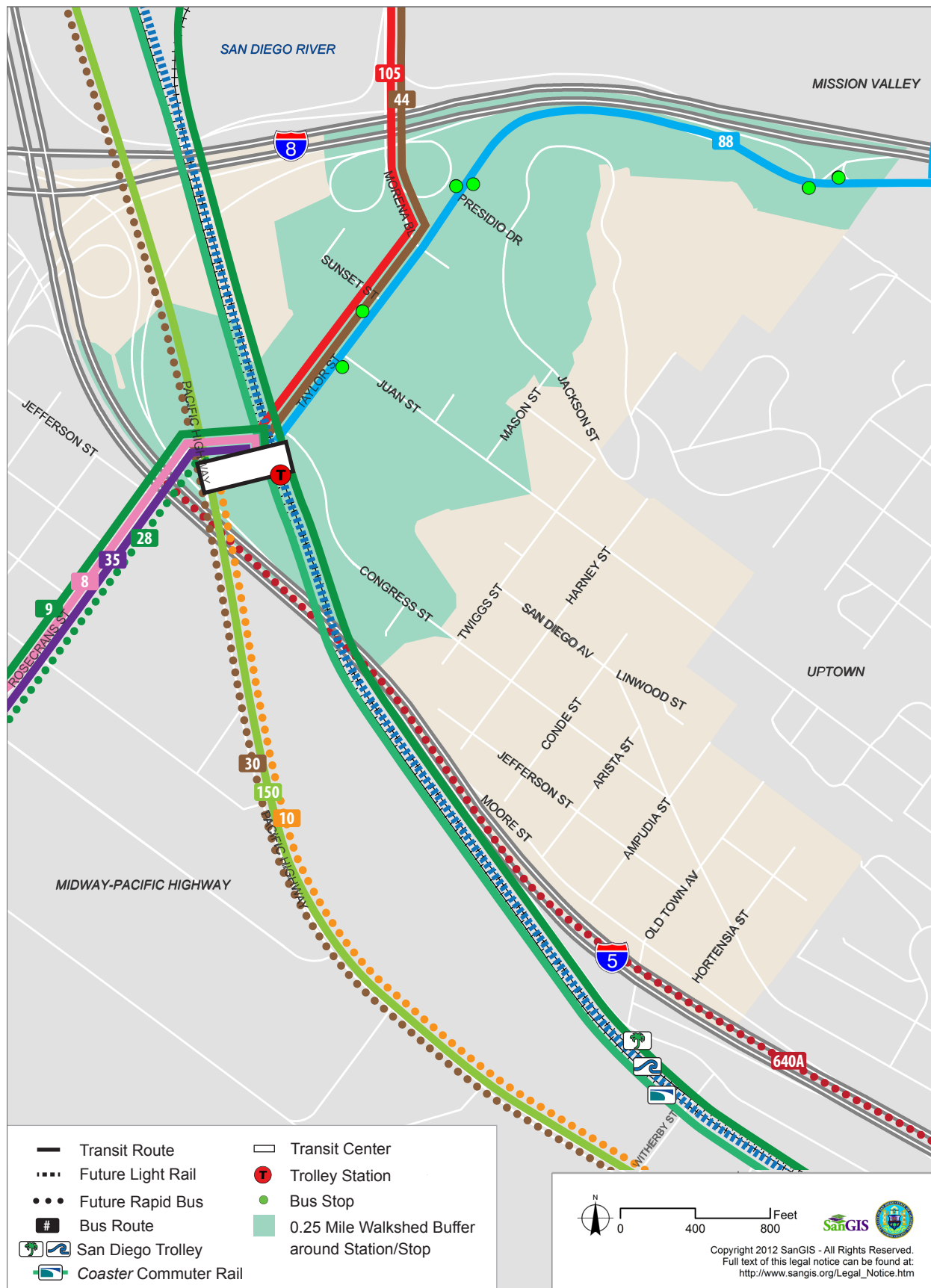
Local Bus

Local bus routes are operated by MTS with stops at the Old Town Transit Center and on Taylor Street.

Amtrak

Amtrak provides passenger rail service from San Diego to several destinations throughout the state and country. The main route serving San Diego is the Pacific Surfliner which connects major cities along California's coast.

FIGURE 4-3: PLANNED TRANSIT FACILITIES



4.4 Streets and Freeways

The community's existing grid network of streets, shown in Figure 4-3, reflects the historic layout of the Old Town San Diego settlement and will be maintained. Enhancements to the community's streets and freeway connections can optimize vehicle circulation, improve the multimodal environment, improve connections and accessibility to community destinations and adjacent communities, and reduce conflicts between transportation modes.

The permanent closures of local streets are generally not consistent with the community character, unless the street closure will enhance the pedestrian environment or preserve subsurface archaeological resources. Street widening is also not consistent with the community character. Operational controls such as street signs and intersection controls can be implemented to assist in the management of vehicle circulation without street widening. Street widths or lane widths could be reduced in order to construct enhanced pedestrian or bicycle facilities if it would not result in a net loss of on-street parking or if on-street parking can be relocated to a new or expanded public off-street facility.

Freeway access points within Old Town are also recommended for improvement. Commuters traveling primarily from the Midway-Pacific Highway community use Taylor Street to access the I-8 freeway. The Community Plan envisions freeway access improvements within the Midway-Pacific Highway community and at the Morena Boulevard interchange, and the closure of the Taylor Street I-8 freeway ramps, to reduce congestion and cut-through traffic in Old Town. At the Old Town Avenue freeway interchange and bridge, desired improvements include enhancements to the pedestrian and bicycle environment to facilitate access to Old Town. Should Caltrans renovate or reconstruct the Old Town Avenue bridge, the bridge is envisioned to incorporate wider sidewalks, bicycle lanes, and bridge design elements that highlight Old Town and its heritage. The Community Plan also recommends improving vehicular access at the I-5 southbound on- and off-ramps at Old Town Avenue, which could include reconstructing the ramps and modifying the



The odd-angled intersection of San Diego Avenue and Congress Street is recommended for improvements to improve access and safety, which could include a roundabout.

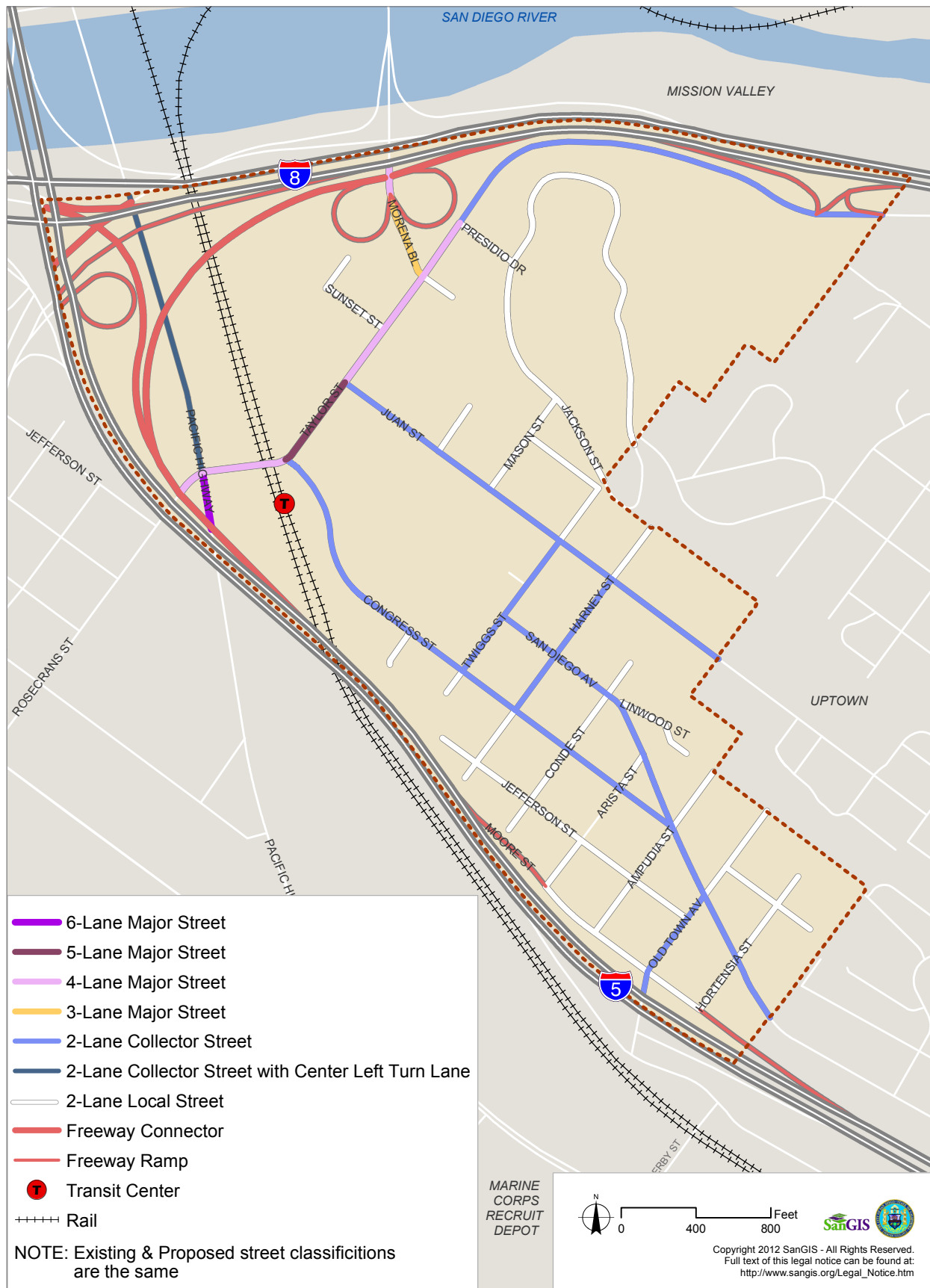
auxiliary lane length along I-5. In conjunction with these improvements, enhanced crosswalks at the intersections with Moore Street and Hancock Street will support pedestrian and bicycle activity and safety.

Street and freeway access improvements in Old Town San Diego will be designed to be consistent with the vision for key community street corridors found in the Urban Design Element. Streetscape design, which unifies the various components of a street, will establish street theme consistent with Old Town's character.

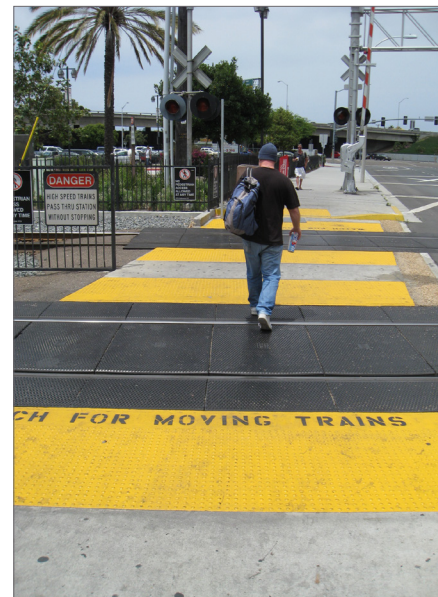
POLICIES

- ME-4.1** Consider the implementation of operational improvements to streets that assist in the management of vehicular circulation and enhance the pedestrian and bicycle environment without widening streets.
- ME-4.2** Maintain the existing grid network of streets.
- ME-4.3** Maintain the existing curb-to-curb width of streets except where pedestrian improvements would narrow curb-to-curb width.
- ME-4.4** Consider implementing a roundabout or other improvements at the intersection of San Diego Avenue, Congress Street, and Ampudia Street, to improve multimodal mobility and safety.

FIGURE 4-4: EXISTING AND PLANNED STREET CLASSIFICATIONS



- ME-4.5** Consider implementation of one-way streets in limited circumstances, where these would meet the goals of the Community Plan.
- Ensure that any proposed implementation of one-way streets does not alter the grid block pattern.
 - Ensure that any proposed implementation of one-way streets maintains public access.
- ME-4.6** Coordinate with SANDAG and Caltrans to improve freeway on- and off-ramps through redesign and/or reconfiguration to reduce congestion and cut-through traffic on local streets in a manner that does not detract from the community's historic character.
- Support closing the I-8 on- and off-ramps at Taylor Street in order to reduce cut-through traffic and congestion.
 - Support improving access to I-8 within the Midway-Pacific Highway Community in order to reduce cut-through traffic and congestion in Old Town.
 - Support improvements to Caltrans right-of-way adjacent to on- and off-ramps that increase screening of the freeway and incorporate landscaping and/or gateway elements consistent with the Urban Design Element.
- ME-4.7** Coordinate with Caltrans and SANDAG to incorporate wider sidewalks, bicycle lanes, and design elements related to Old Town's heritage on the Old Town Avenue bridge should it be renovated or reconstructed.
- ME-4.8** Support an engineering feasibility study to evaluate intersection reconfiguration or alternative traffic control (e.g., roundabout) to improve the Old Town Avenue/Moore Street intersection and the closely spaced Old Town Avenue/Hancock Street/I-5 Southbound Ramps intersection.
- ME-4.9** Coordinate with SANDAG, CPUC, MTS, and NCTD to evaluate enhancements for the at-grade railroad crossing at Taylor Street, including grade separation, that would improve pedestrian, bicyclist and vehicular circulation and safety.
- Ensure that grade separation does not affect the Old Town State Historic Park.
 - Ensure that grade separation does not negatively affect access to Congress Street or Juan Street.
 - Ensure that grade separation does not result in the elevation of Taylor Street.
 - Ensure that grade separation does not result in increased curb-to-curb width along Taylor Street east of Congress Street.
- ME-4.10** Seek regional, state, and federal funding for improvements that address motor vehicle congestion at the Pacific Highway and Taylor Street intersection due to the rail crossing gates.
- ME-4.11** Seek regional, state, and federal funding for improvements at the Taylor Street at-grade rail crossing to address pedestrian and bicyclist safety and accessibility.



The at-grade rail crossing at the Transit Center on Taylor Street can be improved to reduce crossing delays and enhance safety.

FIGURE 4-5: RECOMMENDED MOBILITY IMPROVEMENTS



4.5 Parking

Old Town San Diego's concentration of visitor-oriented commercial uses and cultural and historical attractions creates a high demand for parking. There are several existing public parking areas within Old Town. The Old Town Transit Center parking lot is available for Old Town San Diego State Historic Park visitors and transit riders. The State Historic Park provides additional parking lots for its visitors, and general visitors can park in the city-owned lot on Twiggs Street or in on-street parking spaces. The Caltrans parking lot provides additional visitor parking during evenings and weekends. Still, visitors and employees in cars circulate within the Core searching for parking, and tour/coach buses travel through the Core to unload passengers and park near the State Historic Park. The combination of tour buses and cars circulating within the Core creates traffic congestion and pedestrian challenges and detracts from Old Town's community character.

An increased parking supply located on the periphery of the community will support a pedestrian-friendly environment through the Core and Old Town State Historic Park, as will coordination with tour/coach bus operators to load and unload passengers at the Old Town Transit Center and other appropriate locations. The Community Plan supports the establishment of a transit and visitor-oriented parking structure at the Old Town Transit Center parking lot, which should be designed to be consistent with the pre-1872 Early American architectural style and the existing Transit Center building. The development of future surface parking or a parking structure at the U.S. Navy Public Works property will increase parking supply for State Historic Park visitors and park-and-ride transit riders should the site become available.

The use of parking management and supply strategies for visitor-oriented parking, found in Box 4-4, and the provision of additional parking at the periphery of the community will help reduce the amount of vehicles searching for parking within the Core. This will result in an enhanced public realm that improves the pedestrian and bicycle environment and access to transit. Additionally, employers can provide incentives to employees to

commute by transit, bicycling, walking, and ridesharing, to reduce employee utilization of public on-street and off-street parking.

The Community Plan recognizes the importance of adequate public parking capacity in Old Town and identifies measures which can increase available on-street parking, such as the implementation angled parking on streets with adequate existing width. While on-street parking is important for visitors, parking can compete with pedestrian and bicycle facilities for space within the existing street rights-of-way. The removal of on-street parking should be considered in combination with the creation of additional on- or off-street parking to allow for wider sidewalks, bicycle lanes, and bicycle parking.

BOX 4-4: PARKING MANAGEMENT AND SUPPLY STRATEGIES

Parking Management Strategies

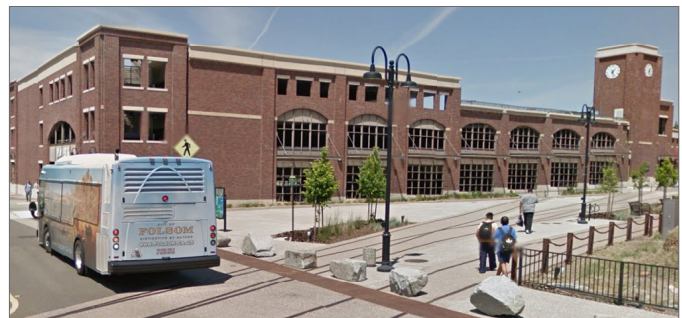
- Provide wayfinding signage and information to direct vehicles to parking facilities.
- Consider placing time limits on parking to encourage parking turnover in high demand areas of the community.
- Consider valet parking to allow business to maximize private off-street parking capacity.
- Consider shuttle service from peripheral parking facilities to the Core and Historic Core.

Parking Supply Strategies

- Consider angled parking where street width is adequate and driveway configurations permit.
- Consider curb utilization to evaluate curb-parking restrictions to increase parking inventory where appropriate.
- Identify locations for additional parking on the community's periphery near community entrances, including the Old Town Transit Center, to reduce vehicle traffic in the Core Sub-District.

POLICIES

- ME-5.1** Encourage the use of parking supply and management strategies (see Box 4-4) for on- and off-street parking to support businesses and visitor destinations within and near the Core and Historic Core.
- ME-5.2** Support the provision of additional parking facilities at the periphery of the community.
- ME-5.3** Discourage the use of the Old Town Transit Center as remote parking for San Diego International Airport and as an overflow employee parking area for businesses and government offices/facilities near Old Town.
- ME-5.4** Prevent the net loss of existing on-street and public off-street parking spaces.
- ME-5.5** Consider the relocation of on-street parking within Old Town to allow for wider sidewalks, bicycle lanes and bicycle parking while maintaining the existing supply of public parking spaces.
- ME-5.6** Encourage employees and visitors to use transit, ridesharing, and other transportation alternatives to single-occupancy vehicle use to reduce parking demand.
- ME-5.7** Support the designation of rideshare pick-up/drop-off sites at the Old Town Transit Center and other appropriate locations.
- ME-5.8** Encourage the management of tour/coach bus parking spaces in the public right-of-way and publicly owned parking facilities.
- Encourage the designation of a passenger loading area for tour/coach buses at the Old Town Transit Center and the expansion of the tour bus loading area along Congress Street adjacent to Old Town San Diego State Historic Park.
 - Coordinate with tour/coach bus operators to load and unload passengers at designated locations.
 - Consider appropriate locations for on- and off-street parking for tour/coach buses within the Taylor Sub-District.
- ME-5.9** Support the continuation of the Old Town Community Parking District to seek funding, create, and implement parking-related strategies, plans, and programs to manage and increase Old Town's parking supply.
- ME-5.10** Coordinate with SANDAG for the development of a parking structure for transit riders and visitors and other improvements at the Old Town Transit Center/State Historic Park parking lot to increase the parking supply.
- Ensure adequate parking supply to meet existing and future parking demand from transit riders and State Park visitors.
 - Ensure adequate parking supply to meet future parking demands related to planned Trolley system expansions.
 - Seek and support local, regional, state, and federal funding and public and private partnerships to fund the development of a parking structure at the Old Town Transit Center/State Park parking lot.
 - Consider the alternative location of a joint-use parking structure to serve transit riders, Caltrans, and the State Historic Park at the Caltrans District 11 site.
 - Encourage the design of a parking structure to be consistent with Early American Period architecture and integrated with the Transit Center.
 - Encourage the design of a parking structure to break up the exterior façade to convey the appearance of four smaller buildings, such that parked cars are predominantly screened from public view and parking ramps are not visible.
 - Encourage the design of a visually interesting façade for a parking structure that incorporates openings, offsetting planes, variation in rooflines, and cornice treatments.



The parking garage at the Historic Folsom Station, in Folsom, California, incorporates Early American Period architectural elements and building modulation that breaks up the massing of the structure.

4.6 Wayfinding

The Community Plan envisions a wayfinding system that will enhance the pedestrian, bicycle and motorist experience by guiding visitors between the community's destinations and emphasizing mobility routes. Wayfinding signs will: guide pedestrians and bicyclists between the Old Town Transit Center and community destinations; direct bicyclists to bicycle parking locations and bicycle routes; and direct vehicular traffic to available parking facilities to support the utilization of parking facilities at the periphery of the community and reduce vehicular traffic in the Core.

POLICIES

- ME-6.1** Encourage the implementation of coordinated wayfinding signs that provide clear guidance for pedestrians, bicyclists and motorists, between the community's visitor-oriented uses, historical and cultural attractions, parks, the Old Town Transit Center, and parking areas.
- ME-6.2** Encourage the installation of wayfinding signs that define bicycle routes and directs bicyclists to the regional bicycle facilities, bicycle parking locations, and to the San Diego River Park.
- ME-6.3** Encourage the installation of wayfinding signs that direct vehicular traffic to parking facilities.
- ME-6.4** Support efforts by the Old Town Community Parking District to seek funding for and to install and maintain wayfinding signs in Old Town.



Bicycle route wayfinding signs identify the route for bicyclists, alert vehicle drivers to share the road, and provide distances to key destinations.



Installation of additional wayfinding signs to parking facilities and to transit will assist visitors in making efficient trips within the community.



Detailed wayfinding display maps can provide comprehensive information on Old Town's attractions.

4.7 Intelligent Transportation Systems

Intelligent transportation systems (ITS) are technologies that are applied to transportation systems such as vehicles, roadways, intersections, transit, and payment systems to improve their function. The goal of ITS implementation is to maximize efficiency of these transportation systems, increase vehicle throughput, reduce congestion, and provide useful information to the commuting public. The use of ITS tools, such as self-adjusting traffic signals during peak traffic hours, can be instrumental to addressing Old Town San Diego's mobility needs, maximizing existing roadway capacity, and reducing congestion in a cost-effective manner.

POLICIES

- ME-7.1** Support the implementation of ITS to improve road and parking efficiency, service, and congestion in Old Town in a manner that is consistent with Old Town's community character, including but not limited to: traffic signal coordination, real-time traffic and transit information, smart parking technologies, and transit priority measures.
- ME-7.2** Encourage implementation of or accommodation for emerging technologies as part of future infrastructure and development projects.
- ME-7.3** Coordinate with MTS and SANDAG to implement real time transit schedule updates to provide timely and efficient loading.
- ME-7.4** Encourage infrastructure for electric vehicles, including vehicle charging stations for multifamily residential, commercial, and industrial uses based on future demand and changes in technology.
- ME-7.5** Encourage the evaluation of infrastructure for autonomous vehicles when designing right-of-way infrastructure projects and operational improvements based on future demand and changes in technology.

4.8 Transportation Demand Management

Transportation Demand Management (TDM) combines marketing and incentive programs to encourage use of a range of transportation options, including public transit, bicycling, walking and ride-sharing, and to reduce dependence on automobiles. TDM strategies are another important tool to help reduce congestion and parking demand in Old Town San Diego.

POLICIES

- ME-8.1** Encourage new residential, office, and commercial developments, as well as any new parking garages, to provide spaces for car-sharing.
- ME-8.2** Encourage large employers and institutions in Old Town San Diego to provide transit passes at reduced rates to employees/students and to allow for flexible work and school schedules in order to shift trips to off-peak periods.
- ME-8.3** Encourage the implementation of shuttle service within Old Town connecting to the Old Town Transit Center.
- ME-8.4** Encourage multifamily residential development to provide discounted transit passes to residents in exchange for reduced parking rates and sell, rent or lease parking spaces to residents separately from the residential units.
- ME-8.5** Encourage commercial and office development to provide discounted transit passes to employees.
- ME-8.6** Encourage employers to participate in SANDAG's TDM programs, such as ride-matching services, subsidized vanpool program, guaranteed ride home, and teleworking, to reduce vehicular trips.
- ME-8.7** Implement bike share and car share programs where appropriate to reduce the necessity for automobile ownership and use in the community.