




THE CITY OF SAN DIEGO

TODD GLORIA
MAYOR

MEMORANDUM

DATE: March 29, 2023

TO: Honorable Council President Sean Elo-Rivera
Honorable Councilmembers

FROM: Mayor Todd Gloria 

SUBJECT: Reappointment to the Mobility Board and Chair Designation

I am reappointing Rosa Olascoaga Vidal to the Mobility Board.

Ms. Olascoaga Vidal is an experienced transit rider adept in transportation and transit planning. She led a campaign, with a local non-profit organization to improve regional transportation by prioritizing youth mobility in underserved communities. Her transit equity advocacy has resulted in the successful implementation of SANDAG's Youth Opportunity Pass (YOP) pilot program. With the YOP program, the region has seen significant transit ridership increases, and SANDAG is now working to identify funding to continue and expand the program once it ends. Ms. Olascoaga Vidal earned a Bachelor of Arts in Politics with minors in Legal Studies and Chicana and Latinx Studies from the University of San Francisco. She is being reappointed to a two-year term ending February 1, 2024.

Pursuant to San Diego Municipal Code §26.38(d)(4), I am designating Ms. Olascoaga Vidal as Chair of the Mobility Board.

I thank Councilmember Pro Tem Montgomery Steppe for this nomination and Ms. Olascoaga for her willingness to continue serving in this capacity.

MTG:cwd

cc: Honorable Mara Elliott, City Attorney
Diana Fuentes, Interim City Clerk
Charles Modica, Independent Budget Analyst