

# 01

## EXECUTIVE SUMMARY





## 1.1 PURPOSE OF THE PLAN

How we get around affects everything we do. Modern transportation is a vital component of our lives that impacts much of how we spend our time. In this way, mobility is both a means to an end and an experience in itself. Our transportation system should go beyond just enabling trips; it should facilitate experiences and remove barriers while improving sustainability, equity, and quality of life in the City. To meet this vision, our transportation system needs improvement and innovation to serve existing and new homes and businesses. Through careful, methodical, and community-centered planning, mobility in San Diego can be transformed into one of the City's greatest assets.

The Mobility Master Plan is a comprehensive, data-driven resource that the City of San Diego will use when making decisions about mobility projects throughout the City. It will guide the City in implementing programs and projects that will reduce greenhouse gas (GHG) emissions and shift mode share to meet the City's Climate Action Plan (CAP) targets. This comprehensive multimodal mobility plan links all mobility planning efforts together to create one hub for projects identified by the City. It creates a robust prioritization framework that can evaluate all mobility projects and help the City assess which projects can achieve the greatest benefits and address the greatest needs in a more sustainable and equitable way. At its core, this Plan is an implementation tool to help projects and programs be realized.

This Plan is a living document. As demographics and the built environment continue to evolve, the Mobility Master Plan can be updated to incorporate new data and remain a valuable tool for decision making. Similarly, as new mobility projects are introduced through future planning efforts, they can be added and evaluated by the prioritization process established in this Plan.

## 1.2 MOBILITY VISION

As a comprehensive effort that links previous City planning efforts, the Mobility Master Plan is driven by goals that are found in the City's General Plan and throughout other mobility-related planning documents, as seen in Figure 1-1

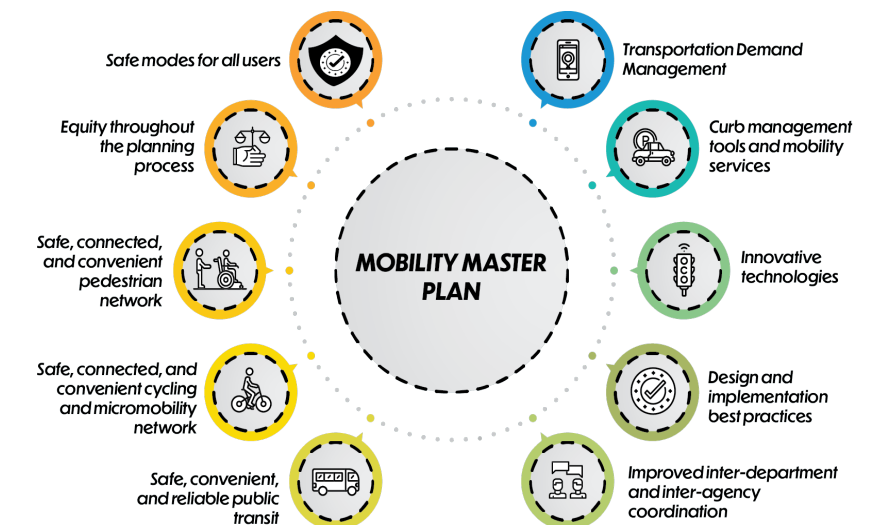


FIGURE 1-1: Mobility Master Plan Goals

### 1.3 PLANNING PROCESS

As the City's mobility network is transformed, this Plan will adapt and evolve. The Mobility Master Plan began as an idea; exploratory work was conducted in an initial phase to investigate what the City is currently doing related to mobility planning, what other cities are doing, what the City's needs are, and what paths the City can take towards achieving its mobility vision. This exploratory work helped guide the second phase of this Mobility Master Plan process: the development of the Plan itself. Building on the outreach during the City's CAP update, diverse stakeholders were engaged, and their input incorporated, throughout this Plan's development. As this document is updated and expanded in the future, stakeholders will continue to be a critical component of the process.

### 1.4 CONTENTS OF THE PLAN

The Mobility Master Plan begins by presenting baseline information about existing conditions and mobility trends in San Diego, summarizing the diverse stakeholder engagement efforts that took place, and outlining a comprehensive set of goals and objectives. It then describes the project development process, which includes a technical methodology for the identification of recommended Mobility Master Plan Focus Areas, a prioritized list of projects that are within these areas, and a detailed overview of the focus areas themselves. Recognizing that many specific mobility projects are identified through larger programs, this Plan also includes fact sheets for key mobility programs that could enhance mobility citywide. This Plan concludes with an overview of implementation actions, a performance monitoring program, and potential funding sources to help San Diego achieve its bold mobility vision.

### 1.5 OUTCOMES OF THE PLAN

The Mobility Master Plan is a citywide planning document intended to support the various mobility functions of the City, from community planning and policy, to project design and engineering, to new land use and development projects, to innovative and expanded mobility options, to maintenance and everyday operations. This first Mobility Master Plan has several actionable outcomes that will help guide all aspects of mobility planning in San Diego moving forward. These outcomes are outlined in Figure 1-2.

FIGURE 1-2: Outcomes of this First Mobility Master Plan

