


03


WHERE WE ARE AND WHERE WE ARE GOING








SAN DIEGO AT A GLANCE


- 
1.4 million
 residents


- 
700,000
 jobs


- 
1,181
 miles of bicycle lanes


- 
65
 miles of light rail

- 
4,650
 miles of sidewalks

- 
108
 miles of track for freight, commuter, and regional rail service

- 
3,105
 miles of streets and alleys

- 
2,001
 miles of bus routes

- 
467
 miles of trails

Source: City of San Diego

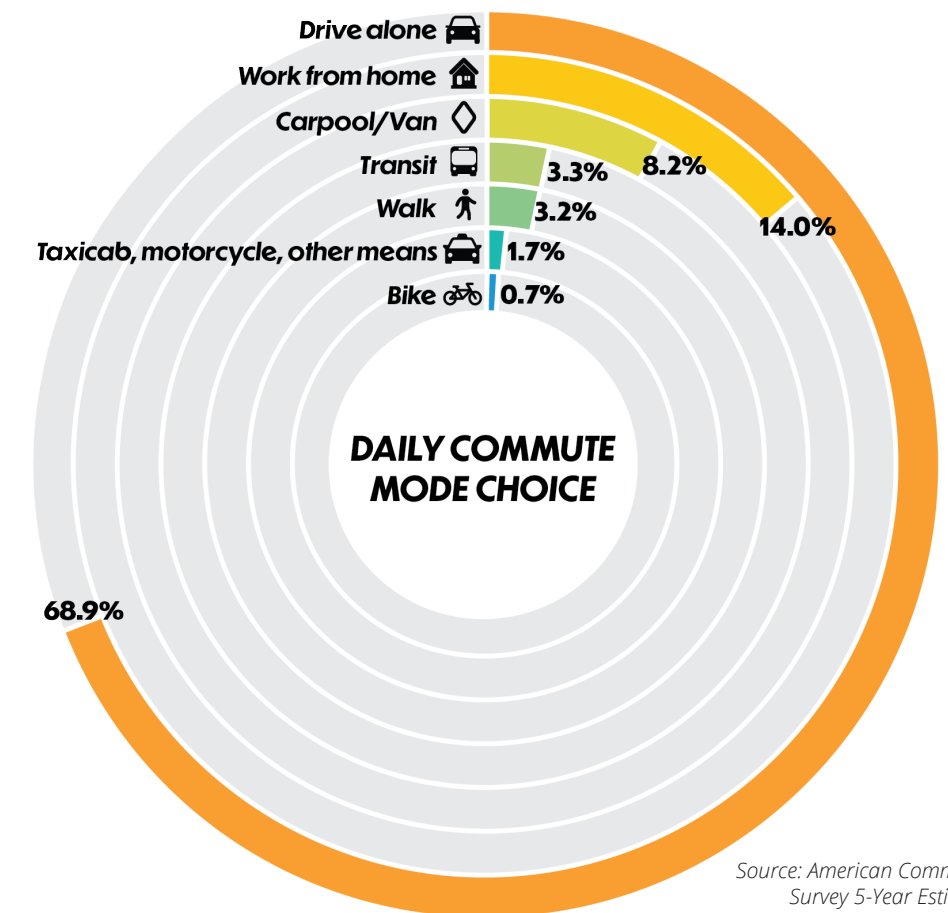
3.1 COMMUNITY PROFILE

The City of San Diego has 93 miles of shoreline, wonderful weather, a dynamic economy, and diverse communities. With over 1.4 million residents and 700,000 jobs, it is the eighth largest and one of the most diverse cities in the nation. There are more than 100 languages spoken by community members who have come from all parts of the world to live here. This diversity provides many advantages, including a broad perspective of community voices, especially around mobility needs, and a diversity that influences travel patterns and transportation trends.

Additionally, with six universities and 80 research institutions, San Diego is a national leader in higher education and innovation. Fourteen tech-adjacent industries account for 12 percent of the jobs and produce \$42.1 billion of economic value annually in San Diego. The tourism industry also contributes substantially to the city's economy. Furthermore, San Diego is home to the nation's largest military community, with more than 100,000 active-duty personnel, and an additional 90,000 veterans living in San Diego.

As a large binational and metropolitan city, San Diego's transportation network is essential to our growing industries and economy. The composition of this complex, interconnected system includes roadway, highways, light rail, bus lanes, bicycle facilities, sidewalks, and recreational trails that facilitate a variety of travel options for both residents and visitors alike.

FIGURE 3-1: Daily Commute Mode Choice (2021)



Source: American Community Survey 5-Year Estimates

3.2 EXISTING PLANS, POLICIES, AND REGULATIONS

The City recognizes the need to look at land use, its relation to transportation infrastructure, as well as expanding alternative modes to accommodate a growing population and changing mobility trends. As discussed in Chapter 2, the policies in the General Plan Mobility Element advance a strategy for increasing mobility choices in a manner that strengthens the City's land use vision and helps achieve the goals in the CAP. The Mobility Element is part of a larger body of plans and documents that guide mobility citywide. Figure 3-2 on the next page shows the documents over the last decade that were reviewed to build upon and help frame this Mobility Master Plan.

The City of San Diego is geographically defined by 52 separate community planning areas which all have their own Community Plan. While the General Plan provides broad policies that apply to the City as a whole, Community Plans refine the General Plan's policies into community-specific policies and recommendations to guide a community's development and public improvements for the next 30 years. This includes policies on land use, mobility, urban design, public facilities and services, natural resources, historic and cultural resources, and economic development. In reviewing Community Plans, the primary focus for this effort was each community's Mobility Element, with particular emphasis on the planned transportation network, mobility recommendations, and innovative policies.

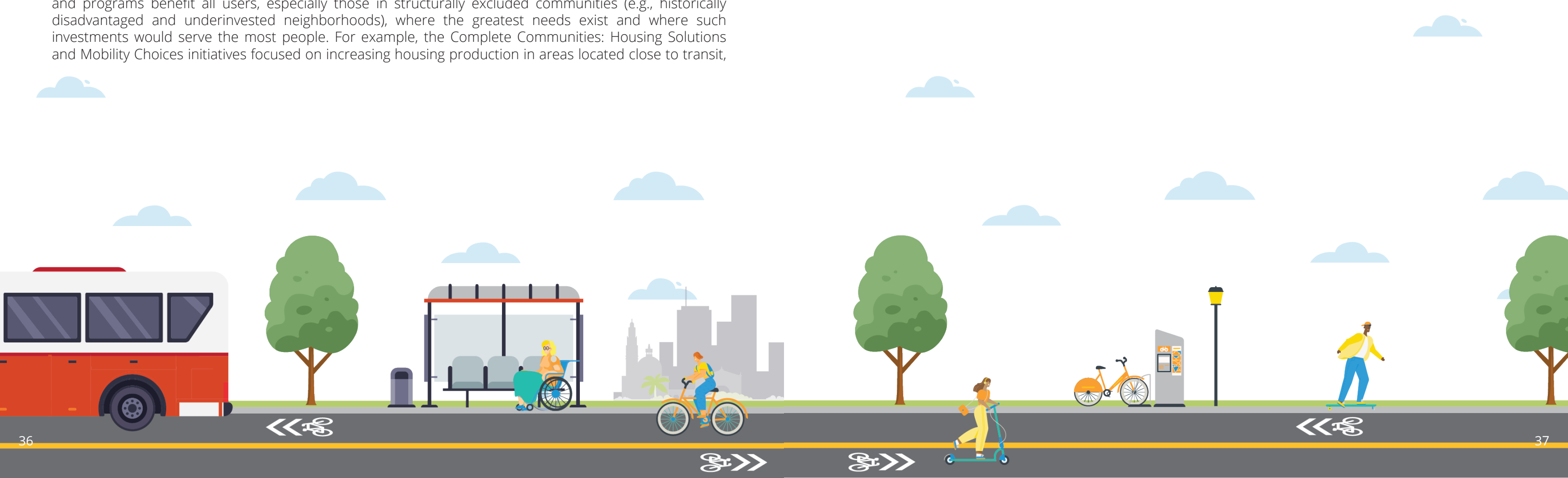
The City has prepared the Pedestrian Master Plan and Bicycle Master Plan to not only help advance the citywide mobility vision, but also identify projects, policies and programs that improve active transportation and recreational opportunities for pedestrians and cyclists, respectively. The review of the Pedestrian and Bicycle Master Plans centered around the vision, policy framework, and recommendations of those plans. Attention was also paid to the degree of which plans did or did not discuss community engagement and equity.

Policies and regulations adopted in recent years have applied an equity lens, ensuring mobility projects and programs benefit all users, especially those in structurally excluded communities (e.g., historically disadvantaged and underinvested neighborhoods), where the greatest needs exist and where such investments would serve the most people. For example, the Complete Communities: Housing Solutions and Mobility Choices initiatives focused on increasing housing production in areas located close to transit,

promoting the shift to sustainable modes, investing in active transportation infrastructure, increasing transit ridership, and reducing vehicle miles traveled. The City also amended parking requirements in Transit Priority Areas, with the following goals in mind: increasing housing affordability and supply, creating communities as places to live and work, requiring on-site alternative transportation amenities, and reducing individuals' reliance on cars, which reduces vehicle generated GHG emissions.

When reviewing existing projects, programs, policies, and regulations, distinct categories emerged during the preparation of this Mobility Master Plan. The categories included walkability, bicycle facilities, public transit systems, street network, Intelligent Transportation Systems and emerging technologies, commute options, and parking management. Additionally, several types of projects and programs were identified in existing plans: improvements to the pedestrian environment, expansion of bicycle facilities, community parking districts, transit system improvements, roadway improvements aimed at safety, and systems management.

While San Diego has a rich and diverse history of preparing an array of mobility-related plans and documents stemming from the General Plan, these plans often focus on specific modes (e.g. the Bicycle Master Plan) or individual communities (e.g. the Mira Mesa Community Plan). While these plans are valuable in their own right they have typically existed as separate resources for mobility. Mobility needs its own comprehensive plan across mobility types and communities to both integrate multiple modes and equitably advance solutions to help achieve the City's vision of a balanced, well-connected, safe, sustainable, and equitable multimodal mobility system. The Mobility Master Plan aims to consolidate and integrate various plans, policies, and regulations to create a comprehensive multimodal mobility framework that focuses on implementing transportation investments across the entire system to move everyone better. It seeks to prioritize transportation initiatives that align with citywide goals, promote equity, and adapt to changing transportation needs and trends.



PLANS TO BUILD ON

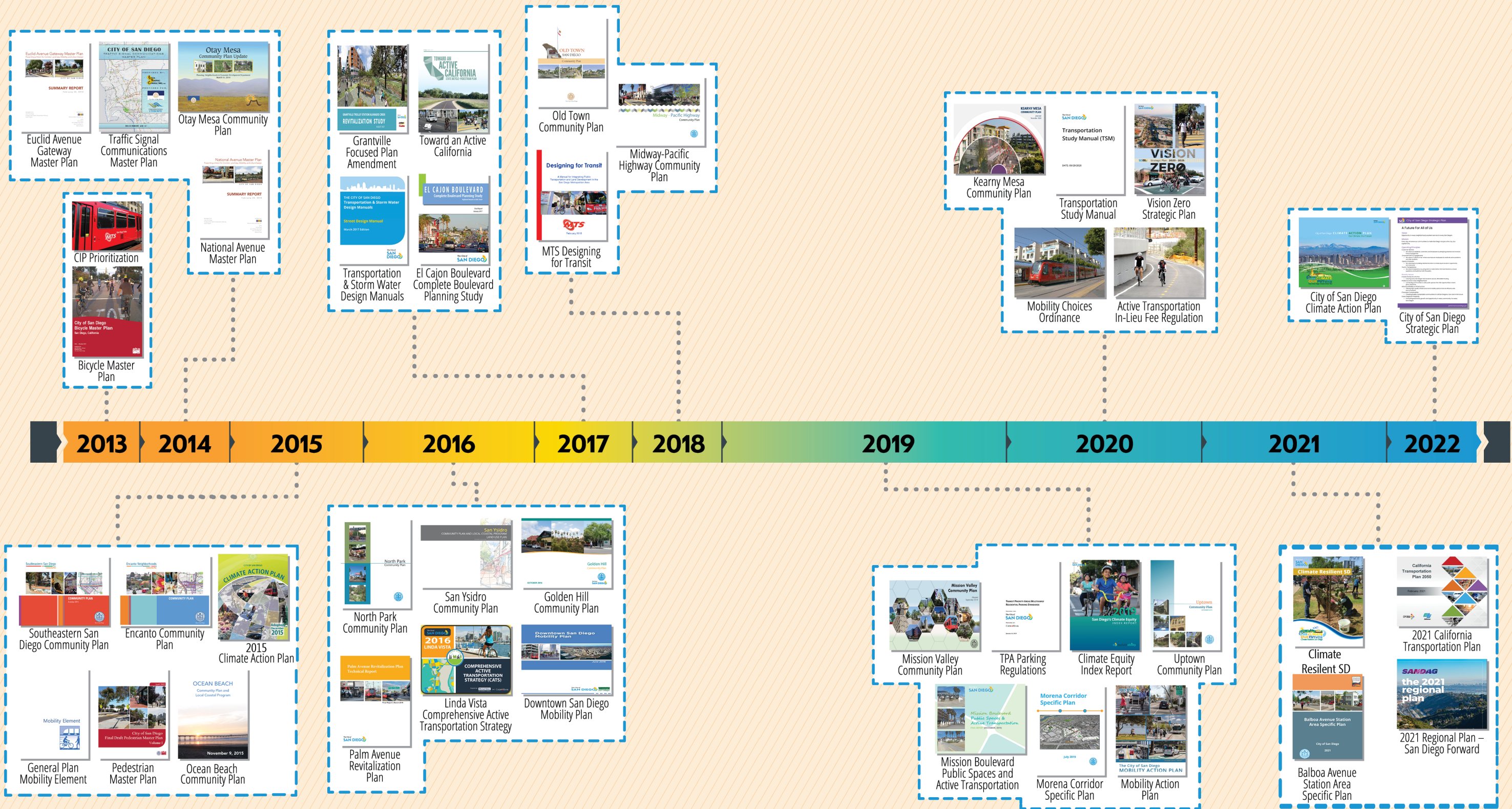


FIGURE 3-2: Key Documents Reviewed Timeline

3.3 MOBILITY TRENDS

The transition towards cleaner, safer, and more sustainable forms of transportation has brought about new trends in mobility. These trends focus on better serving pedestrians, bicyclists, and public transit riders, in addition to motorists and the essential movement of goods. Emerging mobility trends promote innovative practices, intelligent technologies, the inclusion of programmatic solutions, and capital infrastructure. The following mobility strategies support these trends.

MOBILITY TREND: DESIGN SAFER INFRASTRUCTURE FOR VULNERABLE MODES OF TRANSPORTATION

Vision Zero and Complete Streets goals and policies provide a commitment to safety for all users of a mobility system. A major trend that has resulted from the Vision Zero commitment is the notion that transportation system safety can be achieved through design, including Complete Streets elements and universal design. Cities are recognizing that if facilities and infrastructure are designed to change unsafe behaviors and provide additional levels of protection for vulnerable users, then a safer environment for pedestrians, bicyclists, and motorists can be achieved. The following examples of mobility strategies and design elements support this trend:

Bicycle Boulevards

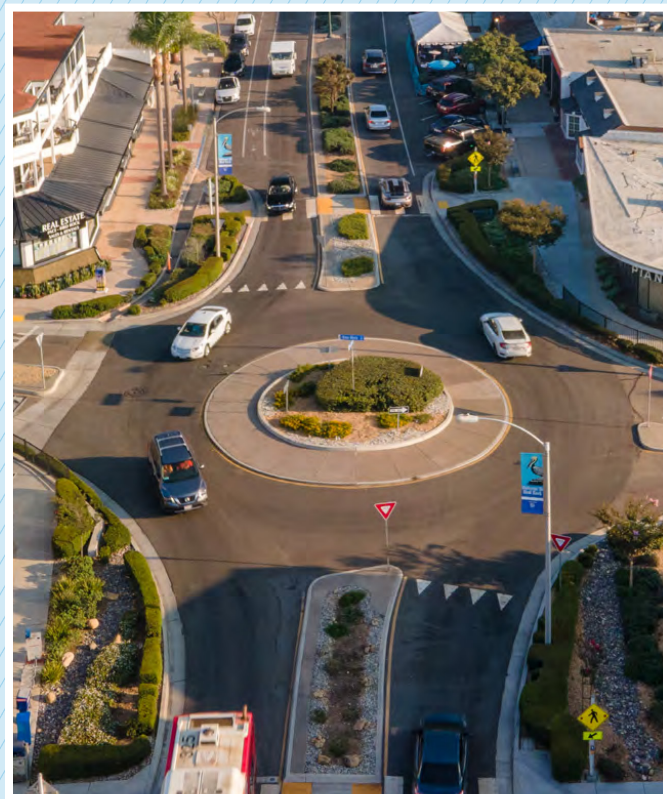
Bicycle boulevards are local or residential streets that have been enhanced with signs, pavement markings, speed management treatments and other traffic calming measures to facilitate safe, convenient bicycle travel. Bicycle boulevard design elements heighten motorists' awareness of bicyclists and slow vehicle traffic, which creates a more comfortable environment for bicyclists and pedestrians. Bicycle boulevards have also been referred to and branded as bicycle friendly streets/corridors, bicycle priority streets, or neighborhood greenways/connectors.

Roundabouts

A roundabout is an intersection where traffic travels around a central island in a counterclockwise direction. Compared to a conventional intersection, a roundabout has features, such as a deflection



*Bicycle boulevard
Source: Reconnect Rochester, 2014*



Roundabout at La Jolla Boulevard



Slow Street along Diamond Street in Pacific Beach



Flexible (flex) lane along El Cajon Boulevard

upon entering, that reduce the potential for collisions as drivers must slow down, yield to oncoming traffic before entering, and then veer to the right as they enter the roundabout. Slowing down helps drivers better see and share the road with pedestrians and bicyclists, creating a safer environment for all road users.

Slow Streets

Slow Streets include closures to vehicular traffic or through vehicular traffic along neighborhood local streets with connections to citywide bicycle networks, destinations that are within walking distance, or green space. Slow Streets prioritize pedestrian and bicyclist safety and promote community connectivity. Originally, Slow Streets were temporary traffic restrictions implemented by many cities, including San Diego, during the COVID-19 pandemic. Many of these Slow Streets have since become vibrant community gathering places and safe spaces for people to share the roadway. As a result, cities are working to establish programs to create permanent Slow Streets.

MOBILITY TREND: ENCOURAGE THE USE OF SUSTAINABLE MODES OF TRAVEL

As cities look to meet their climate goals, reducing GHG emissions from the transportation sector is an imperative action. San Diego, for instance, identifies vehicles as the single largest source of its GHG emissions, leading to City efforts to help reduce an individuals' reliance on cars. Single-occupancy vehicles a major contributor to traffic congestion in many cities, especially during peak hours. Cities have realized that key methods for reducing their carbon footprint, improving air quality, and alleviating traffic congestion can be achieved by promoting and facilitating sustainable modes of travel. A major mobility trend is enhancing access, convenience, and efficiency for safe and sustainable modes for people who need or want options. The following examples of mobility strategies and design elements support this trend:

Flexible (Flex) Lanes

Transit is the most efficient means of transportation, with the ability to move the greatest amount of people within and between communities. Cities are embracing a transformative approach to their streets,

reallocating space to accommodate multiple modes of travel, such as dedicating a travel lane for transit. A flexible lane repurposes space (i.e., general purpose lanes) along a Major Arterial roadway to be used by a combination of non-single occupancy vehicles, such as bus transit, circulator or shuttles, future connected and autonomous vehicles, or other emerging mobility concepts. Cities, including San Diego, are identifying which roadways to plan for flex lanes as part of their transportation planning and programming efforts in order to reserve and designate the public right-of-way for future multimodal infrastructure at the time of need.

Commuter Solutions

Commuter trips represent a significant portion of an individual's daily travel and often represents their longest trip of the day. Commuter solutions refer to amenities, programs, and incentives that expand transportation options for residents of a development or employees in a workplace (sometimes referred to as Transportation Demand Management or TDM). The City of San Diego partners with SANDAG to implement and encourage participation in a variety of programs, such as iCommute and PRONTO Youth Opportunity Pass and employer/employee passes.

MOBILITY TREND: CREATE AND ENHANCE MOBILITY HUBS

As more cities continue to focus investments to allow for greater mobility options that are safe and sustainable, mobility hubs have emerged as an essential component of the multimodal transportation network. Mobility hubs are locations that offer access to multiple transportation options, such as buses, trains, bicycles, electric scooters, and rideshare. Mobility hubs could also include a mix of passenger waiting areas, electric vehicle charging locations, curbside pick-up/drop-off areas, real-time travel information, and micromobility. The convergence of travel modes not only facilitate seamless transfers, but the diversity encourages people to consider alternative modes. As cities enhance and redesign their transportation networks, many are incorporating mobility hubs. The following examples of mobility strategies and design elements support this trend:



MTS Rapid is an alternative travel choice for SD commuters



Micromobility devices



Rideshare pick-up zone



Transit station also serving as a mobility hub
Source: SANDAG



Intelligent transportation systems

Micromobility Devices

Micromobility devices consist of small, low-speed, human- or electric-powered mobility devices such as electric scooters, bicycles, and electric-assist bicycles. While micromobility devices are available for individual purchase, they are also available for rent and shared through on-demand or subscription-based services. Early micromobility services required devices to be docked on a rack or included no regulations for staging where vehicles needed to be picked up and left, but the second generation of sharing services employed a dockless model in which devices can be left within a geo-fenced area. Overall, shared micromobility programs offer community members increased access to flexible, sustainable, and cost-effective transportation options.

Rideshare

Rideshare is a service that connects drivers with passengers who need transportation. Pooled ride hailing services such as uberPOOL and Lyft Shared allow users to carpool with other passengers making similar trips, which reduces the cost burden on each individual and increases vehicle occupancy.

MOBILITY TREND: PROMOTE ADVANCEMENTS IN TRANSPORTATION SYSTEMS MANAGEMENT

As cities enhance their transportation networks to serve multiple modes and different types of users, many are retrofitting existing infrastructure and designing new facilities to enhance space efficiency and system operations. Cities are turning to supply and demand management strategies to address competing mobility-related needs for limited space. Cities are also leveraging technological innovations to increase transportation system safety, improve operations, increase and diversify the types of mobility modes available, and ensure users are able to interact with the system in accessible and convenient ways. The following examples of mobility strategies and design elements support this trend:

Intelligent Transportation Systems (ITS)

Intelligent Transportation Systems integrate technology that can eventually support a variety of mobility technologies to "talk to each other" and improve travel times, goods delivery, and



dissemination of real-time traffic information. The private sector continues to develop and introduce new technologies and applications that shift how the transportation system is used. This includes the continued development and testing of connected and autonomous vehicles to bring them closer to reality. These innovations have potential to make the transportation system much more efficient and safer; however, further City regulatory framework must guide implementation to ensure this.

Parking Management

Parking management assist cities to achieve mobility, environmental, and economic development goals. Implementing parking management programs and strategies can increase the turnover and parking availability, which further support the economic vitality of nearby businesses. Programs and strategies can include the creation of parking districts, the conversion of on-street parallel parking to diagonal parking for increased supply, dynamically-priced and time-limited parking, park-once-and-walk strategies, shared parking solutions, smart parking meter technology, and community circulators.

Curbside Management

As mobility options increase, so does demand for curbside space. Different uses of curbside space include bus stops, passenger pick-up/drop-off zones, delivery loading/unloading areas, paratransit and accessible loading zones, outdoor dining, and micromobility corrals. With these many different uses, it is important to inventory and efficiently manage curb space.

Pay & Display kiosks and time-limited parking help with parking management



Curbside management

3.4 REGIONAL CONTEXT

Beyond the horizon of the City's CAP in 2035, the San Diego region is projected to continue to grow, change and innovate when it comes to mobility. While the City of San Diego is the largest of the 18 cities in San Diego County, it is important to understand where the region is going in the next 20 to 30 years so that the City can collaboratively plan and implement effective mobility solutions. This involves working in coordination with various stakeholders, including Caltrans for freeway operations, MTS and NCTD for transit operations, the County of San Diego and neighboring jurisdictions for their adjacent facilities, and the San Diego Association of Governments (SANDAG), the region's Metropolitan Planning Organization, for long-range regional plans. This collaborative approach ensures comprehensive and integrated planning is conducted to address the San Diego region's transportation needs.

SANDAG leads planning and transportation efforts for the region and conducts research on matters like population growth and emerging technologies. In particular, SANDAG is responsible for the preparation of the Regional Plan which serves as a roadmap to the growth and development of the San Diego region as a whole. The Plan creates a framework for the region's long-term transportation infrastructure needs, with the aim to provide and promote more transportation choices, a healthy environment, and a strong economy. A summary of the adopted 2021 Regional Plan and its "5 Big Moves" are highlighted in the excerpt below. The Regional Plan will be updated in 2025.

2021 REGIONAL PLAN – SAN DIEGO FORWARD

The 2021 Regional Plan crafted a vision called "5 Big Moves" as a bold approach to rethink mobility in the region, address traffic congestion, create equal access for all, and meet climate action goals. The 5 Big Moves are inter-reliant strategies that work to improve life in the region through creation of a comprehensive, connected mobility system.

THE 5 BIG MOVES INCLUDE:

- » **Complete Corridors** leverage technology and a host of travel options to create a dedicated, safe space for everyone on highways and major roads.
- » **Transit Leap** creates a network of fast, convenient, and reliable transit services to move people from where they live to where they want to go.
- » **Mobility Hubs** are vibrant activity centers where different travel options come together to connect people with their destinations and businesses with their customers.
- » **Flexible Fleets** include a variety of on-demand transportation options that will offer first- and last-mile transit connections and convenient alternatives to driving alone.
- » **Next Operating System (Next OS)** will use leading-edge technology that will allow people to connect to transportation services and a digital platform that will enable dynamic management of roadways and transit services. (<https://www.sandag.org/regional-plan/5-big-moves>)



COMPREHENSIVE MULTIMODAL CORRIDOR PLANS

The **Comprehensive Multimodal Corridor Plans (CMCPs)** turn the regional vision and transportation priorities of the SANDAG 2021 Regional Plan into reality by developing corridor-specific multimodal projects and programs and provide a pathway for project implementation. The planning efforts are grant funded, and each CMCP includes a steering committee comprised of executive leadership from SANDAG, Caltrans, and local cities, including the City of San Diego

CMCPs are expected to:

- » Meet local, regional, and statewide goals for achieving a safe, sustainable, and effective transportation system for the San Diego region
- » Reimagine the approach to mobility by focusing on quality of life, accessibility, sustainability, access to jobs, housing, education, and health for all
- » Address today's mobility challenges while building a foundation for the future
- » Evaluate travel modes and transportation facilities in each defined corridor, including highways and freeways, parallel and connecting roadways, pathways, bikeways, and transit options (local bus, Rapid bus, commuter rail, light rail, intercity rail, etc.)
- » Provide an integrated set of multimodal transportation improvements that align with regional, state, and local objectives and inform future transportation plans
- » Develop a balanced implementation plan for timely, phased (if necessary), integrated (with other parallel efforts), and effective results
- » Enable regions to compete for state funding under the Senate Bill 1 (SB 1), the Road Repair and Accountability Act (2017), and the Congested Corridors Program

There are currently six CMCPs underway, as shown in Figure 3-3. These CMCPs include: Central Mobility Hub and Connections; Coast, Canyons, and Trails – SR 52; North County – SPRINTER/Palomar Airport Road/SR 78/SR 76; San Vicente – SR 67; South Bay to Sorrento – Purple Line/I-805/Blue Line/I-5 South; and Kumeyaay Corridor – I-8. Future CMCP efforts will include SR 125, SR 94, and SR 56 (Source: SANDAG, 2022).

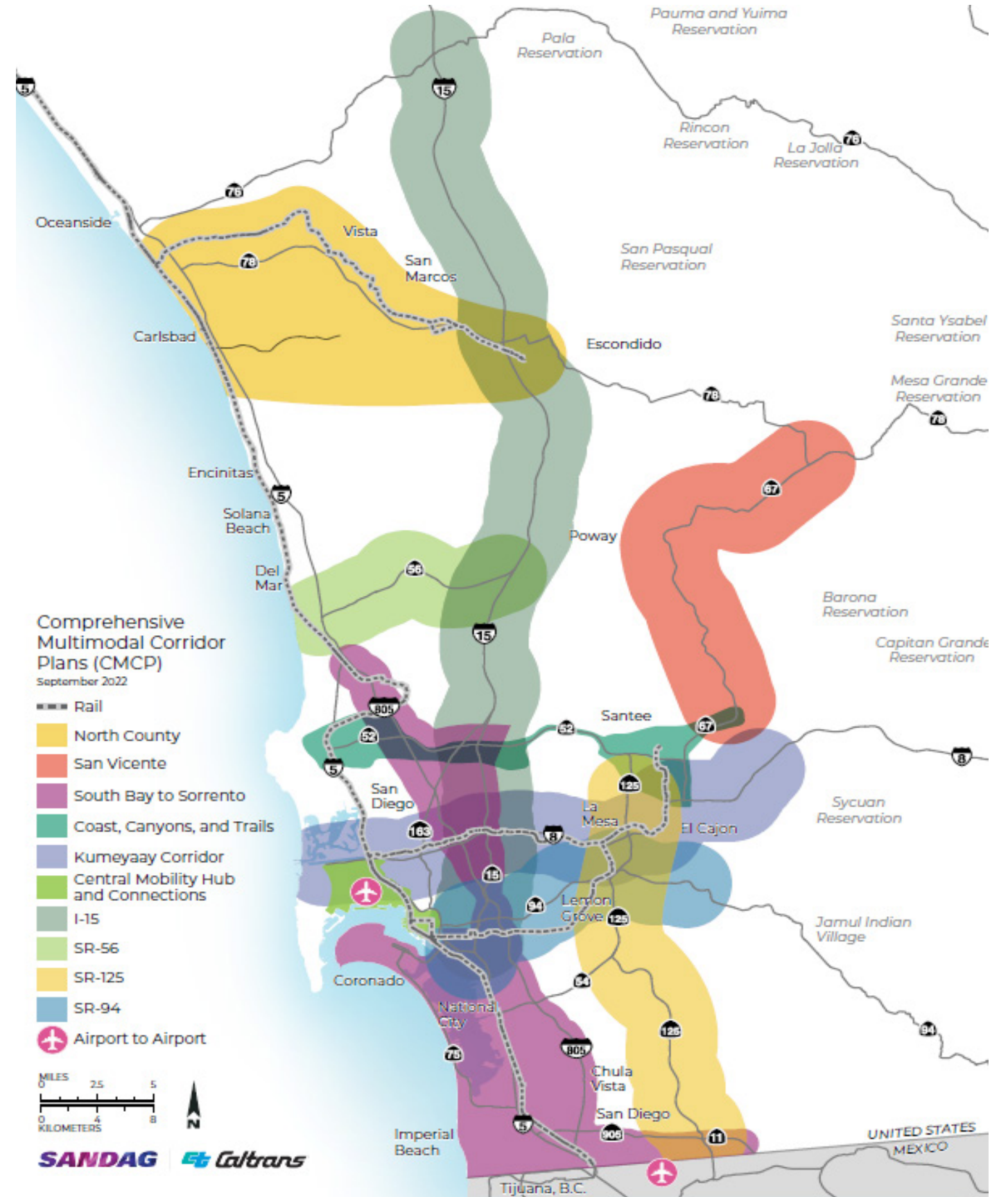


FIGURE 3-3: Regional Comprehensive Multimodal Corridor Plans

3.5 WHERE IS THE CITY GOING?

The City's comprehensive mobility planning and implementation efforts will be guided by the Mobility Master Plan moving forward. In addition, the City will continue to leverage other adopted plans, initiatives, and strategies; mobility trends and new technologies; and build on the work being completed at the regional level. All of these efforts combined will create a San Diego that is accessible to all community members with reliable transit, comfortable and sustainable transportation options, and cutting-edge technology that makes each trip safe and efficient. These investments will help the City make progress toward meeting CAP GHG reduction targets, the Vision Zero goal, and other goals outlined in General Plan. The City will continue to collaborate with public agency partners to advance the Regional Plan and support the region in realizing its vision for future mobility within the City and beyond.

Similar to SANDAG's Regional Plan, which is updated every four years, the Mobility Master Plan will be refreshed on a four-year basis to reflect new projections, needs, technology, and opportunities. The Mobility Master Plan is intended to be a living document that will be updated as mobility projects and programs are implemented and as other connected planning efforts (e.g., Community Plan Updates and the Bicycle Master Plan Update) done in parallel identify new policies, projects, and programs. Figure 3-4 illustrates separate, but related connections to the Mobility Master Plan.

As a result, a consolidated and comprehensive mobility project inventory will be prepared and also updated on a regular basis to serve as a resource for the City, local decision-makers, and community members in planning, prioritizing, and budgeting mobility investments for implementation. In addition, the community engagement component of the Mobility Master Plan will be ongoing and will involve continued listening sessions to understand evolving community needs and presentations to allow City staff to share progress on Plan implementation. As community needs change and new technologies and trends emerge, the vision for the Mobility Master Plan can transform to reflect new goals and objectives.

FIGURE 3-4: Mobility Master Plan and Connected Efforts

