ATTACHMENT 1

GENERAL PLAN MOBILITY ELEMENT
Issue Areas and Status

A. Land Use and Transportation – topic of E-mail #1
B. Walkable Communities – topic of E-mail #1
C. Transit First – topic of E-mail #2
D. Streets and Freeways – topic of E-mail #3
E. Intelligent Transportation Systems – topic of E-mail #3
F. Transportation Demand Management– topic of E-mail #3
G. Bicycling – not yet drafted
H. Parking – partially drafted, not yet distributed in an information e-mail
I. Airports – not yet drafted
J. Intercity Rail – not yet drafted
K. Goods Movement/Freight – not yet drafted
L. Environmental Quality and Noise – Environmental Quality was the topic of E-mail #2, the Noise section is not yet drafted
M. Environmental Justice – preliminary draft attached, not yet distributed in an information e-mail
N. Financing - preliminary draft attached, not yet distributed in an information e-mail
O. Monitoring – not yet drafted

A. Land Use and Transportation

GOALS

- Locating the City's highest density housing, jobs, and services within a 10-minute walk of transit services.
- A city where automobile ownership is optional.

DISCUSSION

Linking land use and transportation is a central theme of the Strategic Framework Element (City of Villages strategy) and the overall General Plan update. Linking land use and transportation is

important to help ensure that the City's planned land uses are adequately served by the transportation system.

The Strategic Framework Element calls for new growth to be largely targeted into compact, mixed-use, and walkable villages. These villages are to become centers of neighborhood and community life through their outstanding public spaces, convenient services, pedestrian amenities and connections to the regional transit system. Villages should increase personal transportation choices and minimize transportation impacts through design that pays attention to the needs of people traveling by transit, foot, and bicycle. Focused development and density are to bring ridership to the transit system, allow for a more cost-effective expansion of transit services, and help ensure the livelihood of a rich mix of neighborhood shops and services. Areas outside of villages would also benefit from the village transportation/land use strategy due to the overall expansion of the transit network, street and highway improvements, the preservation of lower densities in areas without transit service, increased accessibility to vibrant neighborhood centers, and citywide improvements to foster walking and bicycling. For the City of Villages, land use and transportation would be effectively "linked" by adopting an integrated network of villages and transportation services in the General Plan Land Use and Mobility elements.

DRAFT POLICIES

1. Through the community plan amendment and implementation process, locate new medium and higher-density residential (minimum average density of 20 dwelling units per acre) and employment uses within walking distance of existing or planned transit. Walking distance is generally considered to be within a ¼ to ½ mile, depending on topography and the quality of the pedestrian environment. Conversely, limit auto-oriented lower density uses to areas without planned or existing transit.
    a. Require adherence to Urban Design Element policies and Transit-Oriented Development Design Guidelines in the design and review of village projects. [Note to reviewer: it is expected that some version of the City of Villages Opportunity Areas Map (Appendix A of the City of Villages Action Plan) will be adopted as a part of the General Plan Land Use Element. This map would be used to identify village sites. The community plan land use maps would also be a part of the Land Use Element.]
    b. Where current market demand or public facilities availability does not support desired intensities in village areas, design surface parking lots and low-rise buildings for potential future conversion to more intense uses.

2. Provide adequate transportation facilities and services to support development.
    a. Coordinate with regional transit planners and operators to help ensure that village areas identified on the City of Villages Opportunity Areas Map are connected to the regional transit system.
    b. Determine necessary transportation improvements to serve new development at the community plan level, and where necessary at the project level.
        1) When calculating traffic impacts, consider the quality of transit services and the pedestrian environment. Where good alternatives to the automobile exist, reduce automobile trip projections accordingly.

2) When determining street classifications (e.g. local, collector, major), consider impacts to walkability, pedestrian safety, neighborhood character, and other factors in addition to traffic volumes.
3) Include transit improvements in traffic mitigation plans where appropriate.

c. Phase development with transportation improvements, including transit improvements.

3. Promote an interconnected street network, which includes pedestrian and bicycle access, where topography and landform permit.
   a. Local and collector streets should form a network of connections to disperse traffic and give people a choice of routes to neighborhood destinations such as schools, parks, and village centers. This network should also be designed to discourage excessive levels of traffic through residential neighborhoods.
   b. Blocks should be no longer than 380-440 feet long. When retrofitting an existing street system, provide a pedestrian connection every 250-300 feet (including sidewalks along streets or pedestrian paths through the block).
   c. Integrate private streets and drive aisles to continue or enhance the public street pattern, and offer direct and multiple pedestrian connections within the project and to the community at large.

4. Provide walkable destinations.
   a. Encourage a mix of uses in commercial centers and corridors so that local trips can be made by walking and bicycling.
   b. Design grading plans to provide convenient pedestrian access points from new development to adjacent uses and streets, consistent with the Americans with Disabilities Act.
   c. Design private and public developments to be accessible by foot, bicycle and transit, as well as by automobile.
      1) Provide multiple pedestrian access paths and pedestrian-friendly design.
      2) Provide convenient and secure bicycle parking facilities.
      3) Provide "front-door" access for transit patrons, so that transit riders do not have to cross large parking lots before entering a building.
      4) Make existing or future/planned transit access a high priority when determining the location of new public facilities.
      5) Work with school districts and affected communities to locate schools so that the number of students who can walk to school safely is maximized.

5. Promote design accessibility for all, with special attention to the needs of children, the elderly, and people with disabilities.

B. Walkable Communities

GOALS

- A safe, efficient, and attractive pedestrian street environment.
- A city where children can walk to school safely.

DISCUSSION

The pedestrian environment affects us all – whether we are walking to transit, a store, or simply getting from a parked car to a building. People enjoy walking in places where there are sidewalks shaded with trees, interesting buildings or scenery to look at, other people outside, and neighborhood destinations that can be accessed on foot. These elements are common in our older neighborhoods, but are rare in suburban communities characterized by more separated land uses, and arterial street systems that were designed for the speed and comfort of the automobile. In many of these newer communities, walking and transit use have become at best uncomfortable, and at worst infeasible forms of transportation. With improved pedestrian conditions we can expect to see an increase in walking as a means of transportation and recreation. In addition, many of the land use and street design recommendations that benefit pedestrians also help promote bicycling (see the Bicycling section of this element for more specific bicycling recommendations). Replacing driving with walking and bicycling will help reduce traffic congestion and auto emissions, and contribute to a healthy active lifestyle. Public health research shows that only tobacco use represents a greater public health risk than inactivity. In addition, the types of improvements that benefit pedestrians also contribute to the quality, vitality, and sense of community of our neighborhoods.

A more specific goal is to design and retrofit our city so that children can walk to school safely. Children walking and bicycling to school used to be a common sight, but has declined dramatically in the past 30 years in large part due to real and perceived dangers from traffic and crime. Children suffer multiple risks from our automobile-centered society. They make up a high proportion of all injuries and deaths from pedestrian accidents, yet in trying to protect our children we drive them around so much that many are becoming overweight and physically unfit. Skyrocketing rates of childhood obesity is resulting in young people contracting health problems such as diabetes and high blood pressure in greater numbers than ever before. In addition, children's respiratory systems are especially vulnerable to air pollution.

There are many ways to design our cities and neighborhoods for better safety and walkability. Vacant land offers the easiest opportunity to build things right – but even in existing, built neighborhoods there are opportunities for incremental change. Implementation of the following policies, in addition to the recommendations under the "Land Use and Transportation" section of this Element, can help to make our streets safer and reestablish the importance of walking in our neighborhoods. The recommendations apply to new construction as well as to street retrofit/redesign projects and infill development.

DRAFT POLICIES

1. Design and operate streets to maximize pedestrian safety, comfort, and connectivity.
    a. Design new intersections and redevelop existing intersections to maximize pedestrian convenience, accessibility, and safety as a priority over vehicular convenience. For example, pedestrians should be able to cross at all four corners of an intersection.

b. Consider pedestrian crossing distances when evaluating the need for turn lanes at intersections.
c. Implement pedestrian design guidelines that call for: tree-lined streets, an interconnected street network, adequate sidewalk widths, street furniture, improved pedestrian crossings, traffic calming, pedestrian-oriented lighting, and other measure to make neighborhoods safer and more pleasant for pedestrians.
d. Provide pedestrian and neighborhood amenities such as street trees, benches, public art, and plazas.
e. Use traffic management techniques that consider pedestrians, such as appropriate speed limits and limited right turns on red in busy pedestrian areas.
f. Refer to the Urban Design Element for additional recommendations on street and sidewalk design, Crime Prevention Through Environmental Design (CPTED), and use of public art.

2. Address pedestrian needs through the development and implementation of land use, transportation, and capital improvement plans.
   a. Develop a citywide Pedestrian Master Plan, or similar tool, to identify needed improvements to the pedestrian network.
   b. In programming capital improvements, prioritize those that provide safe and accessible routes to schools, transit, and village centers.
   c. Integrate pedestrian considerations into private and public projects. Include the cost of implementing pedestrian improvements into project budgets.
   d. Link pedestrian paths and trails into a region-wide network where possible.
   e. Increase opportunities to walk on trails through canyons and other open spaces where consistent with the recommendations of the Conservation and Recreation elements, and community plans.

3. Continue to collaborate with regional agencies, school districts, community activists, public health professionals, developers, and others to better realize the mobility, environmental, and health benefits of walkable communities.
   a. Design and implement safe pedestrian routes to schools and transit. Improvements may involve a range of factors such as wider sidewalks, more visible pedestrian crossings, traffic enforcement, traffic calming, pedestrian lighting, bicycle lanes, pedestrian trails, and educating children on traffic safety.
   b. Promote "Walking School Bus" efforts where parents share the responsibility of escorting children to and from school by foot or bike.
   c. Recognize the role of walking as a mode of transportation. Work with SANDAG to increase funding for pedestrian improvements as a significant percentage of regional transportation funds and to monitor pedestrian mode split.

C. Transit First

GOALS

- A transit system that is so attractive and convenient that transit will become the first choice of travel for many of the trips made in the City.

- ❖ Attainment of mobility, neighborhood quality, and environmental goals through increased transit ridership.

DISCUSSION

A primary strategy of the General Plan is to reduce dependence on the automobile in order to achieve multiple and interrelated goals including: increasing mobility, preserving and enhancing neighborhood character, improving air quality, reducing storm water runoff, reducing paved surfaces, and fostering compact development and a more walkable city. Expanding transit services is an essential component of this strategy.

To this end, the City of San Diego endorsed a Regional Transit Vision (RTV) that was adopted as a part of the 2030 Regional Transportation Plan (RTP). This vision calls for development of a fast, flexible, reliable and convenient transit system that connects the region's major employment and activity centers with a rich network of transit services. Under this vision, transit and land use will be tightly linked, with transit stations integrated into our neighborhoods and activity centers. Land use design will be pedestrian and bicycle-friendly and serve as pleasant walk and wait environments for customers. The proposed transit services take advantage of a new generation of advanced design vehicles that feel and operate like "trains on tires," which have the flexibility of buses and the look and feel of rail. These low-floor vehicles along with smart fare cards allow for easier and speedier boarding. Upgraded stations and real-time information will let patrons know when the next vehicle will be arriving.

Implementation of the Regional Transit Vision is to result in a transit system that is so attractive and convenient that transit will become the first choice of travel for many of the trips made in the region. This vision is based upon the Transit First strategy that was adopted by the Metropolitan Transit Development Board in 2000, and incorporated into the Strategic Framework Element of the General Plan in 2002. Regional transit connectivity to be provided through four service concepts: Yellow Car, Red Car, Blue Car, and Green Car.

- Yellow Car service would provide rapid connectivity for long-distance trips throughout the region.
- Red Car service, like the present San Diego Trolley, would provide rapid, relatively frequent service along major travel corridors.
- Blue Car service is based on current bus service, with upgrades where possible, to provide the backbone of local transit service throughout most areas of the region.
- Green Car services would act as a shuttle for short trips within neighborhoods and employment centers, and offer access to the other services.

The following policies offer guidance on implementing the Regional Transit Vision in the City of San Diego.

DRAFT POLICIES

1. Encourage and support implementation of the Regional Transit Vision to greatly increase personal mobility choices and transit patronage; thereby reducing traffic congestion,

parking demand, energy consumption, and air pollution.

2. Use the Regional Transit Vision Unconstrained Transit Network map (map from RTP to be included) as the basis for transit planning, development, and land use coordination. Seek dedications of right-of-way, where appropriate, as development occurs and as roads are designed or modified.

3. Implement transit priority measures to help make transit travel times more competitive with the automobile. Priority measures include, but are not limited to, signal priority, exclusive transit lanes, queue jumpers, transitways, and direct access ramps to freeway HOV facilities.

4. Where appropriate, take advantage of advanced design vehicles, or "trains on tires" which have the flexibility of buses and the look and feel of rail.

5. Work with SANDAG to pursue funding sources to implement the Transit First system.

6. Support integration of transit into neighborhood and activity centers. Ensure that the design and location of transit stations respect neighborhood character and offer comfortable walk and wait environments for customers.

7. Support the use of low-floor vehicles along with smart cards or other innovative technologies to allow for easier and speedier passenger boarding.

8. Support the provisions of park-and-ride spaces at transit stations in a manner consistent with plans for transit-oriented development and neighborhood character, as well as to meet regional transit network needs. Support joint-use parking facilities that use land efficiently and benefit multiple users. Where villages are proposed, the highest priority for land near the transit station should be for active uses and pedestrian amenities.

9. Work with transit planners and providers to achieve a transit system that is 100 percent accessible and to meet the requirements of the Americans with Disabilities Act (ADA).

10. Provide pedestrian and bicycle connections to transit.

11. Protect rights-of-way for designated transit routes and stations as development occurs and new roads are designed.

12. Review and, if appropriate, modify land use designations, zoning patterns, and development policies in the vicinity of existing and planned transit stops/stations to support transit ridership and walkable communities

13. Prioritization and cost effectiveness. Note to reviewer: the Strategic Framework Element contains a recommendation to "prioritize transit service investments in villages." This is because existing and proposed village areas must have high quality transit service in order for the village concept to be viable. However, we have also

received public input that service investments should be based on other factors such as established need in existing communities, and meeting the needs of seniors. An additional public comment stressed the need for a thorough cost-benefit analysis to be undertaken to determine what the "ideal" transit system should be. Please provide your input on this difficult issue of prioritization.

14. Implement the walkable communities and transit-oriented design guidelines called for in this element and in the Urban Design Element.

15. Integrate the Transit First system with the intercity rail network (to be discussed in another section of the Element). .

D. Streets and Freeways

GOALS

- A street and freeway system that balances the needs of multiple users of the public right-of-way.
- An interconnected street system that provides multiple linkages within and between communities.
- Improved driving conditions on our streets and freeways.

DISCUSSION

Streets and freeways comprise the framework of our transportation system and play a major role in shaping the form of the city. The quality of the roadway system affects us whether we travel by automobile, bus, bicycle, or foot, and influences which mode of travel we choose.

Automobiles carry the greatest number of trips in our region. Over the years, there has been a tremendous public investment in our street and freeway system at all levels of government; investment designed to help satisfy the demand for automobile travel, which in turn continues to grow with increased population, economic prosperity, and auto-oriented development patterns. However, as we mature as a city and land becomes more constrained, it is becoming increasingly difficult and expensive to find the space to build new or wider roads. We are faced with the quandary of wanting to preserve our automobile mobility, but not at the cost of roadway "improvements" that may compromise our neighborhoods and open spaces. As a result, efforts are beginning to shift from an era of widespread new road construction to one of optimizing the efficiency of what we have.

The Intelligent Transportation Systems (ITS) and Transportation Demand Management (TDM) sections of the Mobility Element discuss address how we can achieve greater efficiencies in our system. In addition, the Element sections on Walkable Communities, Bicycling, Transit First,

and Land Use and Transportation include recommendations designed to preserve our mobility, reduce the need to travel, and create attractive alternatives to automobile travel.

When new roads are built or existing roads redesigned, care must be taken to ensure that the City of Villages goals for developing a multi-modal transportation system and creating a more walkable city are achieved. The City of San Diego's Street Design Manual is an importation implementation tool to help realize these goals. The 2002 update of the Street Design Manual a breaking away from conventional auto-oriented street design in favor of an approach that considers the needs of all users of the public right-of-way. It includes provisions for street trees, traffic calming and pedestrian design guidelines, and addresses how to create streets that are important public places. The Street Design Manual guidelines apply to new construction and whenever improvements are made to existing facilities.

DRAFT POLICIES

1. Increase capacity and improve operations on the street and freeway system.
    a. Construct freeway and roadway projects in accordance with the Regional Transportation Plan (RTP) and City of San Diego General Plan, including General Plan policies for environmental protection, open space, and neighborhood quality.
    b. Evaluate proposals for new or redesigned streets and freeways on the basis of demonstrated need and consistency with the City of Villages strategy.
    c. Regularly optimize traffic signal timing and coordination to reduce travel time.

2. Collaborate with SANDAG to ensure that the policies and facilities included in the City's General Plan are addressed in the Regional Transportation Plan (RTP).

3. Minimize congestion with a focus on moving more people and goods, rather than vehicles.
    a. Provide rights-of-way for designated high-occupancy vehicle facilities or transit facilities on streets and freeways, in accordance with the Regional Transit Vision.
    b. Look for opportunities to provide priority to transit vehicles in the design, improvement, and operational management of streets and highways.
    c. Design, construct, and operate city streets to accommodate and balance service to all users/modes (including walking, bicycling, transit, high occupancy vehicles, autos, trucks, or emergency vehicles). Existing streets may be retrofit over time.

4. Seek dedication of right-of-way for planned transportation facilities as development occurs and phase street improvements and multimodal transportation improvements as needed with new development and redevelopment. (Note to reviewer: policies calling for developer contributions to transportation improvements will be covered in the Financing section of the Element, which will be the subject of a future email.)

5. Revise the City's Traffic Impact Study Guidelines to give greater consideration to the role of alternative modes of transportation in addressing project traffic impacts, as appropriate.

6. Urge timely adoption and updates of community plan circulation elements to help protect needed right-of-way.

7. Where appropriate, use traffic calming to reduce vehicle speeds or discourage shortcutting traffic in accordance with the following guidelines:
   a. Consider the needs of emergency, sanitation, and transit vehicles.
   b. Design plans to minimize potential impacts caused by traffic diversion.
   c. Meet state and federal accessibility requirements.
   d. Preserve or improve the mobility of non-motorized users of the street.
   e. Address drainage, sight distance, and location of underground utilities.
   f. Include a landscape element that includes trees and shrubs.

8. Respect the natural environment, scenic character, and community character of the area traversed. Observe the following guidelines, where consistent with safety standards, in the location and design of new streets and freeways and, to the extent practicable, for improvements to existing facilities:
   a. Establish general road alignments and grades that respect the natural environment and scenic character of the area traversed.
   b. Design streets and highways incorporating physical elements to improve the visual aspects of roadways.
   c. Provide adequate rights-of-way for scenic lookouts, and obtain scenic easements to ensure the preservation of scenic views.
   d. Preserve trees and other aesthetic and traffic calming features in the median and along the roadside.
   e. Avoid or minimize disturbances to desirable natural landforms.
   f. Contour manufactured slopes to blend with the natural topography.
   g. Promptly replant exposed slopes and graded areas to avoid erosion.
   h. Employ landscaping to enhance or screen views as appropriate.
   i. Select landscape designs and materials on the basis of their aesthetic qualities, compatibility with the surrounding area, and low water demand and maintenance requirements.
   j. Utilize signs, lights, furniture, and other accessories suitable for their location.
   k. Place utility lines underground, and sensitively site those that must be placed above ground.
   l. Emphasize aesthetics and noise reduction in the design, improvement, and operational management of streets and highways.

9. Preserve the integrity of the transportation system through adequate maintenance.

10. Pursue official scenic highway designation on recommended state highways, designate scenic routes along proposed City thoroughfares, and adopt measures to protect aesthetic qualities within scenic corridors.

E. Intelligent Transportation Systems

GOALS

- Improve operational efficiency of the transportation system
- Improve safety, reduce energy use, and reduce negative environmental impacts
- Develop a transportation system that includes effective use of appropriate technologies

DISCUSSION

Intelligent Transportation Systems (ITS) is defined as electronics, communications, or information processing used singly or in combination to improve the efficiency or safety of a surface transportation system. ITS includes a broad range of applications in areas ranging from collision warning and commercial vehicle operations systems to freeway, transit, and arterial management systems. Some examples of ITS applications most relevant to transportation planning for the City of San Diego include:

Arterial Management Systems - parking management, traffic control, and information dissemination,
Freeway Management Systems - ramp control, lane management and information dissemination,
Transit Management Systems - fleet management, safety and security, and information dissemination,
Incident Management Systems - surveillance and detection, mobilization and response, and information dissemination,
Emergency Management Systems - emergency operations and hazardous materials cleanup,
Electronic Payment - toll collection and transit fare payment,
Traveler Information - pre-trip and en-route information and tourism and event services, and
Crash Prevention and Safety - intersection detection systems, pedestrian safety and bicycle warning systems.

The San Diego Region ITS Strategic Plan was developed in 1997 by SANDAG under a larger national planning effort initiated by the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA). The plan has been the region's guiding document for development of ITS and has enabled SANDAG to proceed with development of the systems integration infrastructure and software that will allow the City and other agencies to operate and integrate the systems that we implement. The City, with various partners, has already been involved in successful ITS projects. These include dozens of traffic signal systems and communications projects that allow better management of many of the City's traffic signals, the Mission Valley Event Management System that allows better traffic management during Stadium events, and the Regional Arterial Management Systems project which is still under development and will allow cross-jurisdictional coordination of traffic signals and sharing of control of other traffic control devices such as dynamic message signs and closed circuit television. In addition, the region is currently proceeding with preliminary planning for a Joint Transportation Operations Center (JTOC),

which is to serve as an intermodal transportation operations/management center for both the City and transit operators.

DRAFT POLICIES

1. Take advantage of the substantial regional ITS investments to achieve cost-effective improvements in transportation system performance and operations wherever possible.

2. Develop an ITS Plan for the City to facilitate effective implementation and operation of ITS in the City. The proposed City ITS Plan should identify and prioritize specific short and long-term ITS projects needed. Once identified, ITS projects should be strategically implemented as funding becomes incrementally available.

3. Take an active role in the design and development of the Joint Transportation Operations Center (JTOC).

4. Automate the collection of real-time traffic information regarding transportation system conditions and make the information available to users and operators.

5. Monitor and control traffic on City streets and coordinate traffic operations with other local agencies

6. Support improved transit service through the use of technology to track vehicles, maintain schedules, predict demand, facilitate fare payment, and operate fleets more efficiently.

F. Transportation Demand Management

GOALS

- ❖ Manage traffic congestion on streets and freeways.
- ❖ Optimize the performance and increase the efficiency of the street and freeway system without adding expensive new infrastructure.
- ❖ Expand travel options and improve personal mobility by increasing the availability of alternatives to the single occupant vehicle.

DISCUSSION

With the expected population growth of one million residents in the San Diego region there is a growing awareness that building additional street and freeway infrastructure to accommodate more vehicles will provide only partial relief to San Diego's traffic congestion problem. TDM is a system of strategies that assist in alleviating traffic congestion through improved management of vehicle trip demand. These strategies are primarily directed at commuter travel. They are structured to reduce the dependence on and use of single-occupant vehicles, or to alter the timing of travel to less congested time periods, thereby increasing efficiency of the existing transportation infrastructure. TDM strategies include encouraging and providing incentives for

the use of transit, ridesharing (vanpool and carpool), biking and walking to work as well as alternative work schedules and teleworking. The strategies influence commute patterns during congested peak periods. This will have a significant impact on our transportation system which is designed to accommodate peak period traffic.

There can be little success in relieving traffic congestion through TDM without a regional approach. Vehicle trips and gridlock do not respect jurisdictional boundaries. Therefore, a TDM program must be comprehensive with a clear, widely shared vision of the potential benefits to be successful.

By working in concert with the San Diego Association of Governments (SANDAG) and other regional agencies to coordinate TDM efforts, the City can facilitate establishing partnerships with employers to develop and implement employer commute programs that support alternatives to driving alone. The City will shape development regulations to require project designs and features that are conducive to implementing TDM measures, and shape development review policies to offer incentives to projects that implement TDM programs. Employment areas that have large employers with a high concentration of employees, access to alternative modes of transportation and high occupancy vehicle lanes, and have a large number of employees commuting long or very short distances have a greater potential to benefit from TDM strategies.

DRAFT POLICIES

1. Encourage long-lasting change in travel behavior through the implementation of demand-based solutions to congestion.
2. Emphasize the movement of people rather than vehicles.
3. Maintain and enhance personal mobility by providing options to driving alone.
4. Promote the most efficient use of the City's existing transportation network.
5. Establish partnerships with employers to identify demand-based commute solutions aimed at minimizing peak period traffic congestion by reducing peak period employee commute trips.
6. Focus on three sectors: private (employers and developers), institutional (colleges, universities, and schools) and public (City and other government employers in the City)
7. Target geographic areas with the following characteristics for implementing TDM measures:
    - High employment concentrations
    - Availability of alternative modes of transportation
    - Access to High Occupancy Vehicle (HOV) facilities
    - Significant number of employees commute relatively long distances
8. Coordinate with SANDAG and other agencies on efforts to market TDM benefits to large employers.
9. Require new developments to have designs and on-site amenities that support alternative modes of transportation. Emphasize pedestrian and bicycle-friendly design, accessibility

to transit, and include amenities that are supportive and conducive to implementing TDM strategies such as bike lockers, preferred rideshare parking, showers and lockers, on-site food service, child care, etc., where appropriate.

10. Consider TDM programs with achievable trip reduction goals as partial mitigation for development project traffic impacts as potential alternatives to roadway expansions where such are not feasible or would be detrimental to the urban environment.

G. Bicycling – not yet drafted.

H. Parking

GOALS

- ❖ Private and public parking resources that are managed efficiently to meet the needs of multiple users while reducing the amount of land devoted to the automobile.

- ❖ Use of creative, neighborhood-specific strategies to help solve parking shortages through tools addressing both supply and demand.

DISCUSSION

This section will outline a host of tools that are available to address parking supply and demand including:

- restriping streets for diagonal parking
- time limit parking
- parking meters
- public parking structures
- residential permit parking districts
- parking in-lieu fees
- car sharing
- small neighborhood cars
- car lifts
- automated parking garages
- tandem parking
- transit-area parking
- mobility centers
- zoning regulations
- transit services
- TDM measures.
- role of pricing in parking demand
- visitor-oriented parking

The discussion and policies will reflect the need to use a combination of tools to best meet desired goals on a community-by-community basis. Policies need to address resolving neighborhood concerns while also recognizing the role that parking plays in implementing

citywide goals for walkable neighborhoods, transit-oriented development, and affordable housing.

DRAFT POLICIES

1. Consider public and private parking facilities as part of the community infrastructure necessary to support existing and planned land uses.

2. Where parking problems exist, prepare a parking master plan to inventory existing parking and identify where improvements could occur.

3. Provide community parking facilities that serve multiple users.

4. Support parking management programs, regulations, and districts that encourage shared parking and more efficient use of on- and off-street parking resources.

5. Support innovative programs, such as car sharing cooperatives and small neighborhood cars, to reduce the number and size of needed parking spaces.

6. Further develop and implement innovative parking regulations where parking rate reductions are justified based on: access to high quality transit, low automobile ownership, mixed-use development, or implementation of TDM plans.

7. Judiciously limit or prohibit on-street parking where needed to improve multi-modal mobility with facilities such as bikeways, transitways, and parkways. Consider also that on-street parking helps buffer pedestrians from travel lanes.

8. *More policies to be developed.*

I. Airports – not yet drafted

J. Intercity Rail - not yet drafted

K. Goods Movement/Freight – not yet drafted

L. Environmental Quality

GOAL

- Improved environmental quality through reduced land consumption, and reduced air, water, and noise pollution resulting from motor vehicle operations and transportation projects.

DISCUSSION

Many of us drive our cars on a daily basis, but would prefer to have convenient transportation options that are less damaging to the environment. This element seeks to help shape a future where we can get about without sacrificing our environmental values. Better alternatives to driving are important not only for a clean environment, but also to sustain our mobility, economy, and health.

Motor vehicles emissions are the leading cause of air pollution in California, and are responsible for serious health impacts, including high childhood asthma rates. However, the full impacts from our motor vehicle dependence are much broader. Consider the following:

- Small amounts of gas, oil, and other fluids leaked everyday by the hundreds of thousands of cars that travel our streets eventually travel untreated into the ocean, endangering marine life and making our beaches unhealthy and uninviting, or even unsafe, for residents as well as tourists.
- In urban areas, 25-30% of land is devoted to streets and another 20% is for off-street parking (source: Litman, 1998).
- Acres of parking lots create heat islands, increase storm water runoff, diminish open spaces, and are a part of an urban form that makes transit use and walking inefficient and uncomfortable
- Vehicle noise degrades our quality of life and has become an unwelcome companion at many of our parks and beaches.

We have made great technological progress in engineering cleaner cars, but the increase in the number of miles traveled per capita and the consumer trend toward using larger, more polluting vehicles means that we need to do more to change how we plan and use transportation facilities.

There is a large and complex body of federal and state legislation, regulations and programs focusing on the environment, but there are also many policies the City of San Diego can adopt or influence at the local level (to be covered in the Conservation Element of the General Plan). The following recommendations more specifically pertain to transportation-based environmental quality issues. Related policies can also be found in Mobility Element land use, walkable communities, and bicycling policies.

DRAFT POLICIES

1. As a part of all types of transportation projects, incorporate the infrastructure, amenities, and operating plans needed to make walking, bicycling, transit use and ridesharing safe, attractive and convenient transportation options.

2. Consider development project contributions to a transit-friendly urban form as partial mitigation for localized traffic impacts.

3. Adjust standard vehicle trip generation rates to reflect mode shift potential attributed to transit, bicycle, and pedestrian trips for developments that are: within walking distance of transit (within ¼ to ½ mile, depending on topography and the quality of the pedestrian

environment), are pedestrian-oriented and mixed-use, or include an approved transportation demand management (TDM) program.

4. Focus, and if necessary redirect transportation funds to projects that are consistent with the City's air quality, water quality, energy, and land use goals and policies.

5. Support programs and legislation to improve motor vehicle fuel efficiency and emission performance as a part of the City's strategy to conserve energy and improve air quality (to be covered in more detail in the Conservation Element). (Note – one public comment suggested that there should be more government support for the use of hybrid cars.)

6. Continue to form partnerships with environmental, transportation, and public health organizations to increase public awareness of the interrelationships among automobile dependence, environmental quality, public health, focused density, and transit use.

M. Environmental Justice

GOALS

- ❖ To foster a more just and equitable society.

- ❖ The fair treatment of all people of all races, cultures, incomes, ages, and abilities with respect to the development, adoption, implementation and enforcement of transportation policies, plans, and projects.

DISCUSSION

Environmental justice is fundamentally about fairness toward the disadvantaged. It is an important goal in transportation policy-making and a prerequisite to obtaining federal transportation funds. However, because environmental justice is a broad concept, the federal government allows local and regional governments flexibility in developing and implementing environmental justice policies. Examples of environmental justice in transportation projects include: transit services that allow low income people to conveniently access job centers; streets and highways that link, rather than divide communities; fairness in the spending of transportation funds; and financing measures that do not unduly burden the disadvantaged (source: Environmental Justice & Transportation, A Citizens Handbook, 2003). The City of Villages emphasis on multi-modal transportation improvements is intended to improve mobility options for disadvantaged people including those who are transit-dependent. Children, the elderly, and those who cannot drive are especially impacted by an auto-oriented land use and transportation system.

Creating viable alternatives to auto use also allows households to spend less of their money on transportation. Nationwide, the average family spends about 18 percent of its household income on transportation, and for lower income households in Southern California, that figure climbs higher. The Automobile Club of Southern California estimates that the average annual cost of driving a car in Southern California ranged from over $4000 per year (for a

1996 model car that is fully paid for) to nearly $8000 per year (for a new car) in 2001 (source: AAA "Your Driving Costs In Southern California, 2001). By reducing the need for a car (or a second or third car), households can save thousands of dollars annually.

The following policies are designed to address environmental justice through broadening public input, determining the costs and benefits of transportation projects, and designing projects that are accessible to all. In addition, various indicators discussed in the "Monitoring" section of this Element would help keep track of the degree to which environmental justice policies are effective, and policies in the "Financing" section seek to prioritize projects that are consistent with City of Villages (smart growth) goals.

DRAFT POLICIES

1. Expand public outreach on transportation policy, projects, and operations in order to get input from minority, low income, and other underrepresented communities. Ensure that people that are directly impacted by a proposed action are given opportunities to provide input.

2. Provide decision-makers with the information they need to promote environmental justice in transportation projects. Use tools including cost-benefit analysis to determine who benefits from transportation improvements, who bears the burden from them, and who pays for them. Some of the benefits of transportation programs include improved accessibility, faster trips, more mobility choices, and reduced congestion. Common negative impacts include health impacts of air pollution, noise, crash-related injuries and fatalities, dislocation of residents, and division of communities.

3. Ensure that improvements to the transportation system in the public right-of-way comply with the Americans with Disabilities Act.

N. Financing Policies

GOAL

- ❖ Assured revenues to cover the costs of constructing, operating, and maintaining transportation facilities and providing needed transportation services.

DISCUSSION

This section of the General Plan identifies the funding sources and strategies in place to ensure that the transportation infrastructure needed to support the General Plan land use plan will be provided. To a large extent, the Regional Transportation Plan (RTP) serves this purpose, as the financing of major transportation projects in the City of San Diego occurs through SANDAG. The RTP includes a financing section that compares the capital, operating, maintenance, and rehabilitation costs of the region's transportation system against forecasts of available revenues. Local, state, and federal revenue sources are identified, and actions are recommended to obtain the revenues necessary to implement the RTP-planned improvements. SANDAG is responsible

for all regional transportation planning, and funding allocation, project development, and construction.

In addition to having a major role in the SANDAG process, the City of San Diego exercises additional discretion in transportation financing through its Capital Improvement Program (CIP) and use of funds for the maintenance, management, and operation of city streets.

Transportation infrastructure is expensive and funds are limited. Decision-makers must balance the needs of competing interests and goals when making funding decisions. The following policies are designed to help guide the collection and use of transportation revenues in a manner that supports City of Villages goals.

DRAFT POLICIES

1. Aggressively pursue all potential sources of funding, including private sector participation and user fees to finance the construction, operation, and maintenance of needed transportation facilities (streets, highways, transit, pedestrian, and bicycle) and services.

2. Take a leadership role to support the extension of TransNet, and other means, to increase funding for transit operations and capital improvements.

3. Work with elected officials at all levels of government to increase the amount of federal and state transportation funds that are allocated to the San Diego region, and where possible, to increase local flexibility and discretion in the use of such funds.

4. Use local funds strategically to leverage state and federal funds.

5. Support legislation to increase financing for transportation improvements that are linked to smart growth policies.

6. Require the dedication and/or improvement of transportation facilities (streets, highways, transit, pedestrian, and bicycle) in conjunction with the subdivision of land, negotiated development agreements, discretionary permits, and facilities financing plans.

7. In community plans, establish policy direction on phasing thresholds that link development to transportation facilities (including transit, bicycle, and pedestrian) and services.

8. Support the continued implementation of transportation financing mechanisms such as local tax increment districts, benefit assessment districts, public/private sector joint development and use of transportation centers, and community landscape improvement and maintenance districts.

9. In programming capital improvements, give priority to … *need public input on priorities, some ideas include ranking projects based on: multi-modal mobility, implementation of*

Transit First, relief of congestion hot spots, remedying existing problems in urban neighborhoods, cost-effectiveness, attaining equity for pedestrians, safe routes to schools projects, safe access to transit projects, community plan priorities, environmental justice, and supporting existing and proposed villages that are on the City of Villages Map.

10. Work with SANDAG to increase regional transportation funding incentives for transportation projects that implement smart growth and environmental justice goals.

11. Work with SANDAG to increase the share of regional funding allocated to pedestrian, bicycle, and transportation systems management projects.

O. Monitoring – not yet drafted.