

04

ENGAGEMENT





4.1 ENGAGEMENT OVERVIEW

Direct community engagement was woven throughout the development of the City's first Mobility Master Plan. A Community Engagement Plan was developed at the beginning to guide the key purposes of engagement. With the extensive engagement process of the recent CAP update, it was essential to incorporate what City staff already heard from community members, business owners, agencies, and City departments about mobility, and build on those conversations for this Mobility Master Plan. By tapping into this feedback resource, the project team gained insights on the community's understanding about mobility and helped jumpstart the best ways to continue to engage with community members on specific network gaps, barriers, and needs for all users of the mobility system. City staff worked collaboratively with the community through in-person and online engagement activities to hear input and then apply ideas to the Plan. The engagement for this first Mobility Master Plan is summarized in Figure 4.1 and was built from three fundamental objectives:



OBJECTIVE 1

Introduce the plan, build relationships, and invite initial input.



OBJECTIVE 2

Identify gaps and mobility challenges and prioritize various mobility improvements.



OBJECTIVE 3

Explain how input was considered and maintain community relationships for future involvement.

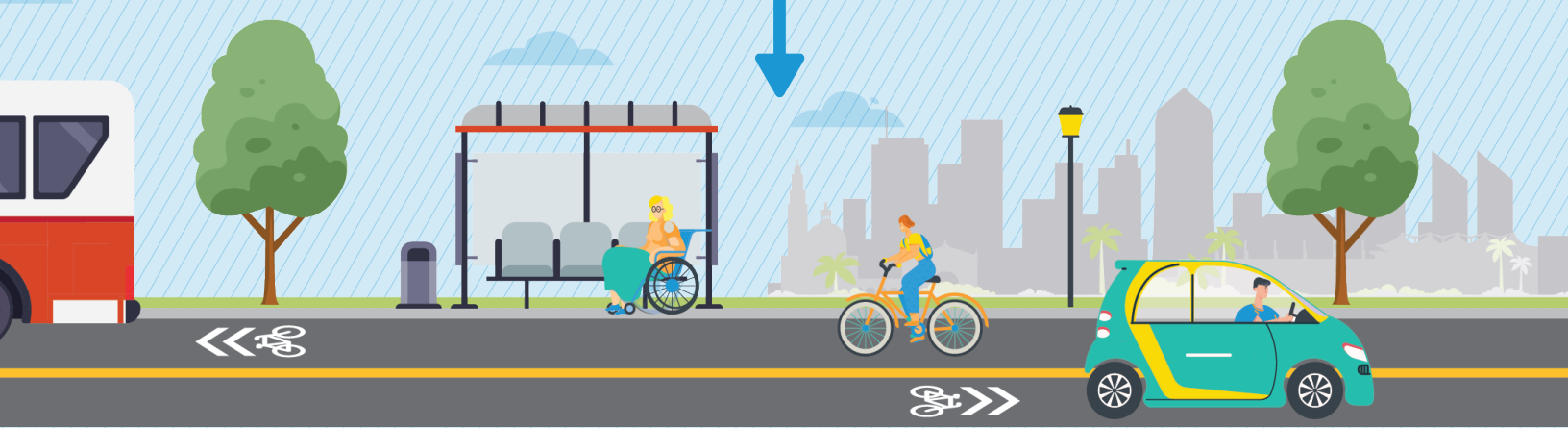
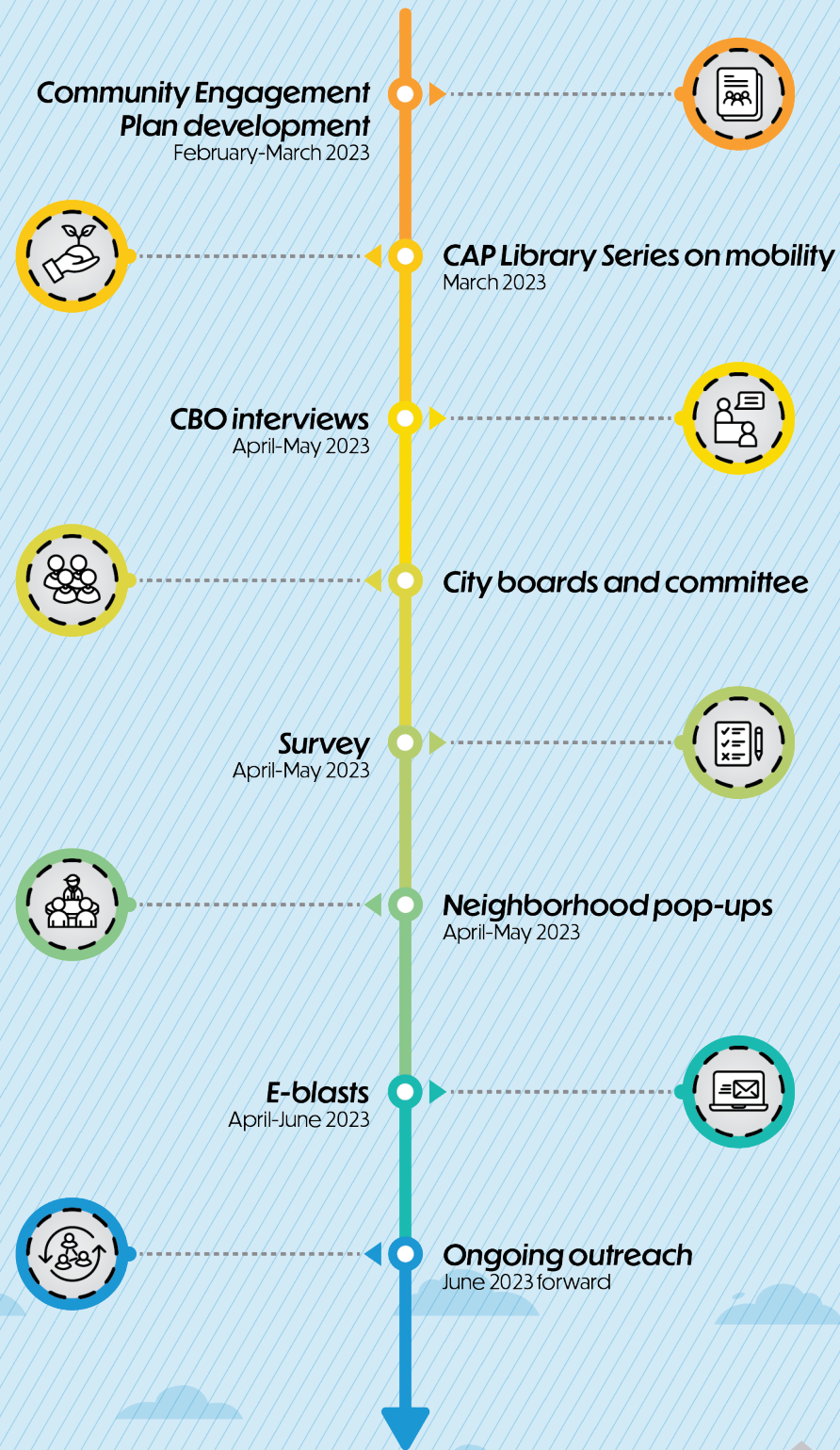
4.1.1 INCORPORATING FEEDBACK INTO THIS PLAN

Input received from community members was used to help craft the goals and objectives of this Plan (Chapter 5) and reflects the methodology used in this Plan to prioritize future mobility projects. These projects were evaluated under a set of criteria aligned with community members' feedback, including safety, health, access, sustainability, equity, and user experience. Further details on the prioritization criteria and process can be found in Chapter 6 and Appendix A.

4.1.2 ONGOING ENGAGEMENT

The City is maintaining a project webpage that has information on how to stay involved in the Mobility Master Plan. This Plan will be regularly updated to respond to the City's latest conditions and evolving needs. Community engagement will be an integral part of the Plan's evolution. The project webpage is: <https://www.sandiego.gov/sustainability-mobility/mobility/mobility-master-plan>.

FIGURE 4-1: Community Engagement Timeline for the City's First Mobility Master Plan



4.2 VOICES WE HEARD

A diverse array of community voices was heard through engagement activities targeting geographies of varying scales, and feedback from these outreach events was used to inform the goals and objectives of this Plan and the project prioritization criteria included in Appendix A. Engagement was focused in structurally excluded communities and historically disadvantaged areas in the City that currently, or in the near future will, use alternative modes of transportation. City staff worked directly with Community-Based Organizations (CBO) with direct connections in these neighborhoods to conduct interviews and determine the best locations for pop-up engagement activities. In addition, the City presented information on the Plan to a number of Committees and Boards. A summary of the engagement activities is included below.

4.2.1 COMMUNITY BASED ORGANIZATIONS

Building on our conversations and partnerships on the CAP, City staff held focused interviews with Community-Based Organizations that provided insight on their unique mobility needs. The following Community-Based Organizations participated these interviews:

- » Sherman Heights Community Center
- » City Heights Community Development Corporation
- » Mid-City CAN
- » Bayside Center
- » Groundwork San Diego
- » Urban Collaborative Project



Sharing a booth with Groundwork San Diego at Mt. Hope Earth Day event

4.2.2 POP-UP EVENTS

City staff presented information on the Mobility Master Plan as part of a series of community engagement events for the CAP hosted at local libraries and also held pop-up events to introduce the Plan and receive input in areas of the community where residents would already be present. These outreach events were critical because they allowed the project team to showcase how the Plan would further goals in the CAP and to directly connect with community members in their neighborhoods and give them an opportunity to share to their everyday mobility challenges. Events were held in March, April, and May of 2023, at following locations:

CLIMATE ACTION PLAN LIBRARY SERIES

- » Mountain View/Beckwourth Library
- » City Heights/Weingart Library

POP-UP EVENTS

- » Sherman Heights Community Center
- » City Heights Mid-City Gymnasium
- » Mt. Hope Earth Day Event
- » Otay Mesa-Nestor Library



CAP library series on mobility at Mountain View/Beckwourth Library

4.2.3 COMMITTEES AND ADVISORY BOARDS

As part of the ongoing continuum of engagement to support the development of the Mobility Master Plan, staff participated in meetings with the City of San Diego’s Active Transportation and Infrastructure Committee, Mobility Board, Accessibility and Advisory Board, and Community Planners Committee to share information on the Plan and receive preliminary input on the scope and desired outcomes of the Plan. These advisory groups each have representatives from every City Council District from across the City, reflecting a unique perspective on the City’s mobility needs and opportunities.

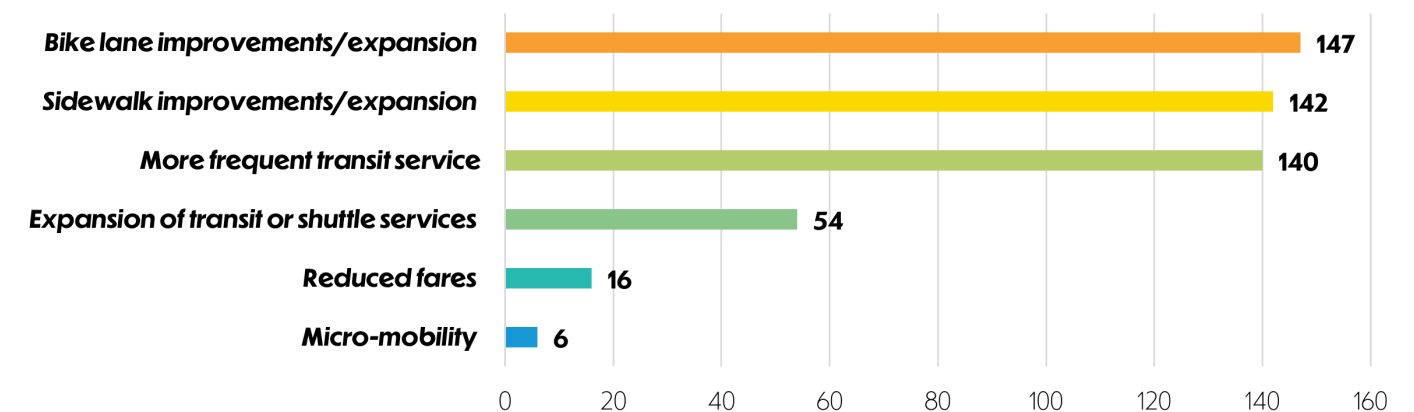
4.2.4 SURVEYS

The project team conducted an online survey that received over 400 responses. Paper copies of the survey were also available in English and Spanish at the pop-up events described above. The goal of the survey was to understand each respondent’s individual mobility journey and what type of investments would improve that journey.

Where is the greatest mobility challenge and what type of challenge is it?

	Commuting	It is impractical to commute (without using a car) to business/employment centers.
	Bicycling/walking	Sidewalks “just end.” Neighborhoods do not have enough bicycle lanes. Long distances between a trip’s origin and transit resources. Unhoused population using sidewalks. Topography.
	Transit	Limited transit access to the beach. Connecting between neighborhoods needs micro shuttle options. Waiting at the City College transit station is unpleasant.
	Citywide	Lack of protected bike lanes/intersections. High vehicle speeds at major roadway crossings.
	Schools	Congested drop-off areas.

What can improve mobility in your community?



Example survey questions and results from Mobility Master Plan outreach

4.3 ENGAGEMENT FEEDBACK

Common themes emerged from the groups included in this Plan's engagement efforts. A high-level summary of each theme is included below.

SIDEWALKS/TREES: Well-maintained sidewalks with trees that accommodate all users, including those who use assistive mobility devices, is important for a positive pedestrian experience. Street trees provide shade and help create a sense of place and can make walking or rolling more attractive and functional. Many neighborhoods recognize trees as a major component of walkability, pride of place, air quality, and heat reduction.

TRANSIT SERVICE AND AMENITIES: Amenities such as shade, seating, lighting, and restrooms are important for transit users as is frequency of service. Communities need safe and timely access to local resources such as schools, medical care, social support, wellness/recreation, and food as well as to regional resources such as regional parks, the coastline, job centers, and educational institutions. Continued coordination with transit agencies is critical for comprehensive transit planning.

BICYCLES: Bike storage facilities such as bike racks and lockers are important elements that are needed to complement the development and implementation of safe bikeways. In underserved communities, there is currently more walking or rolling and bicycling without the high-quality infrastructure to properly support these modes. Educational programming to support safe biking and the use of other modes will help achieve the mode shift targets outlined in the CAP.

VEHICLES AND PARKING: As the population grows, the number of vehicles on City streets will increase and parking in high demand areas may become more challenging to accommodate. Exploring options like neighborhood electric vehicles (NEVs) may help support some local trips (e.g. grocery store, doctor's office) and reduce parking demand. Expansion of incentive programs, such as vanpool and carpool programs, may also reduce vehicle miles travelled and parking demand.

YOUTH AND SENIOR NEEDS: Youth in underserved areas often rely more on bicycling and walking or rolling than those in other areas. Travel via these modes is enhanced with traffic-calming measures or with a connected system of sidewalks and protected bicycle lanes. Alternatively, the senior population often has specialized needs for access to food and medical care. Improvements and services that may help meet their needs include: on-demand microtransit services, programs for pick-up/drop-off assistance, and connections between internal neighborhoods and primary corridors where bus stops or transit locations are located.

PERFORMANCE METRICS AND MONITORING: Performance metrics are key to evaluating project performance (e.g. ridership) and progress toward achieving the mode share targets outlined in the CAP and the safety goals included in Vision Zero. Along with monitoring and reporting, ongoing coordination at the community level is important to review monitoring reports and to hear directly from community members about mobility needs and improvements where they live, work, and play.



