

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:



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

OBJECTIVE 1



Identify gaps and mobility challenges and prioritize various mobility improvements.

OBJECTIVE 2



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

OBJECTIVE 3

4.1.1 INCORPORATING FEEDBACK INTO THIS PLAN

Input received from community members in spring 2023 was used to help craft the goals and objectives of this Plan (Chapter 5) and is reflected in the Plan's methodology for prioritizing 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.

In addition, feedback collected after the draft Mobility Master Plan was released (October 2023) is reflected in the community profiles included in Chapter 6. The community profiles feature quotes from local residents and their programs of interest.

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 key geographies, including structurally excluded communities and historically disadvantaged areas in the City of San Diego. 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. City staff worked directly with Community-Based Organizations (CBOs) 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, Boards, and Working Groups. 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 in spring 2023 that provided insight on their unique mobility needs. The following Community-Based Organizations participated in these interviews:

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

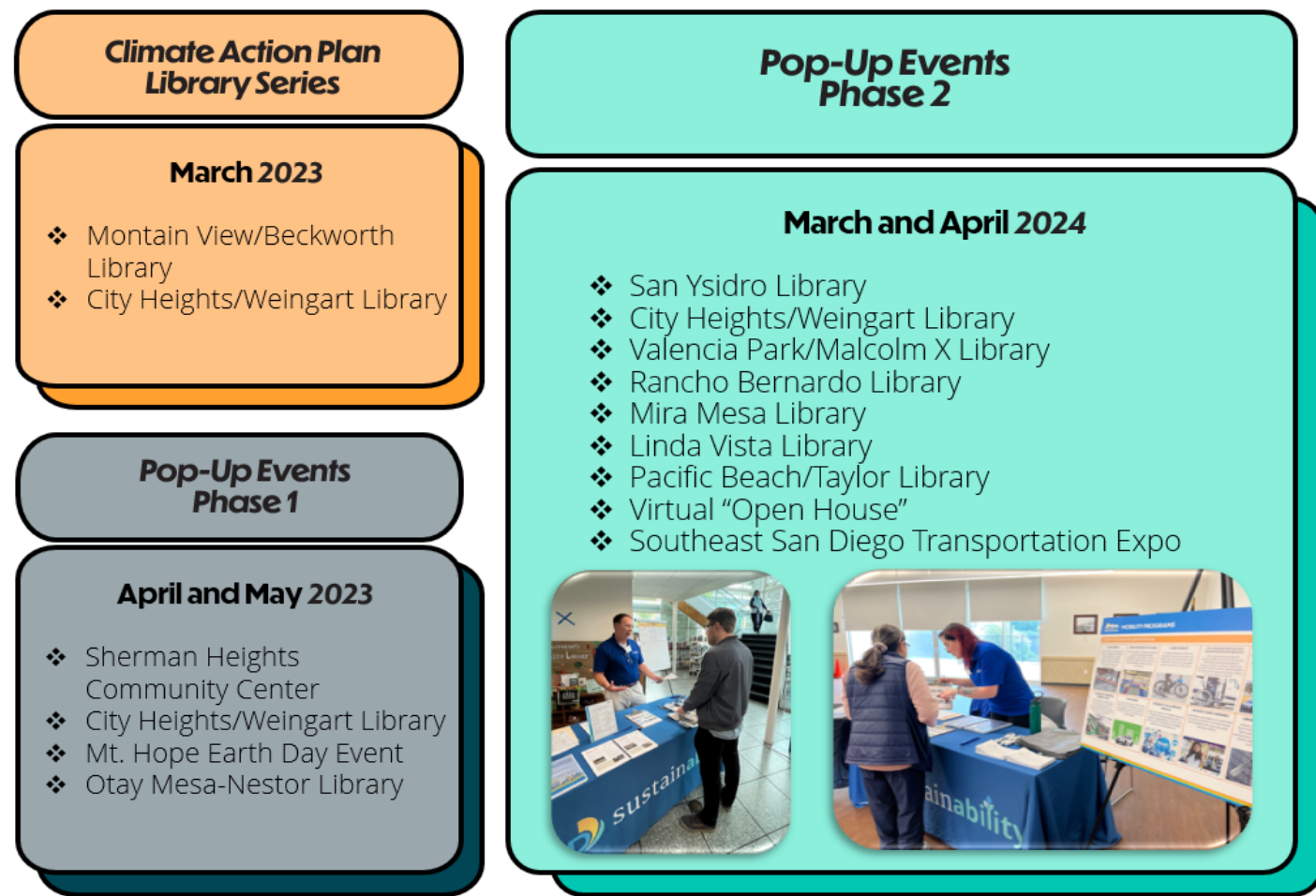


Sharing a booth with Groundwork San Diego at Mt. Hope Earth Day event

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. Events were held in March, April, and May of 2023 and 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 their everyday mobility challenges. After the draft Mobility Master Plan was released for public review, additional pop-up events were held at seven local libraries and a virtual meeting was hosted to solicit feedback on the draft plan. A summary of these outreach events is depicted in Figure 4-2 below.

FIGURE 4-2: Summary of Mobility Master Plan Outreach Events



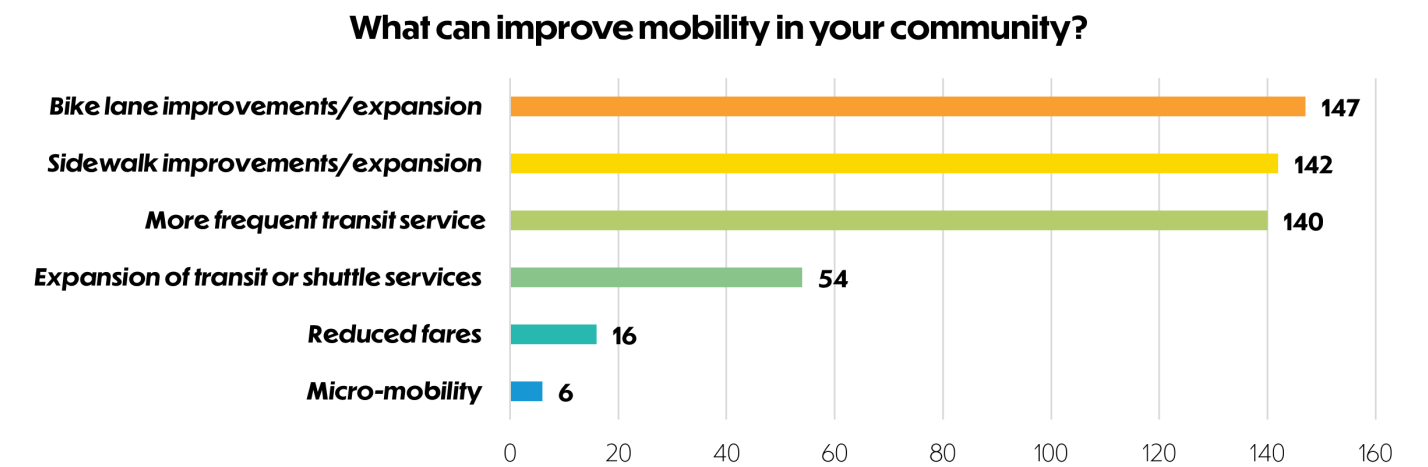
4.2.3 COMMITTEES, ADVISORY BOARDS, AND WORKING GROUPS

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 Advisory Board, Community Planners Committee, and Climate Equity Working Group 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 in spring 2023, which received over 400 responses. Paper copies of the survey were also available in English and Spanish at the pop-up events held during that period. The goal of the survey was to understand each respondent's individual mobility journey and what type of investments would improve that journey.

Example survey question and result from Mobility Master Plan outreach



In addition, during the spring 2024 pop-up events, a second survey was developed to receive feedback from community members regarding programs of interest for their particular Focus Area. Community members were asked to select all programs they believed would be beneficial for their community. A summary of all responses is included below while the programs of interest for each community are captured in the community profiles included in Chapter 6.

TABLE 4-2: Program Survey Results from Spring 2024 Pop-Up Events

| Mobility Program | Results* |
|--------------------------------------|----------|
| Slow Streets | 29 |
| Art in the Right-of-Way | 30 |
| E-bike Rebate | 20 |
| On-Demand Specialized Transportation | 32 |
| Neighborhood Shuttles | 46 |
| Curbside Management | 23 |
| Community Parking District | 25 |
| Car Share | 17 |
| Mobility as a Service | 22 |
| Transit Fare Subsidies | 35 |
| Urban Connectivity | 20 |
| Micromobility Charging and Services | 17 |

* A total of 66 surveys were completed. Participants were able to select multiple programs of interest.

4.3 ENGAGEMENT FEEDBACK

Common themes emerged from the groups and community members who participated 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, help create a sense of place, and make walking or rolling more comfortable and appealing. Many neighborhoods recognize trees as a key component of walkability, community pride, improved air quality, and heat reduction. Increasing pedestrian connections through the creation of public plazas and Slow Streets can also enhance the user experience and contribute to a stronger sense of place.

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 destinations such as regional parks, the coastline, job centers, and educational institutions. Continued coordination with transit agencies is critical for comprehensive transit planning, and neighborhood circulator shuttles may help bridge the first/last mile gap for those using transit services.

BICYCLES: Bike storage facilities, such as bike racks and lockers, are important to complement the development and implementation of safe bikeways. In underserved communities, there is often more walking, rolling, and bicycling without the high-quality infrastructure to properly support these modes. Along with infrastructure, maintaining bicycle facilities is crucial for all road users. Educational programs promoting 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, making parking in high-demand areas more difficult. Exploring options like neighborhood electric vehicles (NEVs) and micromobility may help support some local trips (e.g. to the grocery store or doctor's office) and reduce parking demand. Expanding incentive programs, such as vanpools and carpools, may also reduce vehicle miles travelled and ease parking demand.

TRAFFIC CALMING: High vehicle speeds pose a significant danger to pedestrians, cyclists, and other drivers. The implementation of traffic calming measures can help enhance safety for all road users. Additionally, applying these measures to specific corridors within a community helps preserve residential streets for local traffic, while discouraging trucks and cut-through traffic.

YOUTH AND SENIOR NEEDS: Youth in underserved areas often rely more on walking, rolling, or bicycling than those in other areas. Their travel experience can be improved with traffic-calming measures and a connected system of sidewalks and protected bikeways. Alternatively, seniors often have specialized needs for accessing food and medical care. Solutions that could address these needs include: on-demand microtransit services, pick-up/drop-off assistance programs, and connections between neighborhoods and primary corridors where bus stops or transit stations are located.

PERFORMANCE METRICS AND MONITORING: Performance metrics are key to evaluating project performance (e.g., ridership) and for tracking progress toward mode share targets in the CAP and the safety goals of Vision Zero. Along with monitoring and reporting, ongoing community-level coordination is important to review findings and gather direct input from community members about local mobility needs.



