

06

FOCUS AREAS



6.1 PROJECT FOCUS AREAS OVERVIEW

For this first iteration of the Mobility Master Plan, mobility projects from specific areas in the City are prioritized. Rather than gathering all projects from across the entire City, the Plan looks at where mobility projects are needed most and where they can have the most immediate impact. Understanding these geographical locations first will allow the City to start moving toward implementation of projects in these areas. To determine which areas to include, the City conducted a robust geospatial analysis to identify the priority areas for investment, which are referred to as Mobility Master Plan Focus Areas. Sections 6.2 through 6.5 provide information on the data sets and analysis used to establish the Focus Areas. Future iterations of the Mobility Master Plan will expand this analysis to planned mobility projects citywide using the framework and methodology established.

The City has already undertaken significant work to identify underserved communities through planning efforts such as the General Plan, Vision Zero Strategic Plan, and the Climate Equity Index's Communities of Concern. The Mobility Master Plan Focus Areas builds on these previous approaches and combines them into a comprehensive analysis that specifically emphasizes the City's mobility goals.

In many cases, the Mobility Master Plan Focus Areas overlap with historically underserved communities that have suffered from a lack of infrastructure investment and programmatic support. The data-driven spatial analysis process drew upon a variety of resources related to population, employment, land use, travel patterns, planned development, safety records, and climate risk. This model was comprised of four mobility sub-models, as shown in Figure 6-1.

Due to the interrelation of different modes, some overlap exists in the data included in each model. However, the focus of this geospatial analysis process is to determine and understand the concentration of interrelated modal activity today and multimodal propensity in the future. It's important to note that areas with high scores in each sub-model, as shown in Figure 6-1 and described in Sections 6.2 to 6.5, indicate a high need for specific mobility improvements. When these sub-models are combined into a composite model, the high scores represent areas of the City with greater needs for mobility improvements overall and stronger potential for multimodal activity.

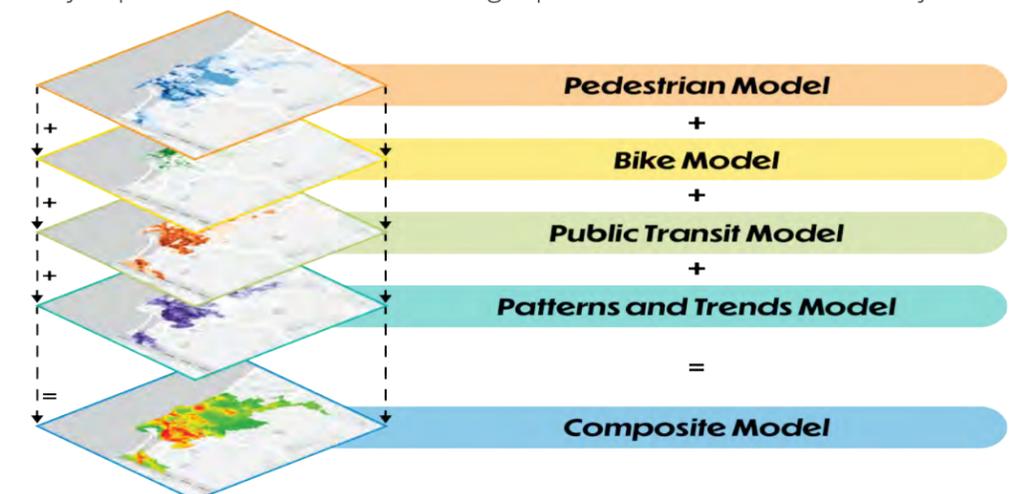


FIGURE 6-1: Geospatial Analysis Process



6.2 PEDESTRIAN MODEL

The Pedestrian Model represents the inclination for people to walk or roll and the need for supporting infrastructure improvements (see Figure 6-2). This model was included in the Mobility Master Plan Focus Area definition analysis because pedestrian travel is a critical element of mobility; everyone is a pedestrian at some point in their transportation journey.

PEDESTRIAN MODEL INPUTS:

1. Percentage of workers that commute by walking: 2021 American Community Survey
2. All collisions involving pedestrians: Vision Zero Strategic Plan (2020-2025)
3. Pedestrian propensity analysis: City of San Diego 2016 Pedestrian Propensity Map

6.3 BIKE MODEL

The Bike Model represents the inclination for people to bike and the need for supporting infrastructure improvements (see Figure 6-3). This model was included in the Mobility Master Plan Focus Area definition analysis because biking is a sustainable

mode the City is dedicated to promoting through infrastructure and network improvements to help achieve its CAP goals and reduce reliance on private automobiles.

There are many reasons someone may choose to bike. Biking is a form of active recreation that can improve public health while being a fun way to spend time. Biking can also have positive environmental impacts as people shift from modes with GHG emissions. Furthermore, when safe, high quality, and connected bicycle facilities are provided, biking can be a viable travel mode for work- and errand-based trips, particularly those that are a 30 minute or less ride. The Bike Model inputs identify areas in need of improvements and provide location-based insight into the current and potential increase of cycling as a mode of transportation.

BIKE MODEL INPUTS:

1. Percentage of workers that commute by biking: 2021 American Community Survey
2. All collisions involving cyclists: Vision Zero Strategic Plan (2020-2025)
3. Bicycle propensity analysis: City of San Diego 2016 Bicycle Propensity Map



Pedestrians and cyclist at the intersection of Camino Ruiz and Mira Mesa Boulevard.

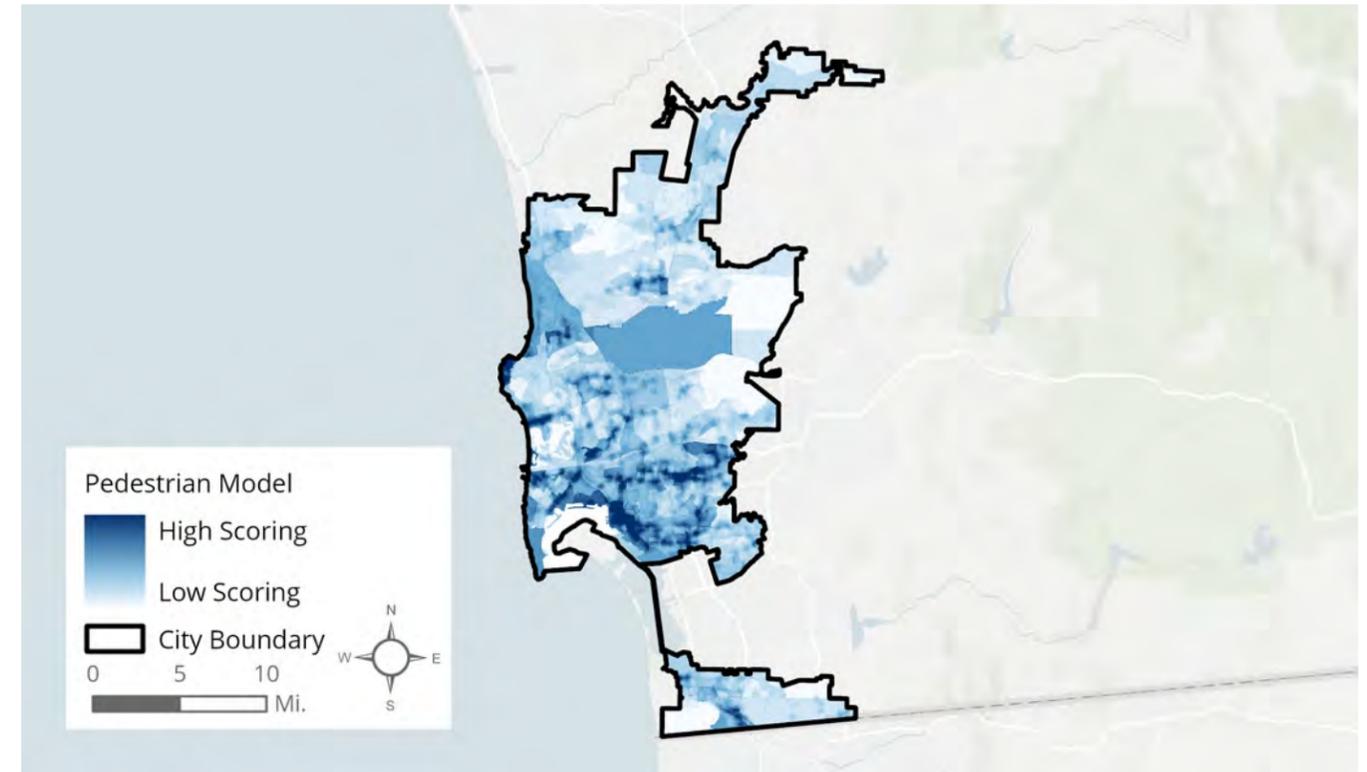


FIGURE 6-2: Pedestrian Model

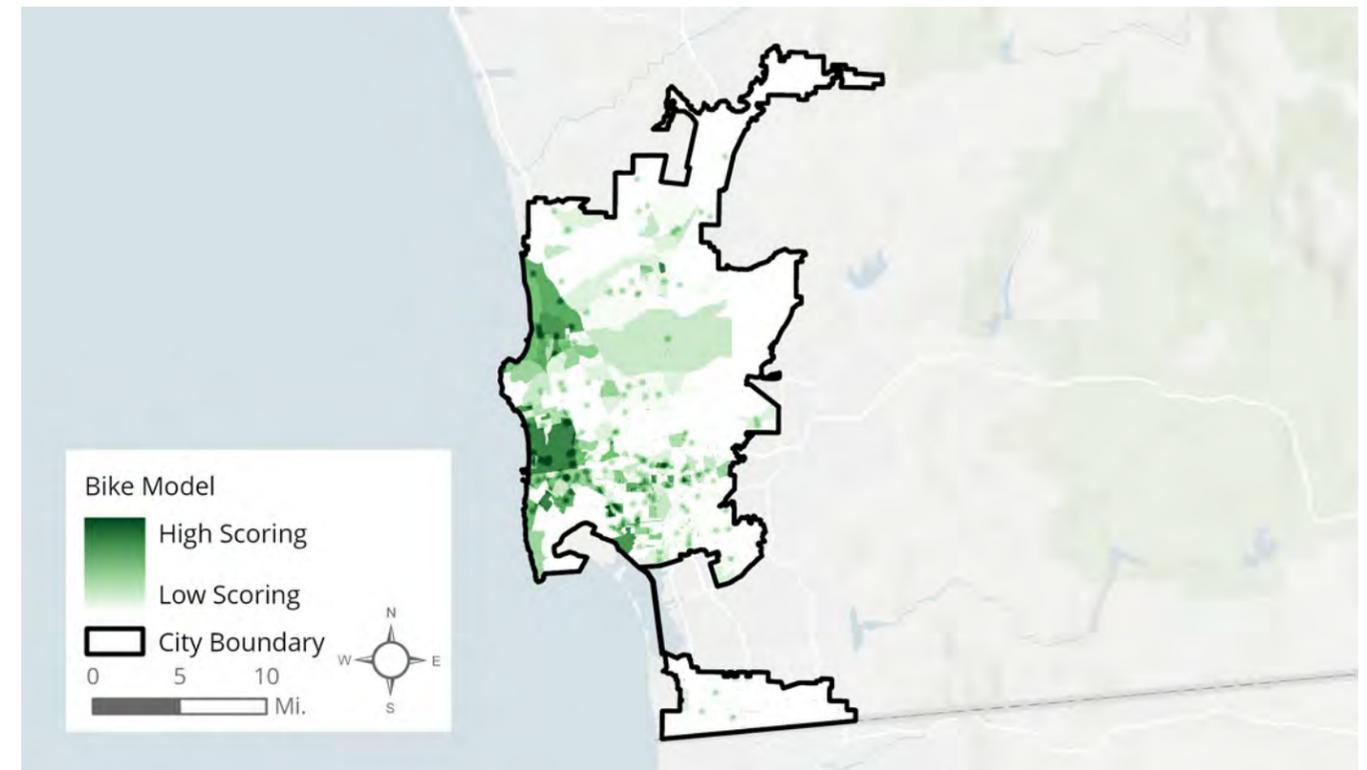


FIGURE 6-3: Bike Model

6.4 PUBLIC TRANSIT MODEL

The Public Transit Model represents the inclination for people to take public transit trips and the need for supporting infrastructure (see Figure 6-4). This model was included in the Mobility Master Plan Focus Area definition analysis because public transit is a key mode to increase equitable access throughout the City and provide an alternative to the private automobile.

Public transit is the most efficient way to move the greatest number of people from place to place. Roadways can accommodate many more people if they travel in public transit rather than private automobiles. The more people use public transit, the more capacity roadways can accommodate, and the more people can get to where they are going without delays. A fast, reliable, flexible, and convenient public transit system that connects the region's activity centers and surrounding communities can ensure everyone has access to high quality transportation that meets their trip needs and minimizes environmental impacts. The selection of the Public Transit Model inputs helped assess the current state of public transit usage and identify areas where improvements or investments are needed.

PUBLIC TRANSIT MODEL INPUTS:

1. Percentage of workers that commute by transit: 2021 American Community Survey
2. Transit Priority Areas: City of San Diego, 2016

6.5 PATTERNS AND TRENDS MODEL

The Patterns and Trends Model represents general mobility patterns and needs throughout San Diego (see Figure 6-6). This model was included in the Mobility Master Plan Focus Area definition analysis as a robust repository of all relevant previous City planning efforts and datasets.

PATTERNS AND TRENDS MODEL INPUTS:

1. Number of severe and fatal collisions: Vision Zero Strategic Plan (2020-2025)
2. Climate Equity Index (CEI): City of San Diego, 2021
3. Blueprint development propensity model: Blueprint San Diego, 2022¹
4. Population density: 2021 American Community Survey
5. Population growth: 2021 American Community Survey
6. Communities of Concern: City of San Diego
7. SANDAG Smart Growth Areas: SANDAG²
8. Mixed-use density score: Blueprint San Diego, 2022³
9. Transit competitiveness: Blueprint San Diego, 2022⁴
10. Households with no vehicle ownership: 2021 American Community Survey
11. Proximity to:
 - a. Major employers
 - b. Schools/universities
 - c. Shopping centers
 - d. Public transit
 - e. Parks and beaches

1 The Blueprint development propensity model is a citywide model that shows areas which are receptive to future housing and retail development through the forecasting year of 2050 that would help achieve San Diego's mode share goals.

2 SANDAG Smart Growth Areas are areas that SANDAG has identified through its Regional Plan as being strong candidates for supporting smart growth, transit, walking or rolling, and biking.

3 The Blueprint mixed-use density score is a model forecast of areas citywide that have high propensity for mixed-use development.

4 Transit competitiveness is how attractive transit is compared to other modes; higher transit competitiveness means that users are more likely to choose transit over other modes.

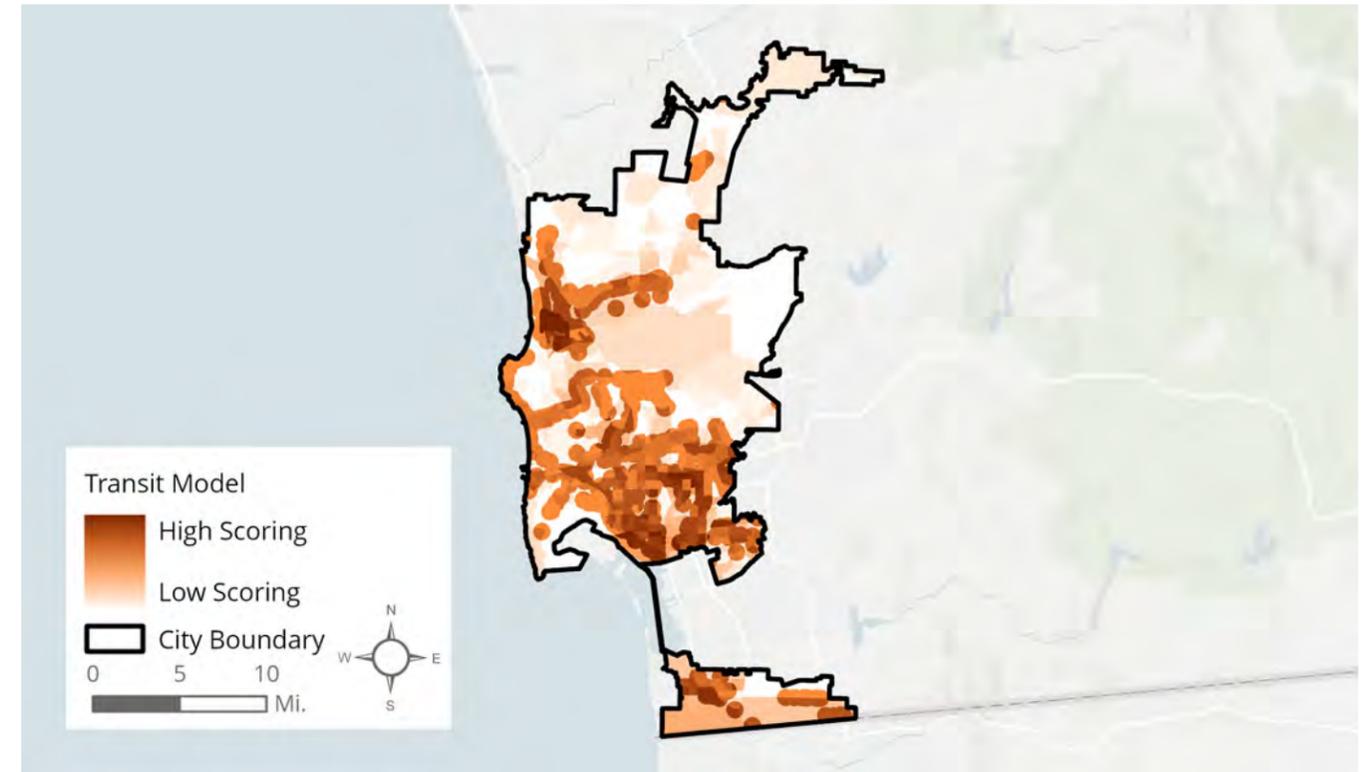


FIGURE 6-4: Public Transit Model

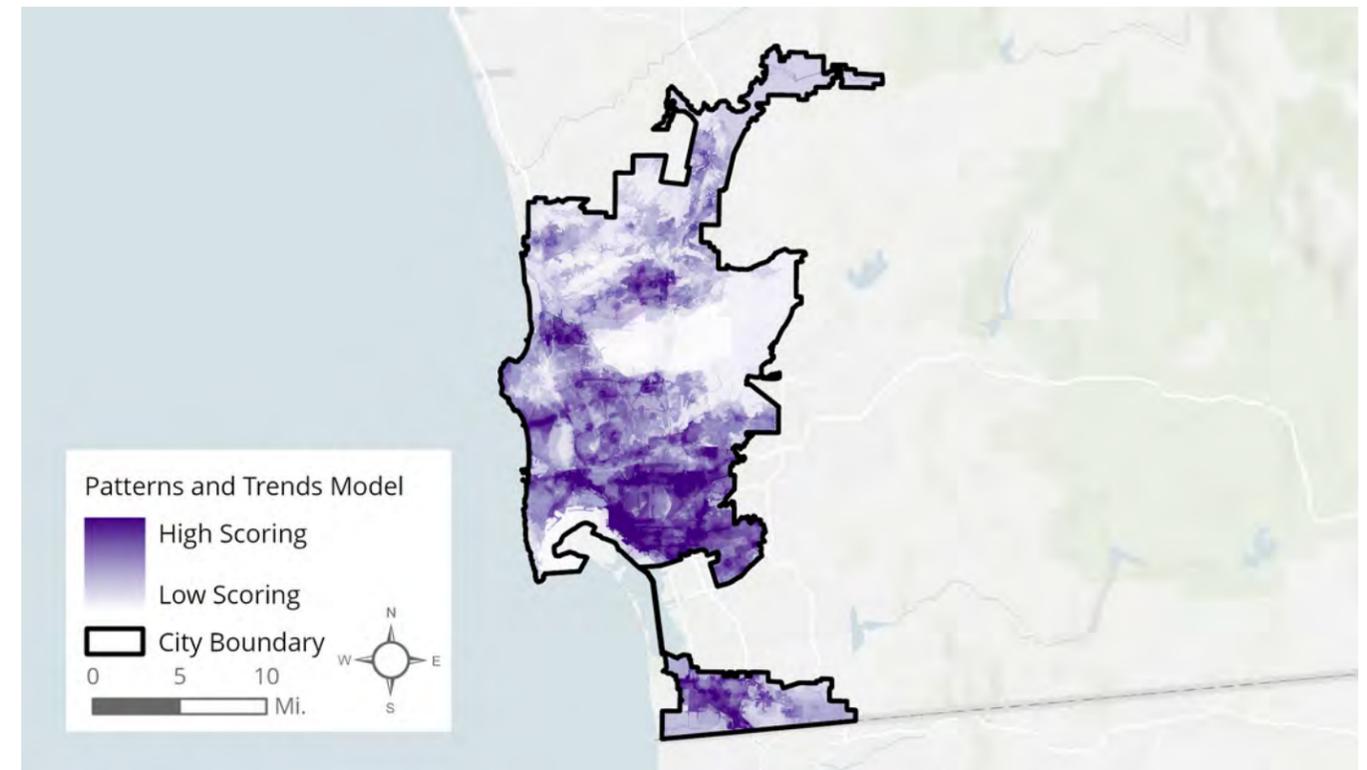


FIGURE 6-5: Patterns and Trends Model

6.6 RECOMMENDED FOCUS AREAS

The four sub-models were combined to form a composite model that evaluates mobility needs citywide. As shown in Figure 6-6, the areas with the most overlap among the sub-models scored high and were identified as Mobility Master Plan Focus Areas. This designation was based on several factors, each supported by data-driven analysis, ensuring that the Plan's Focus Areas represent geographies with significant multimodal activity and needs.

TABLE 6-1: Mobility Master Plan Focus Areas

Focus Area	Community Plan Area	City Council District(s)
1	» Downtown » Barrio Logan » Uptown » Southeastern San Diego » Greater Golden Hill	3, 8
2	» Encanto Neighborhoods » Eastern Area	4
3	» Uptown » North Park » Mid-City: City Heights » Mid-City: Normal Heights » Mid-City: Eastern Area » Mid-City: Kensington-Talmadge	3, 9
4	» Mission Valley » Old Town San Diego » Midway-Pacific Highway	2, 3
5	» College Area » Navajo	7, 9
6	» Otay Mesa - Nestor » San Ysidro	8
7	» Pacific Beach » Clairemont Mesa	1, 2
8	» University	1, 6
9	» Mira Mesa	6
10	» Linda Vista	7
11	» Rancho Bernardo » Rancho Peñasquitos » Sabre Springs » Carmel Mountain Ranch	5

6.7 COMMUNITY PROFILES

A community profile has been created for each of the Focus Areas included in this iteration of the Plan. The profiles provide information on the demographics, geographic context, and mobility needs and opportunities in each of these communities. In addition, each profile highlights feedback from community members that was collected as part of the education and outreach efforts highlighted previously in Chapter 4. While each community is unique, each of these 11 Focus Areas will benefit from mobility investments to move the needle toward achieving overarching safety, sustainability, and equity goals which are guiding themes for this planning effort.

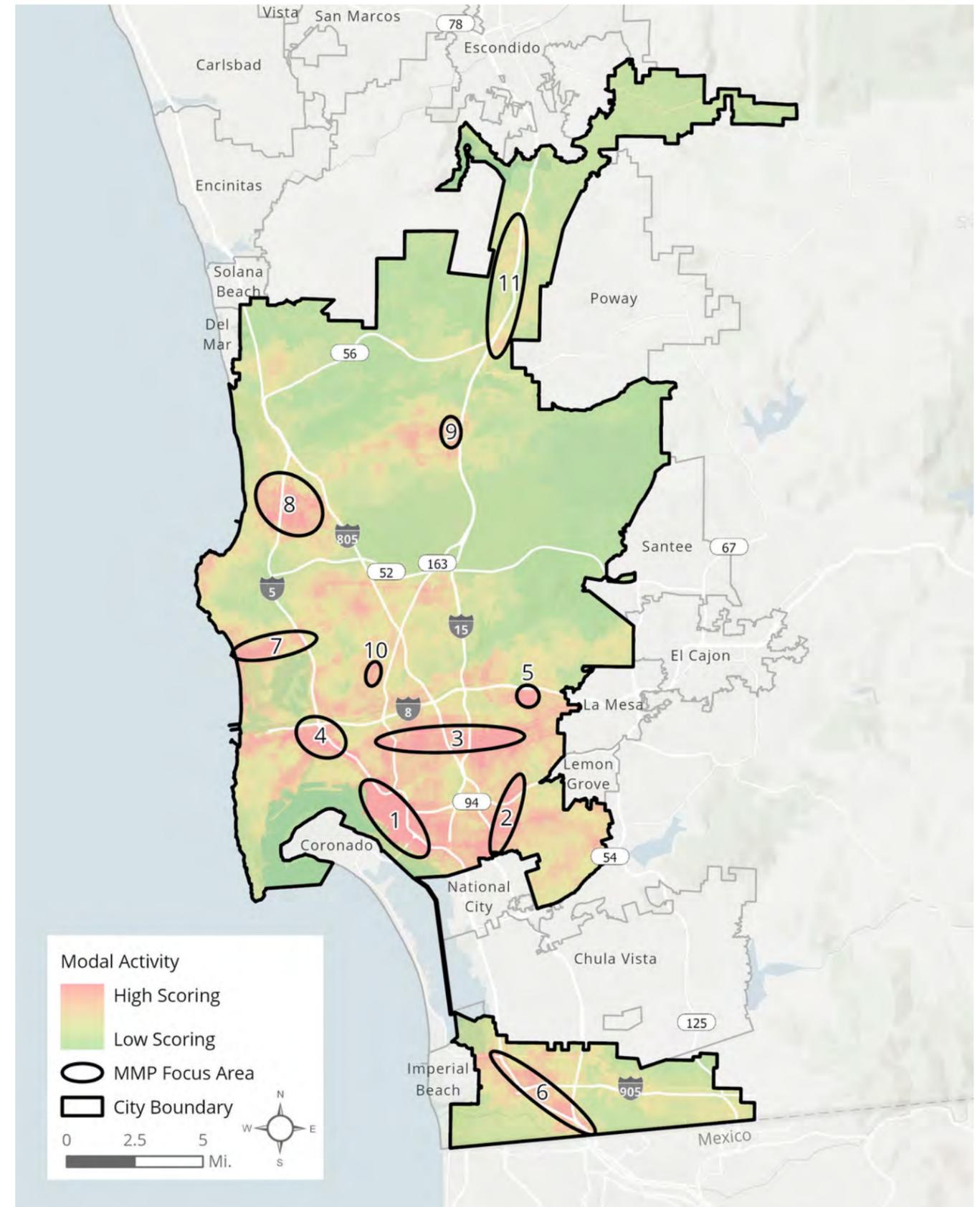


FIGURE 6-6: Mobility Master Plan Focus Areas

How to read these community profiles

1 Demographics
This section includes key Focus Area (FA) demographics compared to the entire City of San Diego.

2 Overview
This section provides an overview of destinations, transit lines, major roads, and existing mobility conditions in the Focus Area. Included is a map with San Diego's Climate Equity Index (CEI) (2019). The CEI was developed alongside San Diego's 2015 Climate Action Plan (CAP) as an opportunity to address environmental justice and social equity concerns when addressing climate change. The CEI assessed all 297 census tracts that intersect with the City and developed standardized indicators to calculate a CEI score from 0-100 for each tract that can be compared to the score of other tracts.

3 Community Outreach
This section provides details on Focus Area-specific community outreach. After the draft Plan was released for public review, a series of Open Houses were held at libraries within each of the Focus Areas. These Open Houses took place at the following libraries and dates:

- » San Ysidro Library - March 11, 2024
- » City Heights / Weingart Library - March 14, 2024
- » Valencia Park / Malcolm X Library - March 18, 2024
- » Rancho Bernardo Library - March 20, 2024
- » Mira Mesa Library - March 21, 2024
- » Linda Vista Library - March 26, 2024
- » Pacific Beach Taylor Library - March 27, 2024

4 Applicable Mobility Programs
Part of the previously mentioned library Open House events included a survey on mobility programs (for more detail on mobility programs see Chapter 8). Participants were asked to indicate which mobility programs would be most beneficial to their neighborhoods. This section details the results of the surveys for each Open House event.

5 Planned Projects
This section provides a table and map for the top scoring planned mobility projects in each Focus Area. The comprehensive list of planned mobility projects throughout the Focus Areas is found in Appendix B. Details on how this project list was developed and evaluated can be found in Chapter 7 Projects.

6 Opportunities for Future Study
In addition to mobility programs and planned projects, there are opportunities for future studies and projects to be incorporated into forthcoming iterations of the MMP. Many of these opportunities came from feedback received from community members during outreach events. This section provides Focus Area-specific future study opportunities.

FIGURE 6-7: Climate Equity Index and Collisions Legend



FIGURE 6-8: Community Outreach



FIGURE 6-9: Mobility Program Survey



1 Demographics

2 Overview

4 Applicable Mobility Programs

FOCUS AREA 2

POPULATION	FOCUS AREA: 20,000 CITY OF SAN DIEGO: 1,381,300
MEDIAN HOUSEHOLD INCOME	FOCUS AREA: \$44,000 CITY OF SAN DIEGO: \$61,600
MEDIAN AGE	FOCUS AREA: 36 CITY OF SAN DIEGO: 34
PERCENTAGE OF WORKERS DRIVING ALONE	FOCUS AREA: 68% CITY OF SAN DIEGO: 69%
PERCENTAGE OF HOUSEHOLDS WITH NO VEHICLE	FOCUS AREA: 8% CITY OF SAN DIEGO: 6%

OVERVIEW
Focus Area 2 includes parts of Southeastern San Diego, Encanto Neighborhoods, and Eastern San Diego, all of which are diverse and vibrant communities with unique characteristics. When it comes to mobility, these neighborhoods face both challenges and opportunities. This area is served by several bus lines and the east-west Orange Line Trolley along Market Street. SR-94 divides the area, with only two north-south connections: 47th Street and Euclid Avenue. I-805 limits local road access westbound and into Downtown. Grocery stores, restaurants, and other services are found primarily along Euclid Avenue, and schools are scattered throughout, with a cluster along 47th Street south of Imperial Avenue, shown in Figure 6-3.

COMMUNITY VOICES
Community member feedback received centered largely around safety concerns including Seniors' needs, roundabouts, speed limit signs, slow turn signs, bike lanes, streetlights, and ADA-friendly corners.
"All programs are a good idea; they help people be more green, but safety is also a need to help people ride more safely around amazing San Diego and communities."
"Pay more attention to seniors' needs; we seem to be the forgotten group."
"Need actual sidewalks to be safer, especially for people with mobility issue."

MOBILITY PROGRAMS OF INTEREST
Surveys were received at the Malcolm X Library Open House and the following were the top 5 mobility programs indicated:

- Neighborhood shuttle
- Art in the right-of-way
- On-demand specialized transportation
- Car share
- Transit fare subsidy

PLANNED PROJECTS
The table and figure below highlights some City mobility projects for Focus Area 2. The complete list of mobility projects for all Focus Areas can be found in Appendix X.

OPPORTUNITIES FOR FUTURE STUDY
Focus Area 2 opportunities for future study include but are not limited to:

- Automated speed enforcement
- Pedestrian activated RRFBs
- Traffic calming measures on neighborhood streets
- Pavement improvements and traffic safety along Euclid Avenue and Imperial Avenue
- Flexible fleets and other micro-transit options

TABLE 6-3: Planned Projects

City Projects	Description	Mode
A	Buffered bike lanes, install curb ramps, install curb extensions, install enhanced crosswalks, install new traffic signals, install pedestrian countdown indications, and modify signal timing.	Cycling, Walking, Vehicular
B	Extend/construct raised median, implement buffered bike lanes in each direction.	Cycling, Vehicular
C	Implement one-way cycle tracks.	Cycling
D	Install buffered bike lanes in each direction.	Cycling
E	Implement one-way cycle tracks, install sidewalks where missing.	Cycling, Walking
F	Market St at 54th St widened to provide a left-turn pocket and pedestrian refuge.	Walking
G	Implement bikeway along Federal Boulevard from Home Avenue to Euclid Avenue.	Cycling
H	Install missing sidewalk on Market St.	Walking
I	Install missing sidewalk on Roswell St.	Walking
J	Install missing sidewalks on Bayview Heights Wy.	Walking

*Mid-City Communities Plan is being updated and for more information on how you can get involved in the planning process visit <https://www.sandiego.gov>

3 Community Outreach

6 Opportunities for Future Study

5 Planned Projects

FOCUS AREA 1

COUNCIL DISTRICTS 3, 8

	POPULATION	FOCUS AREA: 51,000 CITY OF SAN DIEGO: 1,386,300
	MEDIAN HOUSEHOLD INCOME	FOCUS AREA: \$72,000 CITY OF SAN DIEGO: \$88,000
	MEDIAN AGE	FOCUS AREA: 38 CITY OF SAN DIEGO: 36
	PERCENTAGE OF WORKERS DRIVING ALONE	FOCUS AREA: 56% CITY OF SAN DIEGO: 69%
	PERCENTAGE OF HOUSEHOLDS WITH NO VEHICLE	FOCUS AREA: 15% CITY OF SAN DIEGO: 6%

OVERVIEW

Focus Area 1 is centered on Downtown, but also includes parts of Barrio Logan, Uptown, and Southeastern San Diego. This area is served by several bus lines and the City's three trolley lines. Interstate 5 runs through this Focus Area and sets the northern and eastern borders of downtown, separating it from its neighboring areas with the infrastructure of the freeway. The heavy traffic at the freeway's on-ramps and off-ramps in this area also create barriers for pedestrians and cyclists.

Focus Area 1's high residential density and diverse range of activities present significant opportunities for enhancing pedestrian, bicycle, transit facilities. Popular destinations including Little Italy, Chicano Park, Marina District, Gaslamp, the San Diego Convention Center, and the ballpark draw large crowds of visitors. Residents and stakeholders in these areas, as well as the surrounding streets, will see benefits in sustainability, safety, and equity from more visitors arriving by transit, bicycle, and foot.

COMMUNITY VOICES

"There are tons of intersections that do not have painted crosswalks. Adding these should be a simple and easy process."

"I'd really love to be able to take public transit to the airport, I feel like that's the one place I really can't get to and I have to take an Uber."

"I am writing to express my strong support for the Mobility Master Plan's goals of creating a more balanced, equitable, and sustainable mobility system for our city. However, I would like to bring to your attention a critical gap in our current infrastructure that needs to be addressed: the lack of a safe biking route from Downtown to Old Town."

MOBILITY PROGRAMS OF INTEREST

The community expressed interest in the following mobility programs:

- Neighborhood shuttle
- Art in the right-of-way
- On-demand specialized transportation
- Carshare
- Transit fare subsidy

PLANNED PROJECTS

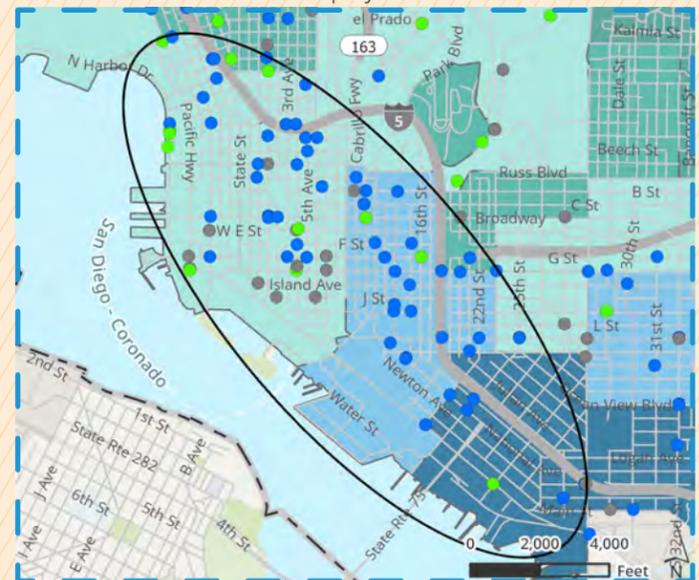
The table and figure to the right highlight the top 10 City mobility projects for Focus Area 1. The full list of mobility projects for all Focus Areas can be found in Appendix B.

OPPORTUNITIES FOR FUTURE STUDY

Focus Area 1 opportunities for future study include but are not limited to:

- » Improved pedestrian infrastructure and safety enhancements, including marked crossings at Kettner Boulevard to and from the Palm Street Bridge
- » Protected bikeways on Pacific Highway connecting Downtown, Old Town, and Mission Bay
- » Scalable micromobility and microtransit options
- » Parking management strategies, such as dynamic curbside management

FIGURE 6-10: FA1 Climate Equity Index and Collisions



*Severe or Fatal Collision by Mode Type: ● Pedestrian ● Bicycle ● Vehicle
** For full Legend details see Figure 6-7.

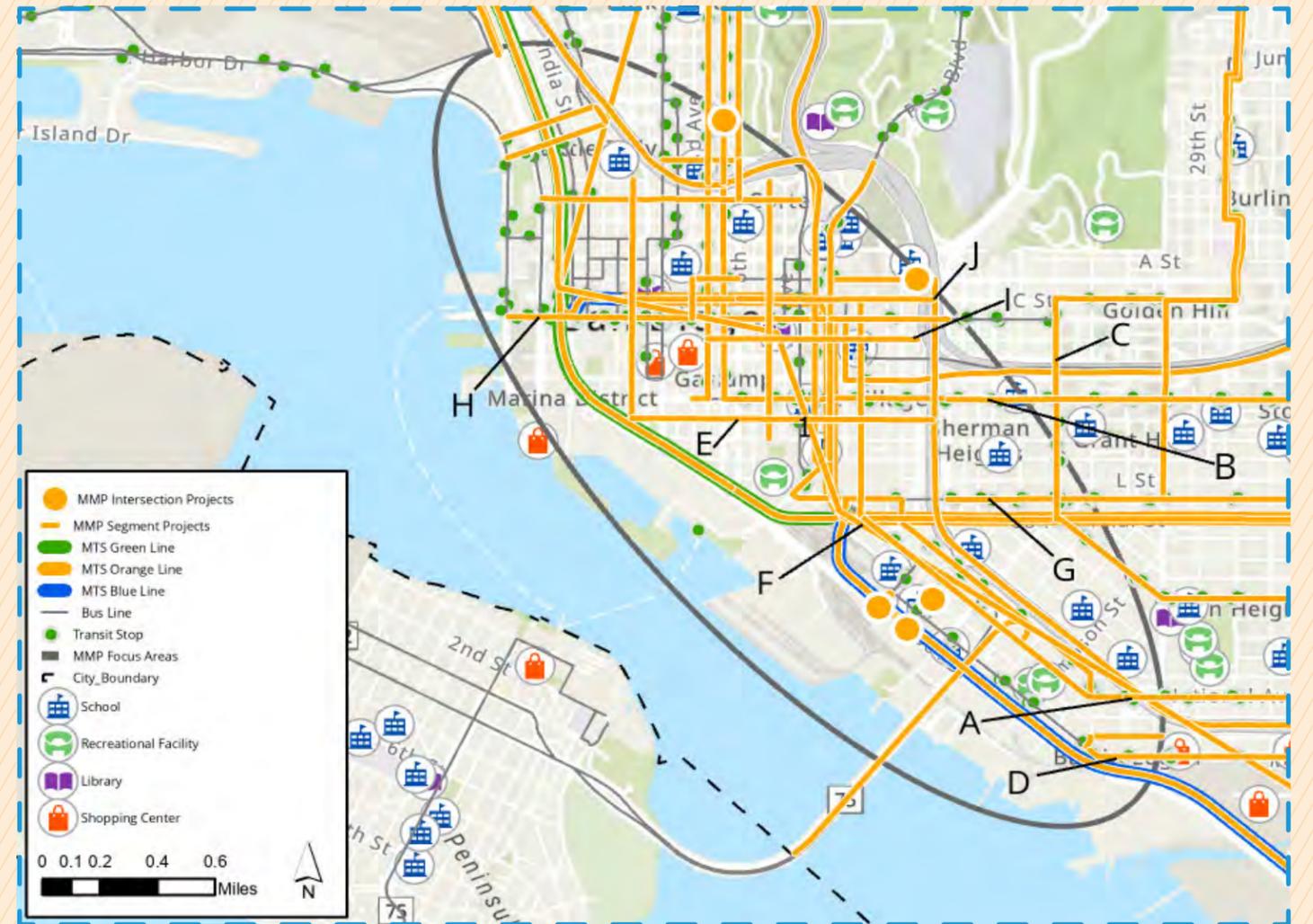


FIGURE 6-11: FA1 Planned Projects Map

TABLE 6-2: FA1 Planned Projects

City Projects	Description	Mode
A	Implement buffered bike lanes, curb extensions, enhanced crosswalks, new traffic signals, and pedestrian countdown indications along National Ave from 27th St to 43rd St.	Walking, Cycling, Vehicular
B	Repurpose the roadway right-of-way for one-way cycle tracks along Market St from 19th St to Boundary St. Install curb extensions and upgraded crosswalks and pedestrian signals at intersections.	Walking, Cycling
C	Implement bike lanes along 25th St from Market St to Commercial St and Ocean View Boulevard from Commercial St to 36th St.	Cycling
D	Repurpose the roadway right-of-way for a two-way cycle track on the south side of Main St from Schley St to Rigel St. Install new raised medians, driveways and curb ramps.	Walking, Cycling
E	Implement a Greenway along Island Ave from Union St to I-5 Fwy to connect the Marina and East Village.	Walking
F	Reclassify National Ave between Commercial St and 28th St as a Two-lane Collector without a two-way left-turn lane. Also, install buffered bike lanes.	Cycling, Vehicular
G	Repurpose the roadway right-of-way for buffered bike lanes along Imperial Ave between 19th St and 32nd St. Install curb extensions and enhanced crosswalks at select intersections.	Walking, Cycling
H	Implement one-way cycle tracks along Broadway from Harbor Dr to Third Ave.	Cycling
I	Implement a Greenway along E St from 4th Ave to 17th St to connect Gaslamp and East Village.	Walking
J	Implement bikeways along Broadway from Park Blvd to 19th St to connect Downtown and Golden Hill.	Cycling

FOCUS AREA 2

COUNCIL DISTRICT 4

	POPULATION	FOCUS AREA: 20,000 CITY OF SAN DIEGO: 1,386,300
	MEDIAN HOUSEHOLD INCOME	FOCUS AREA: \$44,000 CITY OF SAN DIEGO: \$88,000
	MEDIAN AGE	FOCUS AREA: 30 CITY OF SAN DIEGO: 36
	PERCENTAGE OF WORKERS DRIVING ALONE	FOCUS AREA: 68% CITY OF SAN DIEGO: 69%
	PERCENTAGE OF HOUSEHOLDS WITH NO VEHICLE	FOCUS AREA: 8% CITY OF SAN DIEGO: 6%

OVERVIEW

Focus Area 2 includes parts of Encanto Neighborhoods and Eastern Area, which are diverse, vibrant communities with unique characteristics. These neighborhoods face both mobility challenges and opportunities.

This area is served by several bus routes and the east-west Orange Line Trolley along Market Street. However, SR-94 divides the area, with only two north-south connections, 47th Street and Euclid Avenue. Additionally, I-805 limits local road access westbound and into Downtown. Most grocery stores, restaurants, and services are concentrated along Euclid Avenue, while schools are scattered, with a cluster along 47th Street, south of Imperial Avenue. Figure 6-12 illustrates the severe and fatal collisions by mode type. Implementing safe routes to school and transit access, investing in pedestrian infrastructure and amenities, roadway beautification, and improving connectivity by closing gaps in the pedestrian network would enhance the mobility experience in Focus Area 2.

COMMUNITY VOICES

Community member feedback received centered around safety concerns including Seniors' needs, roundabouts, speed limit and slow turn signs, bike lanes, streetlights, and ADA-friendly corners.

"All programs are a good idea; they help people be more green, but safety is also a need to help people ride more safely around amazing San Diego and communities."

"Pay more attention to seniors' needs; we seem to be the forgotten group."

"Need actual sidewalks to be safer, especially for people with mobility issue."

MOBILITY PROGRAMS OF INTEREST

The community expressed interest in the following mobility programs:

- Neighborhood shuttle
- Art in the right-of-way
- On-demand specialized transportation
- Carshare
- Transit fare subsidy

PLANNED PROJECTS

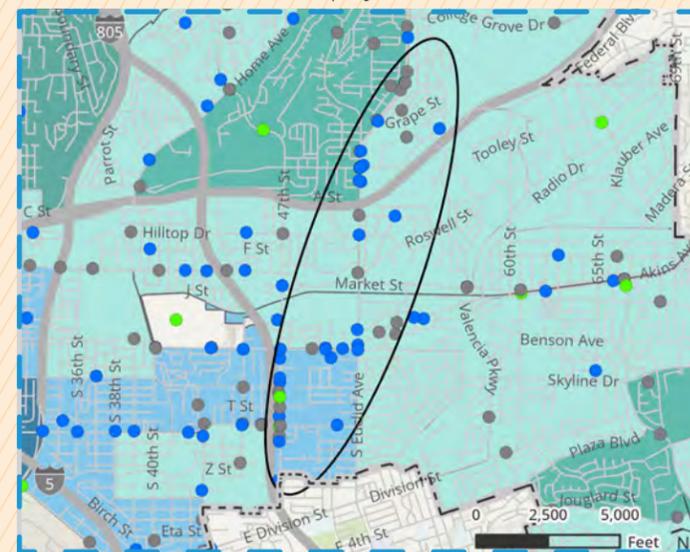
The table and figure to the right highlight top City mobility projects for Focus Area 2. The complete list of mobility projects for all Focus Areas can be found in Appendix B.

OPPORTUNITIES FOR FUTURE STUDY

Focus Area 2 opportunities for future study include but are not limited to:

- » Complete Streets improvements, such as wayfinding, shading mechanisms, pedestrian-scale lighting, and landscaped sidewalks and medians
- » Traffic calming measures, such as traffic circles and roundabouts
- » Slow Streets and Safe Routes to School improvements
- » Pavement improvements and traffic safety along Euclid Avenue, Imperial Avenue, 47th Street, and 54th Street
- » Flexible fleets and other microtransit options

FIGURE 6-12: FA2 Climate Equity Index and Collisions



*Severe or Fatal Collision by Mode Type: ● Pedestrian ● Bicycle ● Vehicle
** For full Legend details see Figure 6-7.

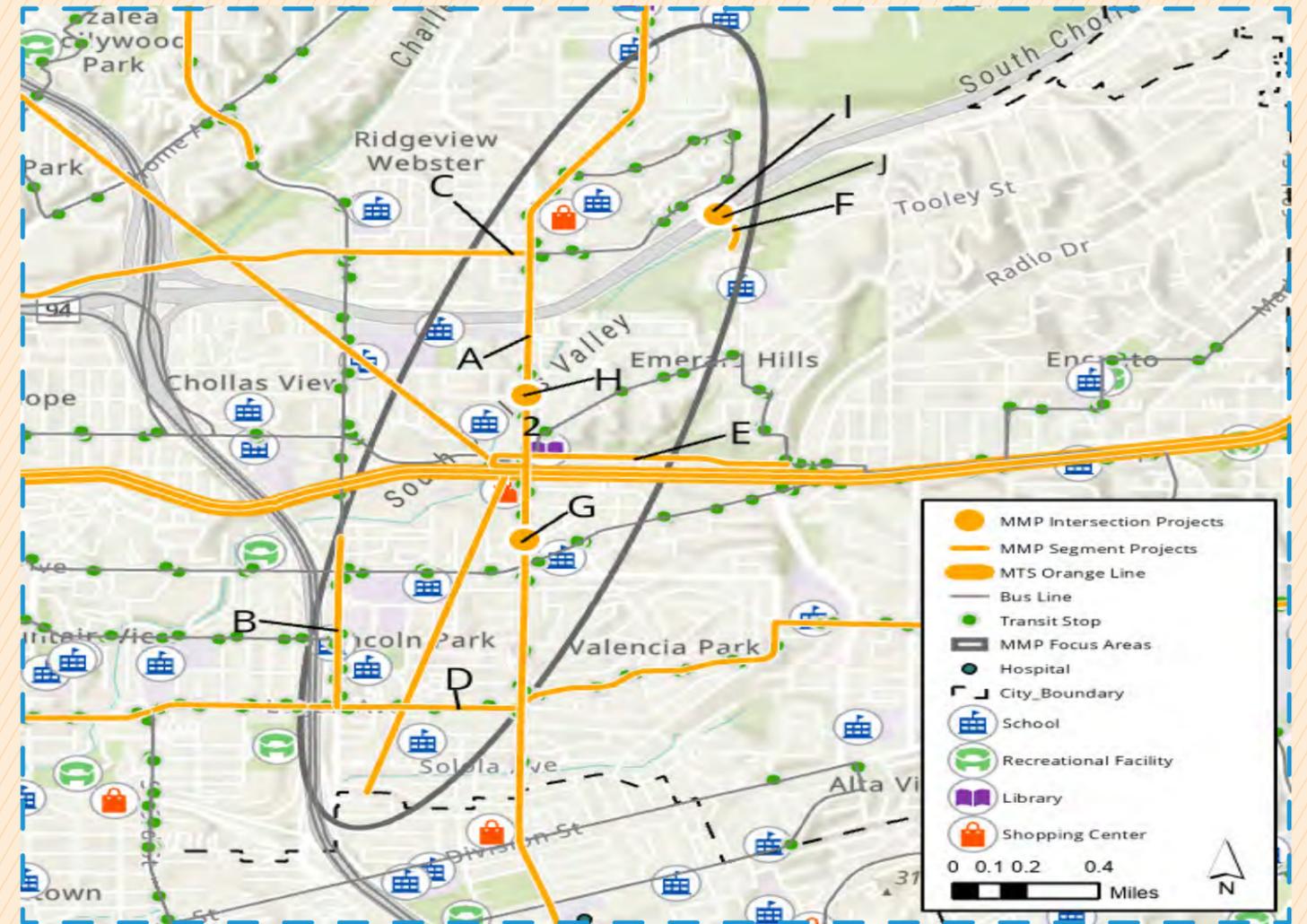


FIGURE 6-13: FA2 Planned Projects Map

TABLE 6-3: FA2 Planned Projects

City Projects	Description	Mode
A	Implement dedicated bikeways, raised medians, curb ramps, curb extensions, and enhanced crosswalks along Euclid Ave. Specifically, implement bike lanes between Market St and Imperial Ave and one-way cycle tracks between Imperial Ave and Solola Ave.	Walking, Cycling, Vehicular
B	Repurpose the roadway right-of-way for one-way cycle tracks on 47th St from Nogal St and Logan Ave.	Cycling
C	Implement a bikeway on Federal Blvd from Home Ave to Euclid Ave.	Cycling
D	Repurpose the roadway right-of-way for buffered bike lanes on Logan Ave from I-805 and Euclid Ave.	Cycling
E	Widen Market St between Euclid Ave and Pitta St to provide a left-turn pocket and pedestrian refuge at 54th St. Also, implement one-way cycle tracks and install sidewalks, where missing.	Walking, Cycling, Vehicular
F	Install missing sidewalk along the east side of Kelton Rd from Bethune Ct to Bayview Heights Wy.	Walking
G	New traffic signal at Euclid Ave and Castana St.	Vehicular
H	New traffic signal at Euclid Ave and Lakiba Palmer Ave (Lise Ave).	Vehicular
I	New traffic signal at Bayview Heights Wy and SR-94 Westbound On/Off Ramps.	Vehicular
J	New traffic signal at Kelton Rd and SR-94 Eastbound On/Off Ramps.	Walking

FOCUS AREA 3

COUNCIL DISTRICTS 3, 9

	POPULATION	FOCUS AREA: 82,000 CITY OF SAN DIEGO: 1,386,300
	MEDIAN HOUSEHOLD INCOME	FOCUS AREA: \$62,000 CITY OF SAN DIEGO: \$88,000
	MEDIAN AGE	FOCUS AREA: 34 CITY OF SAN DIEGO: 36
	PERCENTAGE OF WORKERS DRIVING ALONE	FOCUS AREA: 67% CITY OF SAN DIEGO: 69%
	PERCENTAGE OF HOUSEHOLDS WITH NO VEHICLE	FOCUS AREA: 10% CITY OF SAN DIEGO: 6%

OVERVIEW

Focus Area 3 includes parts of Uptown, North Park, and City Heights. The area includes parts of Interstate 805 and State Route 15. The Focus Area is roughly centered along University Avenue from near the western edge of Hillcrest at Front Street to just east of 54th Street in City Heights. In addition to University Avenue, West Washington Street and El Cajon Boulevard are the other two main east-west roads in this Focus Area. All three roads are busy mixed-use corridors that include single and multifamily residential and a variety of commercial buildings from small storefronts to larger retail with surface and garage parking. These corridors are essential to the life, commerce, and cultures of the neighborhoods and they provide opportunities for further safety, transit, and pedestrian and bicycle improvements. It is also important to identify improvements on key streets that intersect or run parallel with these corridors.

COMMUNITY VOICES

"Make mass transportation that goes to where folks need to go in a timely manner happen."

"There is a need for more buses and trolleys."

"Close the first/last mile gap: Ensure there are multiple comfortable options to access transit: bikeshare, neighborhood electric vehicles, and improved transit transfer services."

MOBILITY PROGRAMS OF INTEREST

The community expressed interest in the following mobility programs:

- Neighborhood shuttle
- Transit fare subsidies
- Slow Streets
- On-demand specialized transportation
- Community parking district

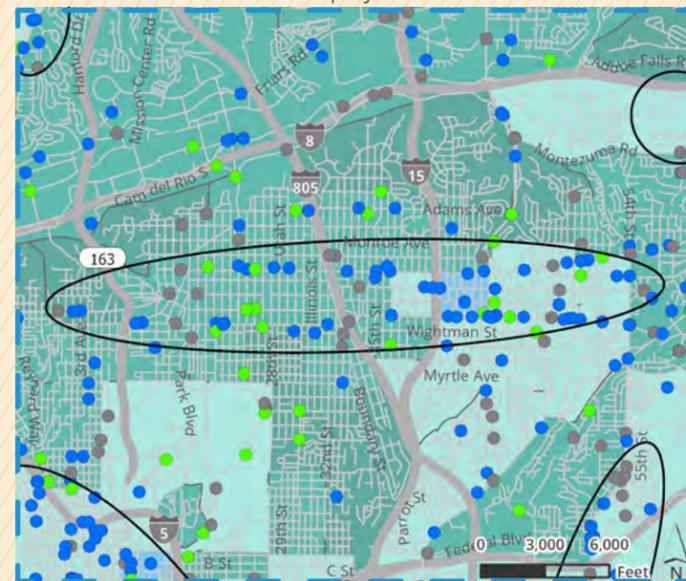
PLANNED PROJECTS

The table and figure to the right detail the top 10 City mobility projects for Focus Area 3. The full list of mobility projects for all Focus Areas can be found in Appendix B.

OPPORTUNITIES FOR FUTURE STUDY

- Focus Area 3 opportunities for future study include but are not limited to:
- » Addressing active transportation barriers, such as access across Florida Canyon
 - » Scalable micromobility and microtransit options
 - » Exploration of pilot studies to initiate mobility programs
 - » Additional Complete Streets and multimodal improvements along El Cajon Blvd and University Ave

FIGURE 6-14: FA3 Climate Equity Index and Collisions



*Severe or Fatal Collision by Mode Type: ● Pedestrian ● Bicycle ● Vehicle
 ** For full Legend details see Figure 6-7.

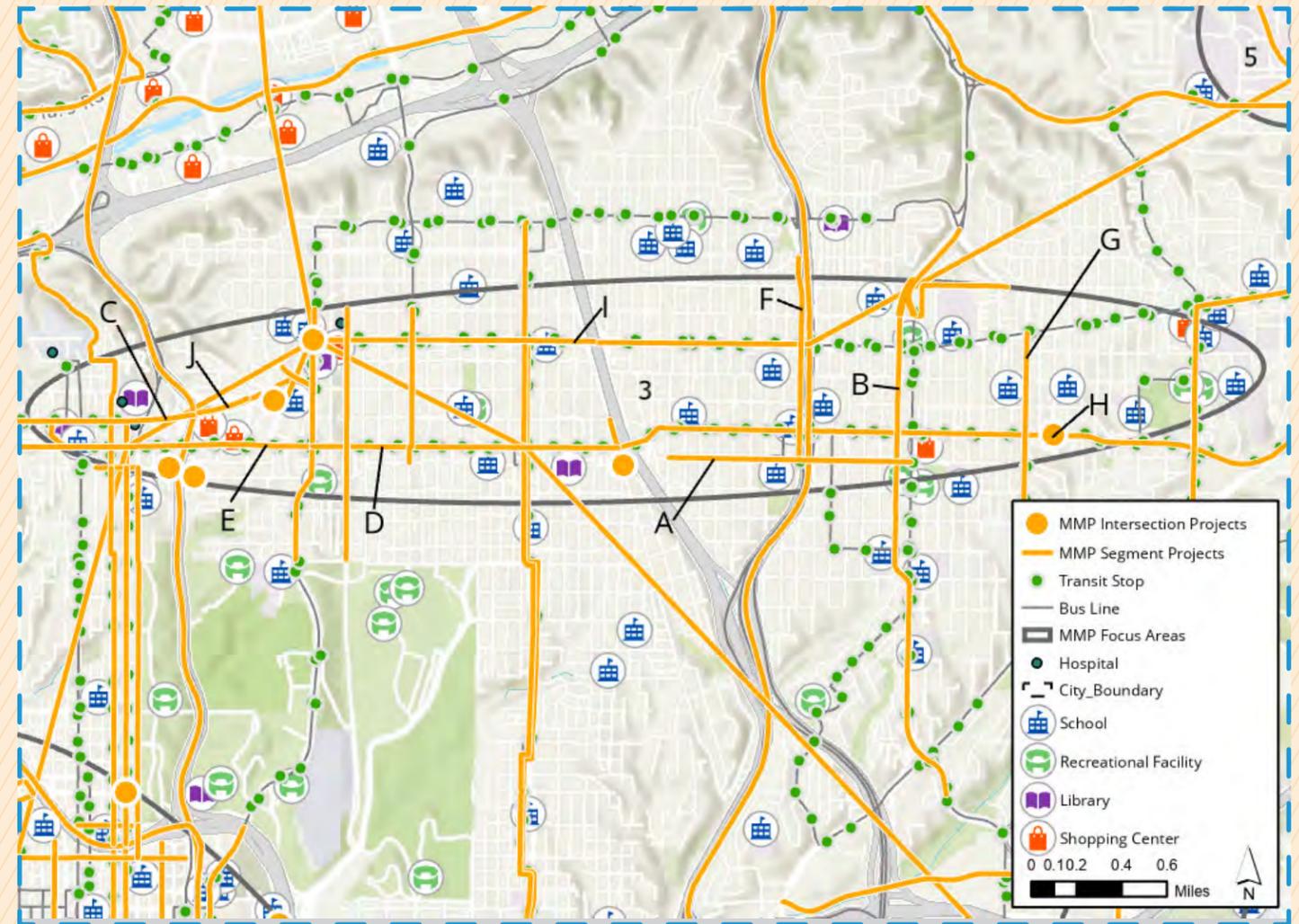


FIGURE 6-15: FA3 Planned Projects Map

TABLE 6-4: FA3 Planned Projects*

City Projects	Description	Mode
A	Implement bike lanes along Wightman St from Swift Ave to Fairmount Ave.	Cycling
B	Implement a bikeway on 43rd St from Meade Ave to Ridge View Dr.	Cycling
C	Implement bike lanes along Washington St from University Ave to Normal St.	Cycling
D	Implement pedestrian facilities along University Ave between Park Blvd and I-805, which could include wide sidewalks, closing sidewalk gaps, bulb-outs, and pedestrian countdown timers.	Walking
E	Provide pedestrian facilities along University Ave between Washington and Park Blvd.	Walking
F	Implement a bikeway along 40th St from Madison Ave to Wightman St.	Walking
G	Install curb, gutter, sidewalk, curb ramps, striping, landscaping, roadway restoration, traffic signal modifications, and traffic calming measures along Euclid Ave between Redwood St and El Cajon Blvd.	Walking, Cycling, Vehicular
H	New traffic signal at Estrella Ave and University Ave.	Walking
I	Provide pedestrian facilities along El Cajon Blvd between I-805 and Park Blvd.	Walking
J	Implement missing sidewalk along the north side of Washington St near the SR 163 On-ramp.	Walking

*Mid-City Communities Plan is being updated and for more information on how you can get involved in the planning process visit <https://www.sandiego.gov/planning/mid-city-communities-plan-update>.

**It is important to note that this plan update could modify projects and/or add new mobility recommendations.

FOCUS AREA 4

COUNCIL DISTRICTS 2, 3

	POPULATION	FOCUS AREA: 7,000 CITY OF SAN DIEGO: 1,386,300
	MEDIAN HOUSEHOLD INCOME	FOCUS AREA: \$65,000 CITY OF SAN DIEGO: \$88,000
	MEDIAN AGE	FOCUS AREA: 36 CITY OF SAN DIEGO: 36
	PERCENTAGE OF WORKERS DRIVING ALONE	FOCUS AREA: 53% CITY OF SAN DIEGO: 69%
	PERCENTAGE OF HOUSEHOLDS WITH NO VEHICLE	FOCUS AREA: 13% CITY OF SAN DIEGO: 6%

OVERVIEW

Focus Area 4 spans Interstate 5, just south of the San Diego River, with Midway in the west and Old Town, along with a small part of Mission Valley, to the east.

Old Town's mix of parks, tourist attractions, and restaurants brings a steady stream of visitors arriving by transit, tour buses, and cars. The area includes the Old Town Transit Center, located adjacent to Pacific Highway and Interstate 5. This transit hub provides access to the Amtrak Pacific Surfliner, NCTD Coaster commuter rail, and MTS trolley and bus lines. Airport shuttles, as well as UCSD and USD shuttles, also provide service at the transit center.

In contrast, Midway is characterized by large superblocks featuring auto-oriented big-box retail, light industrial, and government facilities, which can make the area challenging for pedestrians. However, the community still has notable pedestrian activity and bus ridership. Figure 6-16 illustrates the severe and fatal collisions by mode type.

Current mobility conditions of Focus Area 4 show the need for pedestrian safety enhancements and transit investments.

COMMUNITY VOICES

"The bike network is still weak and fragmented and needs to be much stronger to encourage such a large share of trips by 2035."

"We need a safe way to get from uptown/downtown to old town, liberty station, and businesses along nearby to pacific highway."

"I am a resident of San Diego and am in support of the Master Mobility Plan."

MOBILITY PROGRAMS OF INTEREST

The community expressed interest in the following mobility programs:

- Neighborhood shuttle
- Transit fare subsidies
- Slow Streets
- Curbside management
- Mobility as a Service

PLANNED PROJECTS

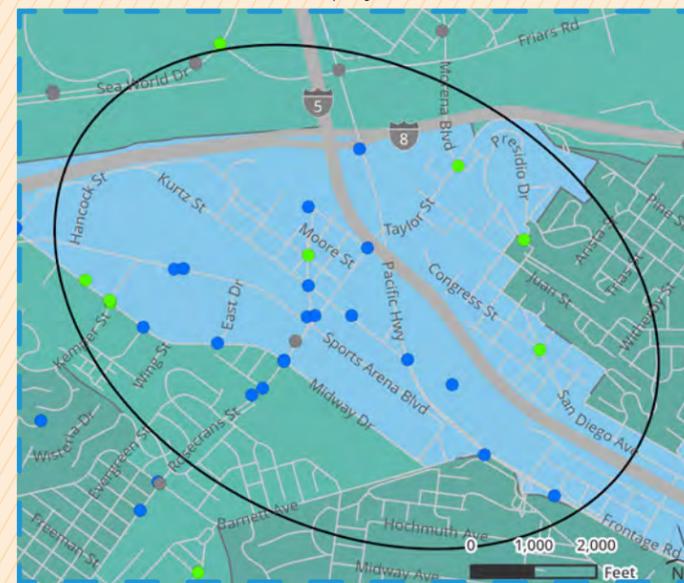
The table and figure to the right highlight top City-led mobility projects for Focus Area 4. The full list of mobility projects for all Focus Areas can be found in Appendix B.

OPPORTUNITIES FOR FUTURE STUDY

Focus Area 4 opportunities for future study include but are not limited to:

- » Implementation of transit only lanes, transit signal priorities, and other transit priority measures
- » Protected bikeways between Midway, Downtown San Diego, Old Town, and Mission Bay
- » Complete Streets elements as part of redevelopment

FIGURE 6-16: FA4 Climate Equity Index and Collisions



*Severe or Fatal Collision by Mode Type: ● Pedestrian ● Bicycle ● Vehicle
** For full Legend details see Figure 6-7.

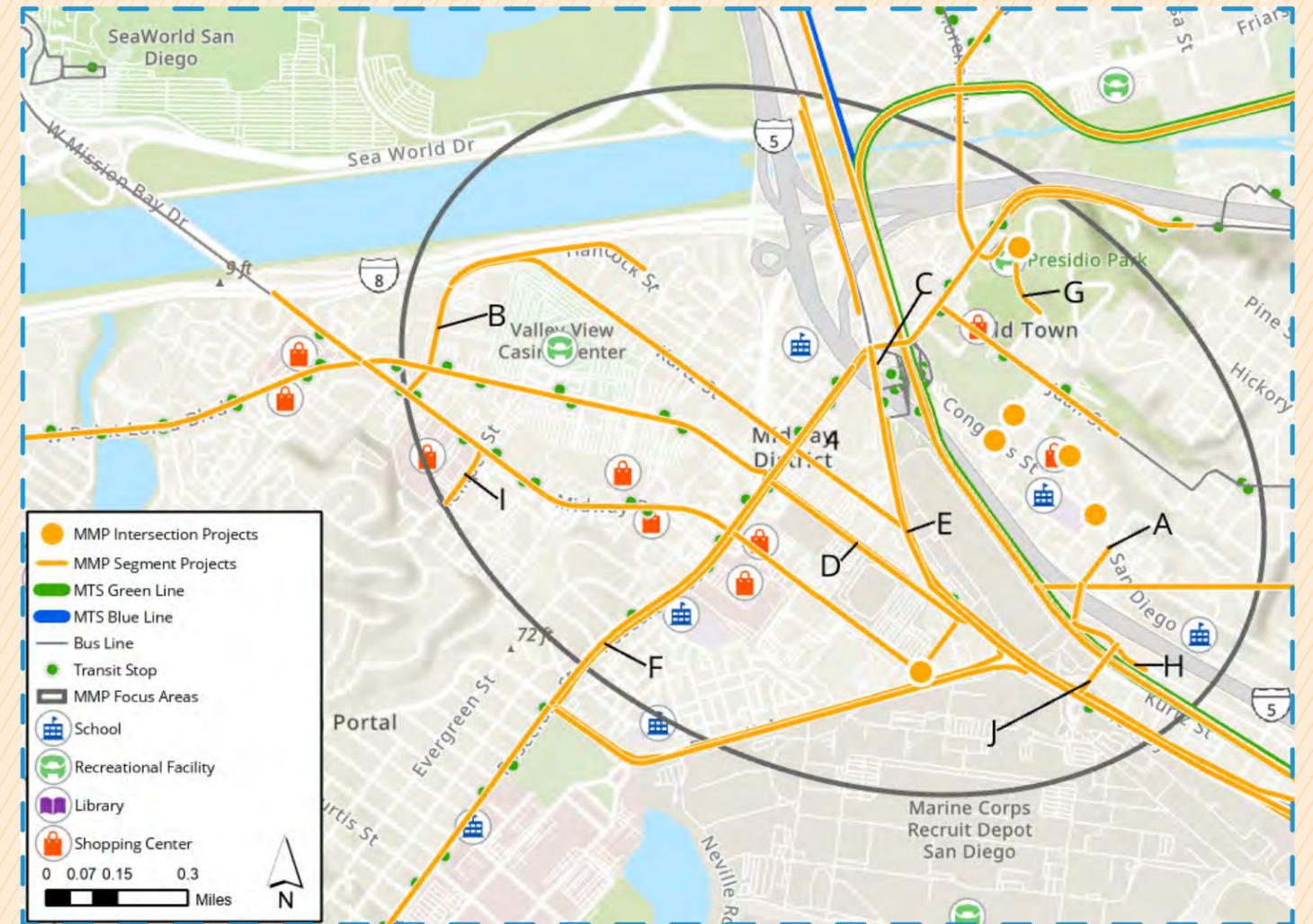


FIGURE 6-17: FA4 Planned Projects Map

TABLE 6-5: FA4 Planned Projects

City Projects	Description	Mode
A	Implement bike lanes along Old Town Ave from Hancock St to San Diego Ave.	Cycling
B	Provide a bikeway on Hancock St from Sports Arena Blvd to Kurtz St.	Cycling
C	Multi-use path on the east side of Pacific Hwy between Midway-Pacific Hwy community boundary and Taylor St. Install pedestrian-scale lighting along the length of the path.	Walking, Cycling
D	Multi-use path on the northeast side of Sports Arena Blvd between Rosecrans St and Pacific Hwy. Install pedestrian-scale lighting along the length of the path.	Walking, Cycling
E	Implement one-way cycle tracks along Pacific Hwy from Taylor St to Laurel St.	Cycling
F	Multi-use path on the south side of Rosecrans between Lytton St and Pacific Hwy. Install pedestrian-scale lighting, stormwater management improvements, and landscaping.	Walking, Cycling
G	Implement missing sidewalks on the west side of Jackson St from Presidio Dr to Mason St.	Walking
H	Implement missing sidewalk along the west side of Hancock St south of Witherby St.	Walking
I	Implement bike lanes on Kemper St from Sports Arena Blvd to Kenyon St.	Cycling
J	Multi-use path on the southwest side of Sports Arena Blvd between I-8 and Midway Dr. Install pedestrian-scale lighting, stormwater management improvements, and landscaping.	Cycling

FOCUS AREA 5

COUNCIL DISTRICTS 7, 9

	POPULATION	FOCUS AREA: 5,000 CITY OF SAN DIEGO: 1,386,300
	MEDIAN HOUSEHOLD INCOME	FOCUS AREA: \$22,000 CITY OF SAN DIEGO: \$88,000
	MEDIAN AGE	FOCUS AREA: 21 CITY OF SAN DIEGO: 36
	PERCENTAGE OF WORKERS DRIVING ALONE	FOCUS AREA: 50% CITY OF SAN DIEGO: 69%
	PERCENTAGE OF HOUSEHOLDS WITH NO VEHICLE	FOCUS AREA: 13% CITY OF SAN DIEGO: 6%

OVERVIEW

Focus Area 5 covers most of San Diego State University's main campus, situated between Interstate 8 and Montezuma Road. With approximately 75% of SDSU students living off-campus, the campus is a major daily commuting destination for students and employees. Additionally, the campus attracts large crowds of visitors for sporting events and concerts. The SDSU Transit Center provides access to the Trolley's Green Line and multiple bus routes, serving students, faculty, staff, visitors, and nearby residents.

Focus Area 5 presents opportunities to increase the mode share for cycling and transit to and from SDSU campus, particularly along College Avenue. This is a major north-south connector for the Focus Area and provides the closest direct access for neighborhoods north of Interstate 8, where many SDSU students reside.

COMMUNITY VOICES

"I'm excited to see the Mobility Master Plan and love the intention behind it. Thank you for your work on it and I think it's a great start."

"Programs do not do anything to facilitate safe transportation of most vulnerable road users: protected bike lanes, traffic calming, pedestrian crossings - how are those prioritized? There are Slow Streets, which are great, but they are only for one small section of road. Please focus on a safe connected network."

MOBILITY PROGRAMS OF INTEREST

The community expressed interest in the following mobility programs:

- Neighborhood shuttle
- Transit fare subsidies
- Slow Streets
- On-demand specialized transportation
- Community parking district

PLANNED PROJECTS

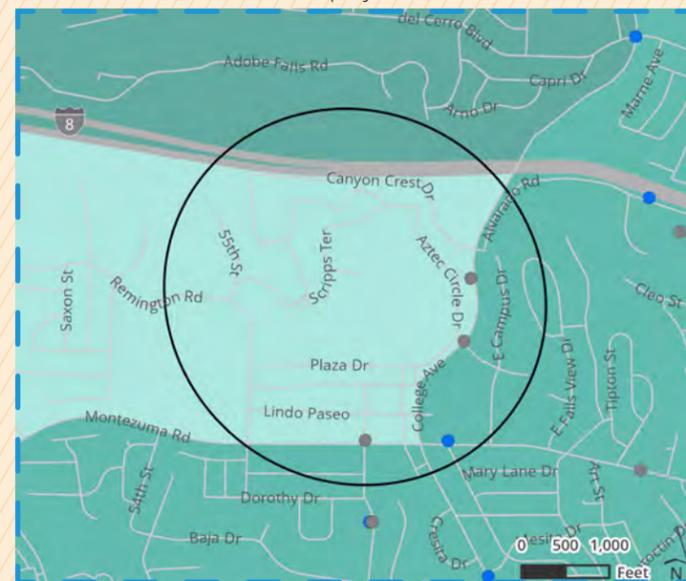
The table and figure to the right detail the top City mobility projects for Focus Area 5. The complete list of mobility projects for all Focus Areas can be found in Appendix B.

OPPORTUNITIES FOR FUTURE STUDY

Focus Area 5 opportunities for future study include but are not limited to:

- » Safety enhancements based on systemic safety recommendations
- » Parking management strategies and microtransit
- » High-quality active transportation connections to and from SDSU, including College Blvd

FIGURE 6-18: FA5 Climate Equity Index and Collisions



*Severe or Fatal Collision by Mode Type: ● Pedestrian ● Bicycle ● Vehicle
** For full Legend details see Figure 6-7.

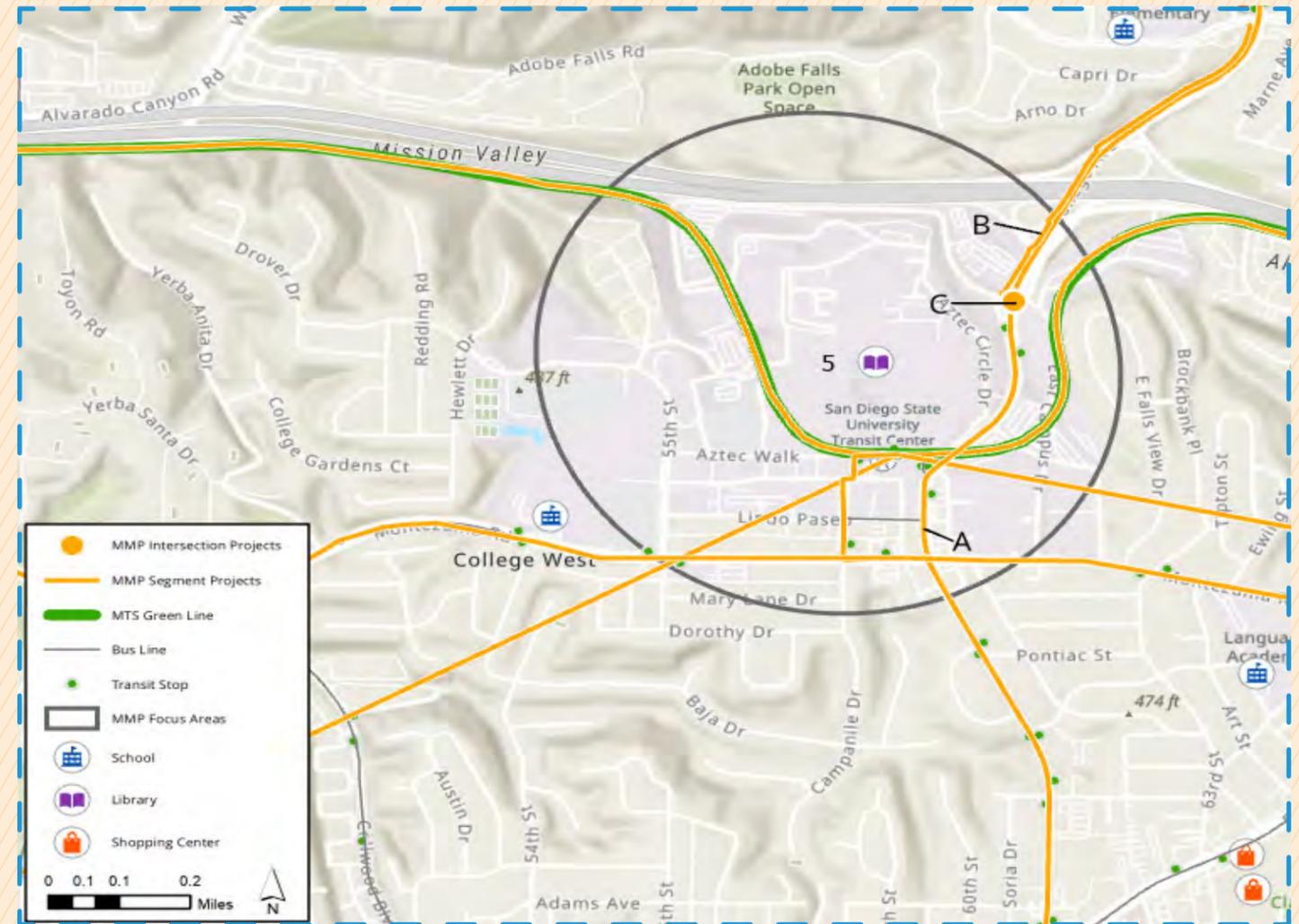


FIGURE 6-19: FA5 Planned Projects Map

TABLE 6-6: FA5 Planned Projects

City Projects	Description	Mode
A	Implement a bikeway along College Ave from Navajo Rd to Lemon Grove city limits.	Cycling
B	Provide missing sidewalk along the west side of College Ave from Del Cerro Blvd to Canyon Crest Dr	Walking
C	Implement improvements for College Ave/Canyon Crest Dr/ Alvarado Rd Intersection, realignment of Alvarado Rd for approximately 1,600 ft east of College Ave, and Class II bicycle lanes on College Ave/ Canyon Crest Dr	Walking, Cycling, Vehicular

PLANNING EFFORTS UNDERWAY

The City of San Diego is updating the College Area Community Plan, last updated and adopted in 1989. The update will consider current conditions, Citywide goals within the CAP, the General Plan, and community-specific goals to shape its future. For more information on how to get involved in the planning process visit <https://www.sandiego.gov/planning/community-plans/updates/college-area>. It is important to note that this update will modify projects and/or add new recommendations.



FOCUS AREA 6

COUNCIL DISTRICT 8

POPULATION	FOCUS AREA: 39,000 CITY OF SAN DIEGO: 1,386,300
MEDIAN HOUSEHOLD INCOME	FOCUS AREA: \$51,000 CITY OF SAN DIEGO: \$88,000
MEDIAN AGE	FOCUS AREA: 32 CITY OF SAN DIEGO: 36
PERCENTAGE OF WORKERS DRIVING ALONE	FOCUS AREA: 75% CITY OF SAN DIEGO: 69%
PERCENTAGE OF HOUSEHOLDS WITH NO VEHICLE	FOCUS AREA: 7% CITY OF SAN DIEGO: 6%

OVERVIEW

Focus Area 6 encompasses parts of San Ysidro and Otay-Mesa Nestor, including sections of Interstates 5, 805, and State Route 905. Its proximity to the U.S.-Mexico border leads to significant commuting and pedestrian activity through the area. The San Ysidro Transit Center, located near one of the busiest international border crossings in the world, sees around 20,000 people crossing on foot daily for work, school, or visits, many of whom rely on transit after crossing.

Figure 6-20 illustrates the severe and fatal collisions by mode type. There are numerous opportunities to improve pedestrian and bicycle access in this Focus Area, particularly around access to and from the San Ysidro Transit Center. These include enhancements to San Ysidro Boulevard, the Trolley stations at Beyer Boulevard and San Ysidro, and the development of a San Ysidro mobility hub.

COMMUNITY VOICES

"Focus on elderly mobility options."

"Transportation for disabled youth (outside of school buses)."

"Provide all Spanish pamphlets for home reading."

MOBILITY PROGRAMS OF INTEREST

The community expressed interest in the following mobility programs:

- Neighborhood shuttle
- Community parking district
- On-demand specialized transportation
- Mobility as a service
- Art in the right-of-way

PLANNED PROJECTS

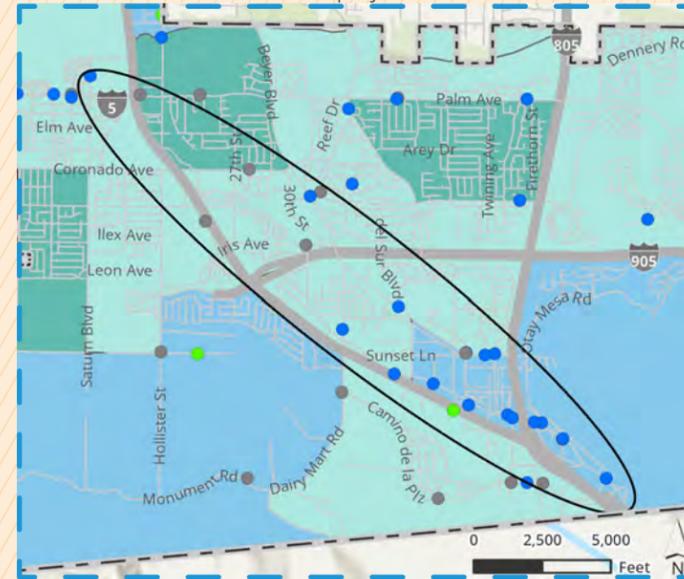
The table and figure to the right highlights City mobility projects for Focus Area 6. The complete list of mobility projects for all Focus Areas can be found in Appendix B.

OPPORTUNITIES FOR FUTURE STUDY

Focus Area 6 opportunities for future study include but are not limited to:

- » Complete Streets elements, such dedicated bikeways and shading mechanisms, on San Ysidro Blvd
- » Safe Routes to School and mobility education programs
- » Microtransit or circulator to connect the community to job and educational opportunities
- » Leverage increased transit investments at the border

FIGURE 6-20: FA6 Climate Equity Index and Collisions



*Severe or Fatal Collision by Mode Type: ● Pedestrian ● Bicycle ● Vehicle
** For full Legend details see Figure 6-7.

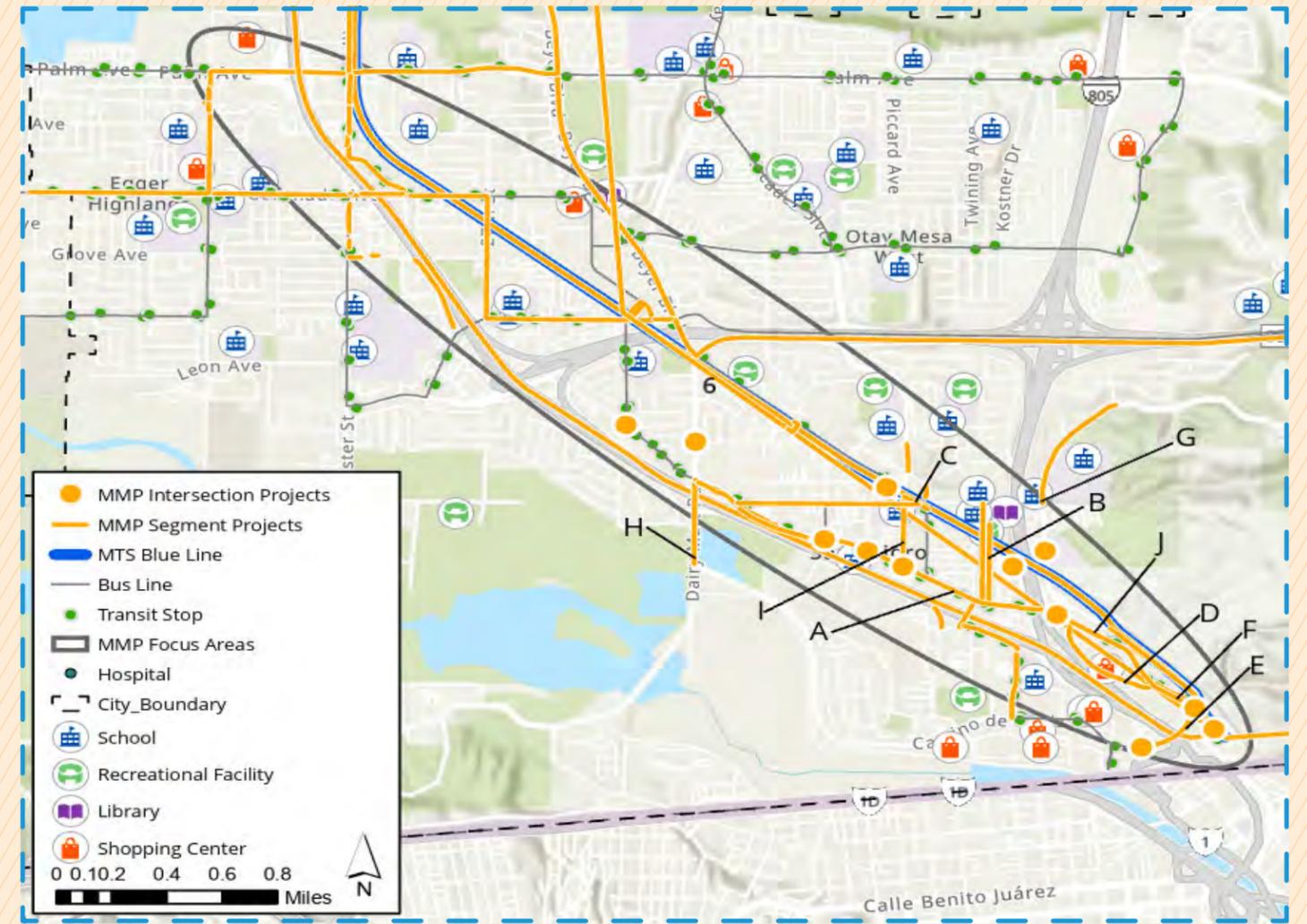


FIGURE 6-21: FA6 Planned Projects Map

TABLE 6-7: FA6 Planned Projects

City Projects	Description	Mode
A	Install buffered bike lanes or sharrows along W. and E. San Ysidro Blvd between Dairy Mart Rd and Camino Del La Plaza.	Cycling
B	Implement traffic calming measures, crossing improvements, and multi-use paths along W. Park Ave and E. Park Ave.	Walking, Cycling
C	Install one-way cycle tracks on South Vista Ave from Smythe Crossing and Cottonwood Rd.	Cycling
D	Install a SB-only buffered bike lane along Border Village Rd between both ends of East San Ysidro Blvd.	Cycling
E	Widen the freeway overpass on Camino De La Plaza for wider sidewalks, a bikeway, and an additional Southbound (SB) lane. Also include a pedestrian scramble at the Camino De La Plaza/East Beyer Blvd/ East San Ysidro Blvd intersection.	Walking, Cycling, Vehicular
F	Implement wider sidewalks, raised medians, and buffered bike lanes along East San Ysidro Blvd between Border Village Rd and Rail Ct.	Walking, Cycling
G	Implement bicycle lanes along Otay Mesa Rd from Beyer Blvd to Remington Hills Dr.	Cycling
H	Widen the freeway overpass and the Dairy Mart Rd segment between W. San Ysidro Blvd and Servando Rd to a 4-lane Collector, implement bike lanes between W. San Ysidro Blvd and Camino De La Plaza, and sidewalk improvements.	Walking, Cycling, Vehicular
I	Implement a bikeway along Smythe Ave between South Vista Ave and W. San Ysidro Blvd.	Cycling
J	Install a NB-only buffered bike lane on E. San Ysidro Blvd from both ends of Border Village Rd	Cycling

FOCUS AREA 7

COUNCIL DISTRICTS 1, 2

	POPULATION	FOCUS AREA: 23,000 CITY OF SAN DIEGO: 1,386,300
	MEDIAN HOUSEHOLD INCOME	FOCUS AREA: \$85,000 CITY OF SAN DIEGO: \$88,000
	MEDIAN AGE	FOCUS AREA: 32 CITY OF SAN DIEGO: 36
	PERCENTAGE OF WORKERS DRIVING ALONE	FOCUS AREA: 69% CITY OF SAN DIEGO: 69%
	PERCENTAGE OF HOUSEHOLDS WITH NO VEHICLE	FOCUS AREA: 3% CITY OF SAN DIEGO: 6%

OVERVIEW

Focus Area 7 is mostly within Pacific Beach centered along the parallel east-west streets of Grand Avenue and Garnet Avenue along with a small portion of Clairemont just east of Interstate 5. Garnet Avenue is Pacific Beach's main commercial corridor with a mix of pedestrian-oriented businesses and businesses with surface parking lots. Grand Avenue is the main automobile thoroughfare from Interstate 5 to the beach with a mix of residential and commercial development. Both corridors have significant bus ridership and pedestrian activity. These two corridors and the area around Interstate 5 present challenges and opportunities for programs and infrastructure improvements that could provide residents and visitors with more mobility options in, out of, and around the neighborhood.

COMMUNITY VOICES

"Beach Bug is awesome!! More of that! E-bikes are great but only if you have security at your destination. Might pair well with the new smart streetlights just approved. Bike lockers for fee would also be great at popular spots, like the beach."

"Please continue to build more viable and safe bike lanes; the bright green paint really helps motorists see the bike lane and watch for cyclists."

"Neighborhood shuttle is good, but a fixed route would help."

MOBILITY PROGRAMS OF INTEREST

The community expressed interest in the following mobility programs:

- Neighborhood shuttle
- Transit fare subsidies
- Art in the right-of-way
- Slow Streets
- Curbside management

PLANNED PROJECTS

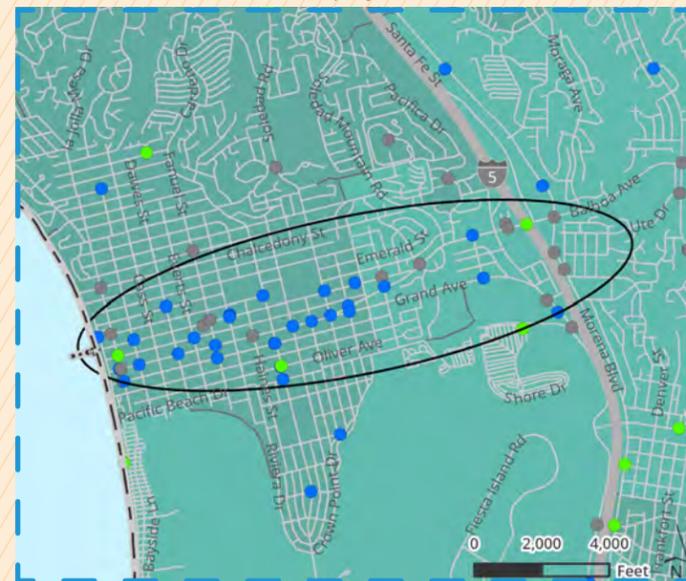
The table and figure to the right detail the top City mobility projects for Focus Area 7. The complete list of mobility projects for all Focus Areas can be found in Appendix B.

OPPORTUNITIES FOR FUTURE STUDY

Focus Area 7 opportunities for future study include but are not limited to:

- » Slow Streets evaluations that orient streets towards pedestrians and bicyclists, including at Ocean Blvd between Thomas Ave and Grand Ave
- » Complete Street improvements along key corridors including Grand Ave, Garnet Ave, and Mission Blvd
- » Active transportation connection between Balboa Trolley Station and the Pacific Beach community

FIGURE 6-22: FA7 Climate Equity Index and Collisions



*Severe or Fatal Collision by Mode Type: ● Pedestrian ● Bicycle ● Vehicle
** For full Legend details see Figure 6-7.

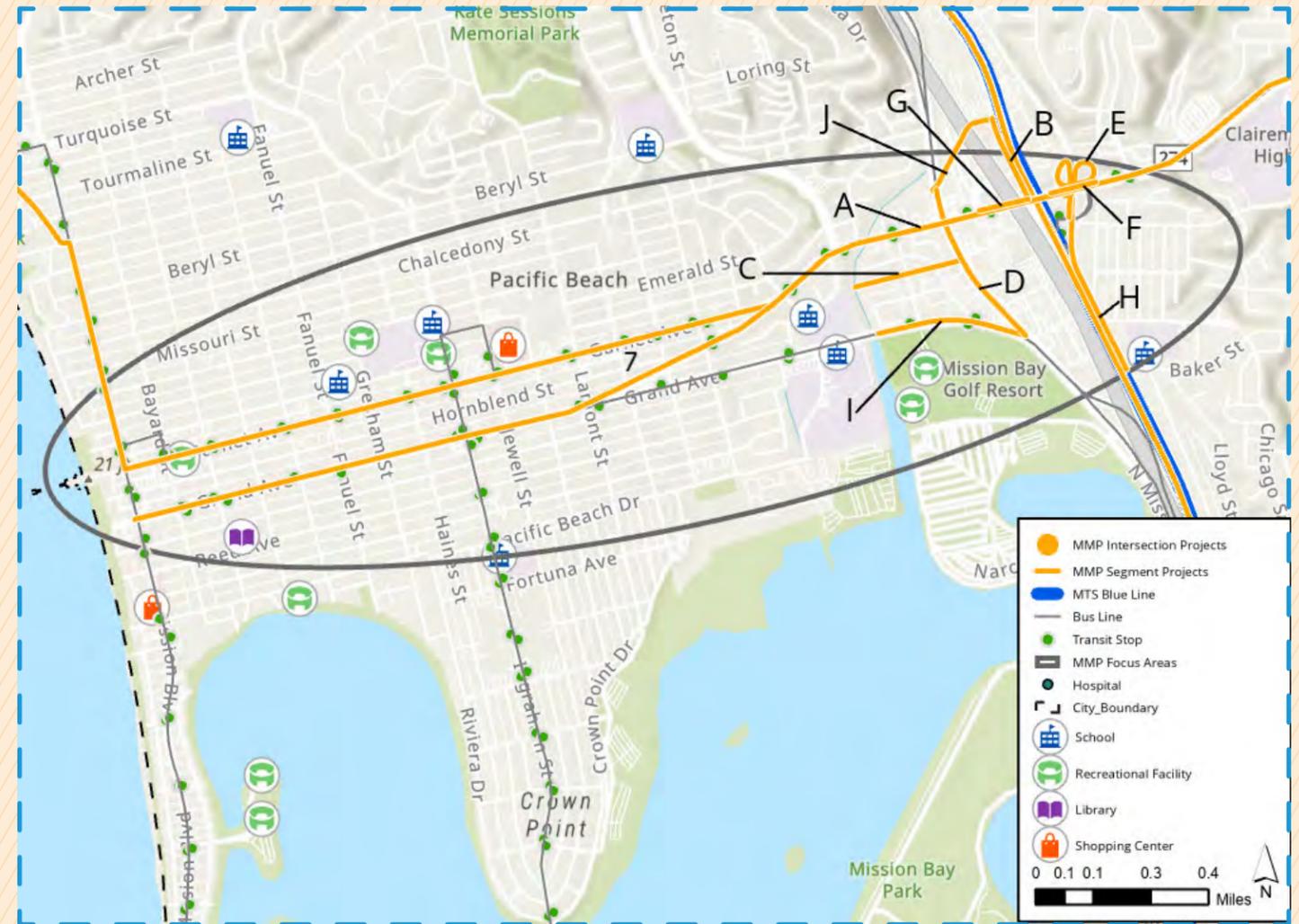


FIGURE 6-23: FA7 Planned Projects Map

TABLE 6-8: FA7 Planned Projects

City Projects	Description	Mode
A	Implement multi-use paths on both sides of Garnet/Balboa Ave between Bond St and Moraga Ave with trees and planted parkways. Also, implement on-street bikeways.	Walking, Cycling
B	Provide shared-use path on the east side along Santa Fe St from Garnet Ave to Damon Ave.	Walking, Cycling
C	Implement signage and traffic calming measures along Magnolia Ave west of Mission Bay Dr.	Vehicular
D	Install multi-use paths with pedestrian-scale lighting along Mission Bay Dr between Damon Ave and Grand Ave. Add on-street bike lanes between Garnet Ave and Grand Ave.	Walking, Cycling
E	Provide missing sidewalk within and around the Morena Blvd/Balboa Ave interchange ramps.	Walking
F	Reconfigure the Morena Blvd/Balboa Ave interchange, including removal of a loop ramp.	Vehicular
G	Enhance and widen the I-5 under-crossing at Garnet/Balboa Avenue with a multi-use path with pedestrian-scale lighting.	Walking, Cycling
H	Implement a two-way cycle track on the west side of Morena Blvd between Balboa Ave and Baker St and wider sidewalks. Remove free-right turn movements at select intersections.	Walking, Cycling
I	Enhance pedestrian crossings at signalized intersections along Grand Ave between Rose Creek Trail and Mission Bay Dr and include new pedestrian crossings and streetscape.	Walking, Cycling
J	Implement a two-way cycle track on the north side of Damon St between Santa Fe St and Mission Bay Dr, lighting along the I-5 underpass, and pedestrian refuge areas	Walking, Cycling

FOCUS AREA 8

COUNCIL DISTRICTS 1, 6

 POPULATION	FOCUS AREA: 31,000 CITY OF SAN DIEGO: 1,386,300
 MEDIAN HOUSEHOLD INCOME	FOCUS AREA: \$71,000 CITY OF SAN DIEGO: \$88,000
 MEDIAN AGE	FOCUS AREA: 24 CITY OF SAN DIEGO: 36
 PERCENTAGE OF WORKERS DRIVING ALONE	FOCUS AREA: 55% CITY OF SAN DIEGO: 69%
 PERCENTAGE OF HOUSEHOLDS WITH NO VEHICLE	FOCUS AREA: 10% CITY OF SAN DIEGO: 6%

OVERVIEW

Focus Area 8 covers most of the northern section of the University Community Planning Area north of Rose Canyon on both sides of Interstate 5. This area is a regional business and higher education hub composed of the UCSD Campus, the northern section of La Jolla Village, townhomes, mid-rise and high-rise housing, R&D, office, and other commercial development including the UTC Mall.

The area developed over time to accommodate high traffic volumes. This includes busy freeway interchanges and wide arterial roads. The area also has mobility hubs, trolley, bus, and bicycle infrastructure for commuters, residents, and students. The high level of activity in Focus Area 8 presents opportunities to improve connections for all modes of travel, reduce existing pedestrian and bicycle barriers, and facilitate higher transit use.

COMMUNITY VOICES

"We need to give people the safety and accompanying infrastructure for them to be able to get around the city in ways other than a car."

"As a bike commuter and someone that rides all over the city I have identified what should be a top priority for safety. University City is a high biking area of SD and while there are currently 3 major roads going north/ south with good bike lanes (Genesee, Regents, and Gilman) there are no east/ west routes that are complete."

MOBILITY PROGRAMS OF INTEREST

The community expressed interest in the following mobility programs:

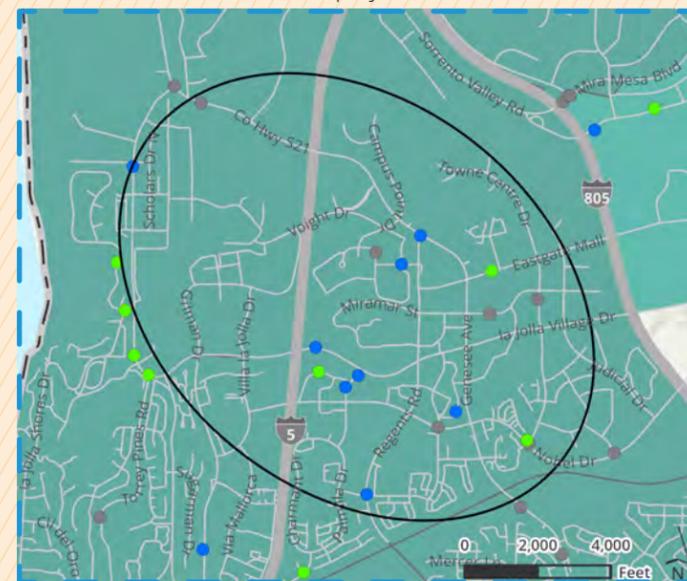
-  Neighborhood shuttle
-  Transit fare subsidies
-  Art in the right-of-way
-  Community parking district
-  Curbside management

OPPORTUNITIES FOR FUTURE STUDY

Focus Area 8 opportunities for future study include but are not limited to:

- » Implementation of transit priority measures, including flex lanes and transit signal priority along key corridors
- » Active transportation enhancements throughout the community, such as a promenade on Executive Drive and the conversion of underutilized transportation right-of-way for greenways
- » Safe Routes to School and mobility educational programs

FIGURE 6-24: FA8 Climate Equity Index and Collisions



*Severe or Fatal Collision by Mode Type: ● Pedestrian ● Bicycle ● Vehicle
** For full Legend details see Figure 6-7.

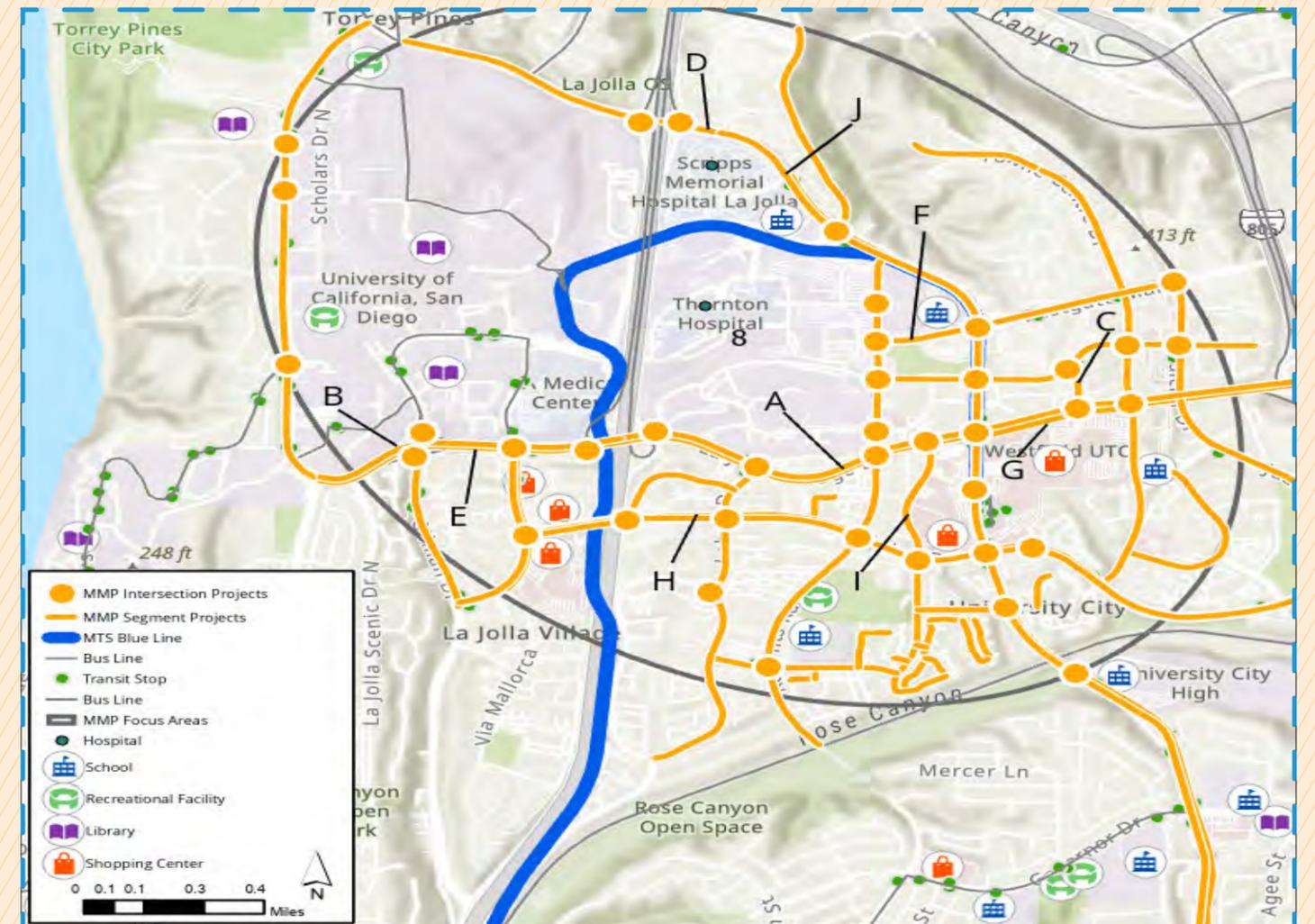


FIGURE 6-25: FA8 Planned Projects Map

TABLE 6-9: FA8 Planned Projects

City Projects	Description	Mode
A	Convert La Jolla Village Dr between I-5 and I-805 into a SMART Corridor with a flex lane in each direction that could be used for transit or HOV. The corridor may include transit signal priority, LPIs, curb extensions, and protected intersections.	Walking, Transit, Vehicular
B	Install a flex lane along La Jolla Village Dr from N Torrey Pines Rd and I-5 by repurposing a general purpose lane in each direction.	Transit
C	Install a two-way cycle track on the west side of Executive Wy from Executive Dr and La Jolla Village Dr.	Cycling
D	Implement a multi-use path along the north side of Genesee Ave from I-5 NB Ramp to Scripps Hospital Driveway.	Walking, Cycling
E	Implement one-way cycle tracks along La Jolla Village Dr from N Torrey Pines Rd and I-805.	Cycling
F	Implement one-way cycle tracks along Eastgate Mall from Regents Rd and Judicial Dr.	Cycling
G	Implement wide, non-contiguous sidewalks along both sides of La Jolla Village Dr between Genesee Avenue and Town Centre Drive, where missing.	Walking
H	Implement wide, non-contiguous sidewalks along Nobel Dr between Genesee Ave and Villa La Jolla Dr, where missing.	Walking
I	Implement bike lanes along Costa Verde Blvd from La Jolla Village Dr and Nobel Dr.	Cycling
J	Convert Genesee Ave from I-5 NB Ramp to the SR-52 WB Ramp into a SMART Corridor with a flex lane in each direction that could be used for transit or HOV. The corridor may include transit signal priority, LPI, curb extensions, and protected intersections.	Walking, Transit, Vehicular

FOCUS AREA 9

COUNCIL DISTRICT 6

	POPULATION	FOCUS AREA: 4,000 CITY OF SAN DIEGO: 1,386,300
	MEDIAN HOUSEHOLD INCOME	FOCUS AREA: \$83,000 CITY OF SAN DIEGO: \$88,000
	MEDIAN AGE	FOCUS AREA: 37 CITY OF SAN DIEGO: 36
	PERCENTAGE OF WORKERS DRIVING ALONE	FOCUS AREA: 70% CITY OF SAN DIEGO: 69%
	PERCENTAGE OF HOUSEHOLDS WITH NO VEHICLE	FOCUS AREA: 6% CITY OF SAN DIEGO: 6%

OVERVIEW

Focus Area 9 covers a portion of the eastern end of Mira Mesa, adjacent to Interstate 15. In addition to I-15, the area's main roads are Mira Mesa Boulevard and Black Mountain Road. Heavy automobile traffic is common along Mira Mesa Boulevard due to large shopping centers. The area features a mix of housing types, including single-family homes, mobile/manufactured homes, and mid-rise apartments. This higher residential density creates opportunities to improve walking and biking access and connectivity, especially for short trips to visit neighbors, go to school, to shop, or to get to a transit station.

San Diego Miramar College is in the southern part of Focus Area 9. The college has an approximate total enrollment of 14,000 students. While the campus is currently served by bus routes, it could benefit from improved access to transit, a more robust mobility hub, and additional pedestrian infrastructure.

COMMUNITY VOICES

"The city needs more active transportation like bus lanes, dedicated protected cycle lanes, and trams. We need fewer cars on our roads."

"I'd like bike lanes to have reflectors placed on the outer lines. Cars drive over them so frequently that they wear out fast, and drivers don't see them anymore."

"I do have my doubts as to where you will improve public transportation because there are some areas without complete access to public transportation and I do hope that changes."

MOBILITY PROGRAMS OF INTEREST

The community expressed interest in the following mobility programs:

- Urban connectivity
- Micromobility charging and services
- Curbside management
- Slow Streets
- Community parking district

PLANNED PROJECTS

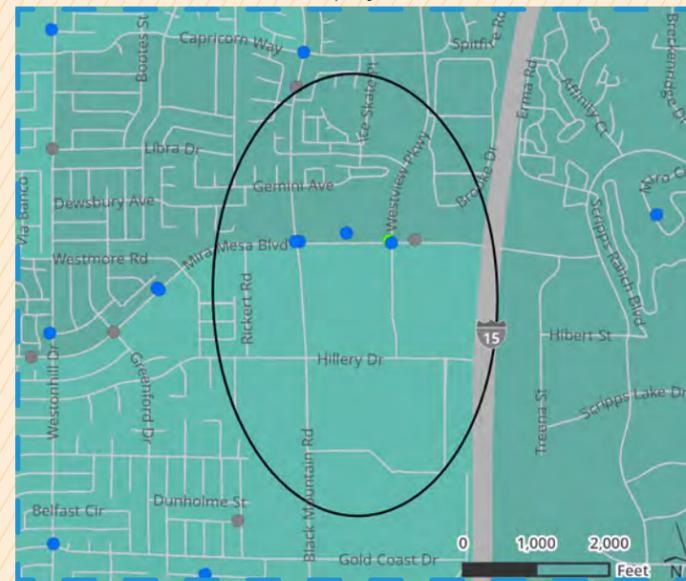
The table and figure to the right detail the top 10 City mobility projects for Focus Area 9. The full list of mobility projects for all Focus Areas can be found in Appendix B.

OPPORTUNITIES FOR FUTURE STUDY

Focus Area 9 opportunities for future study include but are not limited to:

- » Charging infrastructure for vehicles and micromobility devices
- » Safety and active transportation enhancements throughout the Mira Mesa Blvd corridor
- » Transit priority treatment on key corridors, including Mira Mesa Blvd and Westview Pkwy

FIGURE 6-26: FA9 Climate Equity Index and Collisions



*Severe or Fatal Collision by Mode Type: ● Pedestrian ● Bicycle ● Vehicle
** For full Legend details see Figure 6-7.

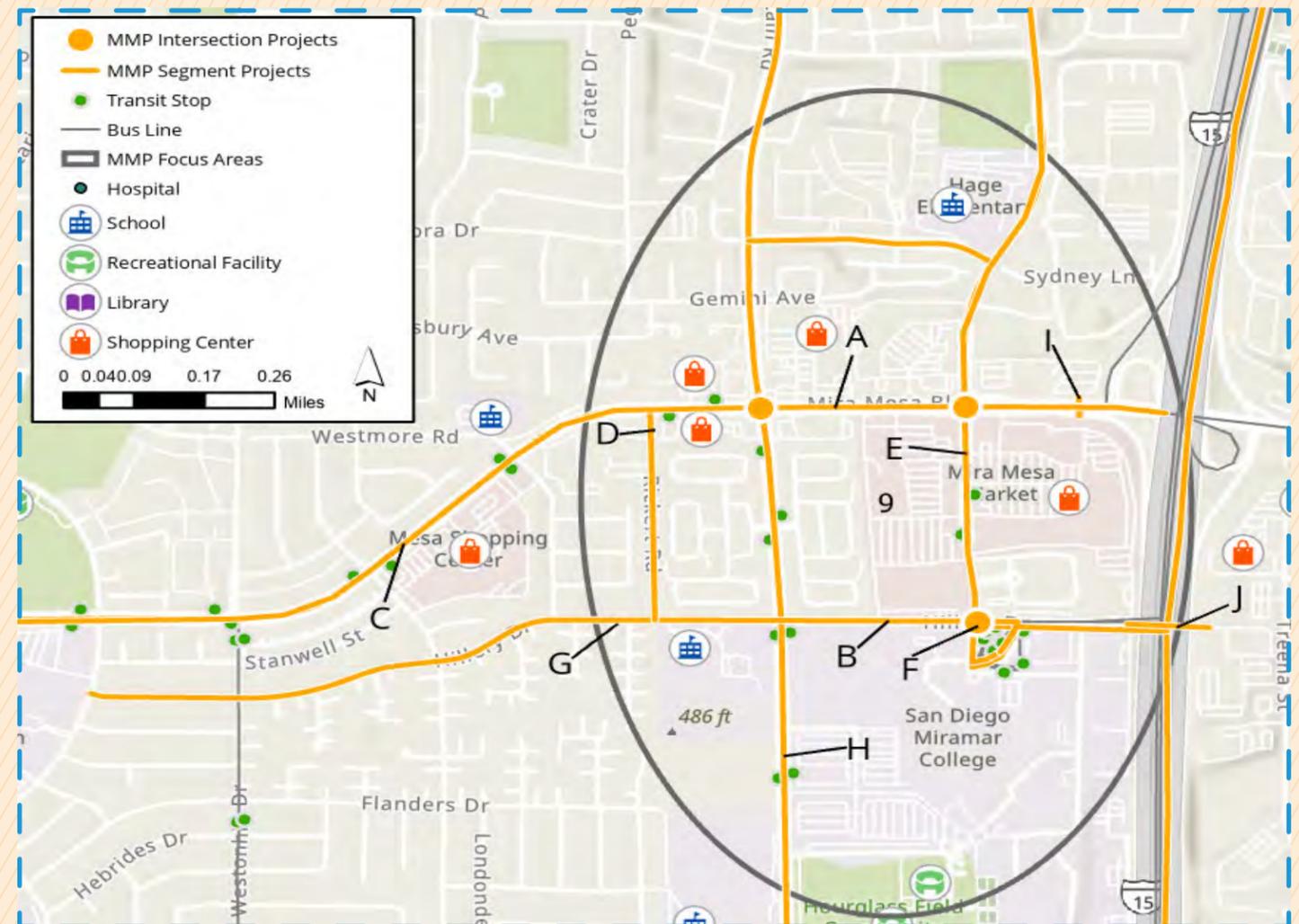


FIGURE 6-27: FA9 Planned Projects Map

TABLE 6-10: FA9 Planned Projects

City Projects	Description	Mode
A	Install a flex lane (one in each direction) along Mira Mesa Blvd from the I-805 to I-15 freeway interchanges. Flex lanes could be used for transit or high-occupancy vehicles.	Transit, Vehicular
B	Implement urban pathway (off-street) along Hillery Dr from Rickert Rd to Westview Pkwy.	Walking
C	Implement along Mira Mesa Blvd between New Salem St and I-15, a shared use path on one side, and a one-way cycle track on the other side.	Walking, Cycling
D	Implement a bicycle trail/multi-use path along Rickert Rd from Hillery Dr to Mira Mesa Blvd.	Cycling
E	Implement one-way cycle tracks along Westview Pkwy between Black Mountain Rd and Galvin Ave and two-way cycle tracks on Westview Pkwy between Galvin Ave and Hillery Dr.	Cycling
F	Develop a mobility hub at the Miramar College Transit Station.	Transit
G	Install a bikeway along Hillery Dr from Reagan Rd to Black Mountain Rd.	Cycling
H	Install one-way cycle tracks along Black Mountain Rd between Miramar Rd and Mercy Rd, with the exception of a NB bicycle lane at Kearny Villa Rd and Hillery Dr.	Cycling
I	Construct a pedestrian/bicycle bridge over Mira Mesa Blvd and located east of the intersection Mira Mesa Blvd and Westview Pkwy.	Walking, Cycling
J	Construct a pedestrian/bicycle bridge near Hillery Dr that goes across the I-15 Fwy and connects the Mira Mesa and Scripps Miramar Ranch communities.	Walking, Cycling

FOCUS AREA 10

COUNCIL DISTRICT 7

POPULATION	FOCUS AREA: 6,000 CITY OF SAN DIEGO: 1,386,300
MEDIAN HOUSEHOLD INCOME	FOCUS AREA: 57,000 CITY OF SAN DIEGO: \$88,000
MEDIAN AGE	FOCUS AREA: 31 CITY OF SAN DIEGO: 36
PERCENTAGE OF WORKERS DRIVING ALONE	FOCUS AREA: 68% CITY OF SAN DIEGO: 69%
PERCENTAGE OF HOUSEHOLDS WITH NO VEHICLE	FOCUS AREA: 8% CITY OF SAN DIEGO: 6%

OVERVIEW

The Linda Vista Road corridor connects the Linda Vista community with the Morena District to the southwest and Kearny Mesa to the northeast. Focus Area 10 is within the neighborhood of Linda Vista, and includes a segment of the Linda Vista Road corridor from Genesee Avenue to Tait Street. Linda Vista Road serves as the Focus Area's main street, featuring grocery stores, restaurants, businesses, and several churches. The Linda Vista Branch Library and a number of schools are also situated just off of this road. Figure 6-28 illustrates the severe and fatal collisions by mode type.

This area is served by bus lines with stops on Linda Vista Road. The lines run from Kearny Mesa to the transit and job centers of the Old Town Transit Center and Downtown.

Overall, there are opportunities to continue recognizing the importance of Linda Vista Road to the community and need for safe, reliable travel along this corridor by focusing on pedestrian, bicycle, and transit improvements.

COMMUNITY VOICES

"There are a large number of people without vehicles in this Linda Vista community; neighborhood shuttles will be a great idea and benefits especially elderly people."

"Additional protection for bicyclists."

"Add lead pedestrian intervals at all intersections."

MOBILITY PROGRAMS OF INTEREST

The community expressed interest in the following mobility programs:

- Neighborhood shuttle
- Transit fare subsidies
- Mobility as a service
- On-demand specialized transportation
- Slow Streets

PLANNED PROJECTS

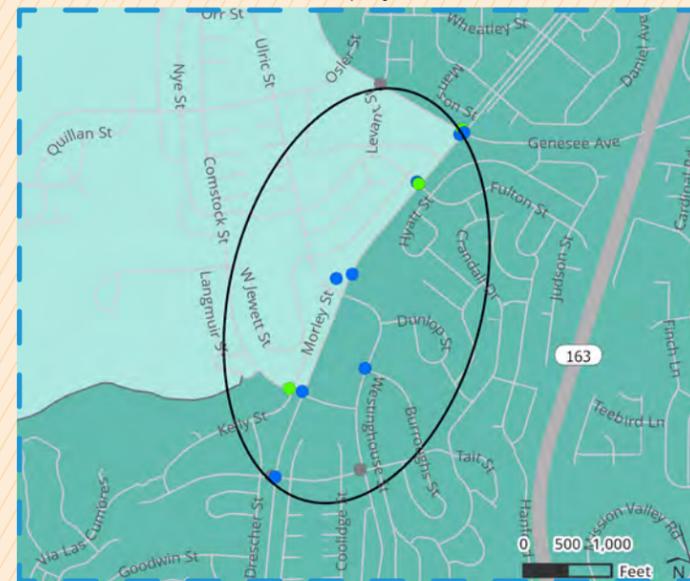
The table and figure to the right highlights projects identified in the adopted 2021 Regional Plan for the area. The table also includes recommendations from the 2017 Linda Vista Comprehensive Active Transportation Strategy that have not yet been implemented. These recommendations could also be integrated into future planning efforts for Linda Vista. The full list of mobility projects for all Focus Areas can be found in Appendix B.

OPPORTUNITIES FOR FUTURE STUDY

Focus Area 10 opportunities for future study include but are not limited to:

- » Safety enhancements and traffic calming measures
- » Removal of barriers to active transportation access

FIGURE 6-28: FA10 Climate Equity Index and Collisions



*Severe or Fatal Collision by Mode Type: ● Pedestrian ● Bicycle ● Vehicle
** For full Legend details see Figure 6-7.

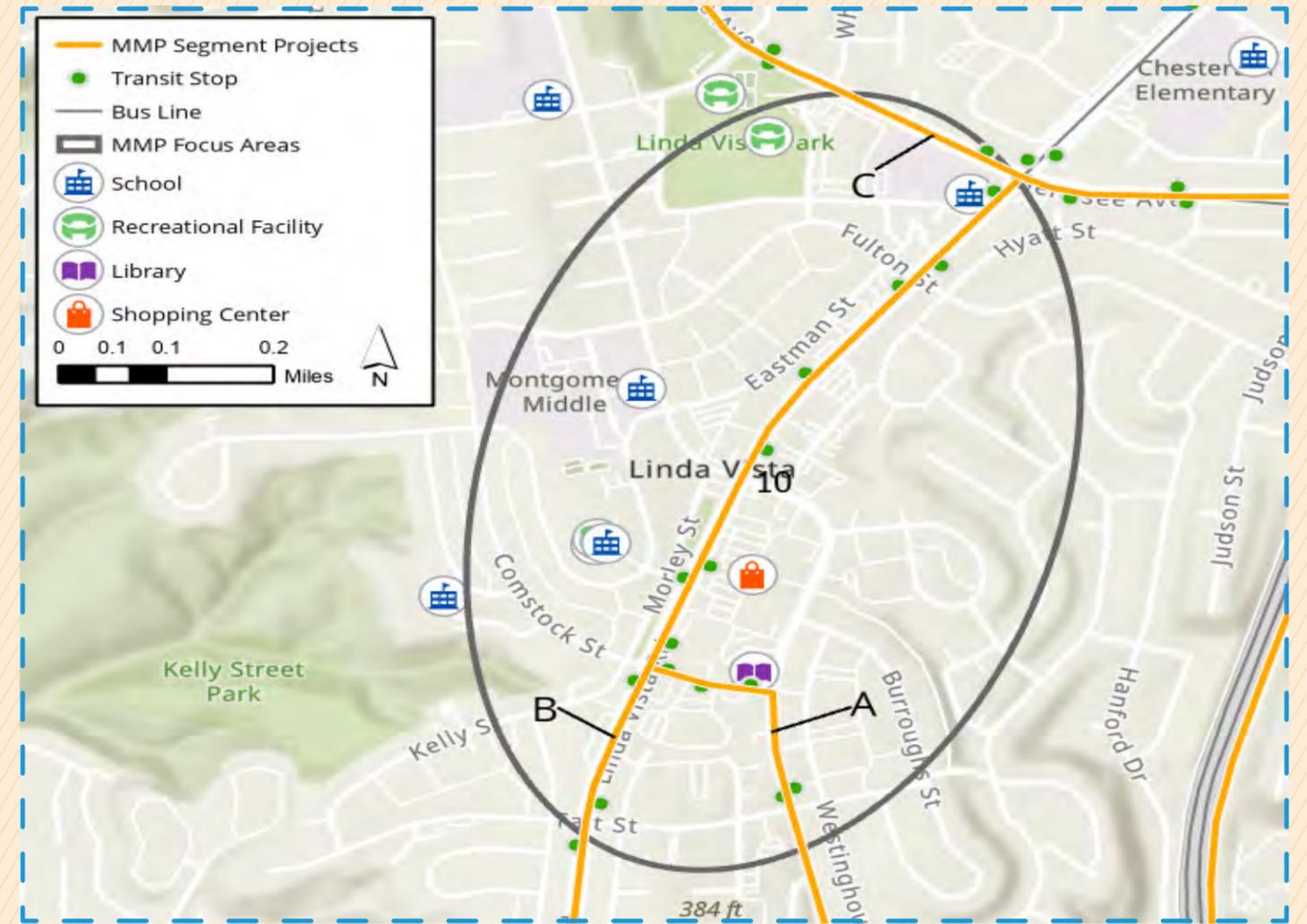


FIGURE 6-29: FA10 Planned Projects Map

TABLE 6-11: FA10 Planned Projects and Concepts

Projects	Description	Mode
A	Transit Leap Rapid 120 - Kearny Mesa to Downtown via Mission Valley	Transit
B	Transit Leap Rapid 28 - Point Loma to Kearny Mesa via Central Mobility Hub and Linda Vista	Transit
C	Transit Leap Rapid 41 - Fashion Valley to UTC/ UC San Diego via Linda Vista and Clairemont	Transit
Not Mapped	Buffers for pre-existing bike lanes along Linda Vista Rd and Genesee, where missing (Concept per the Linda Vista Comprehensive Active Transportation Strategy)	Cycling
Not Mapped	Bulb-outs with new pedestrian ramps at all four corners on Ulric St and Fulton St (Concept per the Linda Vista Comprehensive Active Transportation Strategy)	Walking
Not Mapped	Protected intersection at Linda Vista Rd and Genesee Ave (Concept per the Linda Vista Comprehensive Active Transportation Strategy)	Walking
Not Mapped	Corridor improvements, such as mid-block crossing, wider sidewalks, traffic calming measures, and bike lanes, along Comstock St between Linda Vista Rd and Ulric St (Concept per the Linda Vista Comprehensive Active Transportation Strategy)	Cycling, Walking
Not Mapped	Wider sidewalks along Linda Vista Rd between Comstock St and Ulric St (Concept per the Linda Vista Comprehensive Active Transportation Strategy)	Walking
Not Mapped	Mid-block crossing on Ulric St between Dunlop St and Linda Vista Rd (Concept per the Linda Vista Comprehensive Active Transportation Strategy)	Walking

FOCUS AREA 11

COUNCIL DISTRICT 5

	POPULATION	FOCUS AREA: 25,000 CITY OF SAN DIEGO: 1,386,300
	MEDIAN HOUSEHOLD INCOME	FOCUS AREA: \$105,000 CITY OF SAN DIEGO: \$88,000
	MEDIAN AGE	FOCUS AREA: 37 CITY OF SAN DIEGO: 36
	PERCENTAGE OF WORKERS DRIVING ALONE	FOCUS AREA: 70% CITY OF SAN DIEGO: 69%
	PERCENTAGE OF HOUSEHOLDS WITH NO VEHICLE	FOCUS AREA: 5% CITY OF SAN DIEGO: 6%

OVERVIEW

Focus Area 11 covers the area adjacent to Interstate 15 along a 5-mile stretch from State Route 56 to Duenda Road, just north of Rancho Bernardo Road. This area features a mix of residential neighborhoods, offices, business parks, shopping centers, and hotels. Schools within the focus area include Los Peñasquitos Elementary School, Turtleback Elementary School, and the Rancho Bernardo Education Center of Palomar College. Bus routes serve the area, providing connections to Downtown. The Rancho Bernardo and Sabre Springs Transit Stations cater primarily to park-and-ride users.

This focus area is suburban in nature and auto dominated, with only 5% of households with no vehicles. Upgrading transit services and providing other viable mobility options could encourage more residents and workers to rely less on driving. Additionally, explore opportunities to repurpose underutilized public right-of-way into active transportation facilities.

COMMUNITY VOICES

"Recently looking into e-bike for work commute, but have concerns about safety."

"Local transit to connect residents to major bus routes at the Rancho Bernardo Transit Center."

"Better crossing treatments, especially along roadways with higher speeds."

MOBILITY PROGRAMS OF INTEREST

The community expressed interest in the following mobility programs:

- On-demand specialized transportation
- Neighborhood shuttle
- Transit fare subsidies
- E-bike rebate
- Urban connectivity

PLANNED PROJECTS

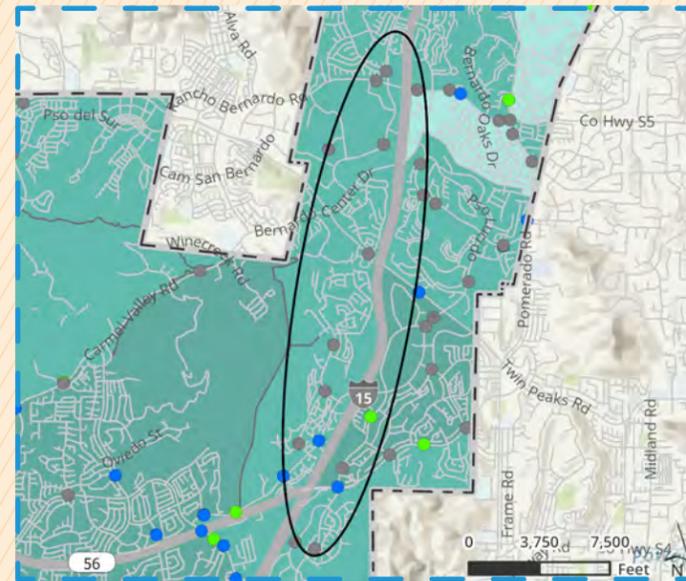
The table and figure to the right detail the top 10 City mobility projects for Focus Area 11. The full list of mobility projects for all Focus Areas can be found in Appendix B.

OPPORTUNITIES FOR FUTURE STUDY

Focus Area 11 opportunities for future study include but are not limited to:

- » Microtransit or circulator services
- » Charging infrastructure for vehicles and micromobility devices
- » Expansion of mobility options for all ages and abilities

FIGURE 6-30: FA11 Climate Equity Index and Collisions



*Severe or Fatal Collision by Mode Type: ● Pedestrian ● Bicycle ● Vehicle
** For full Legend details see Figure 6-7.

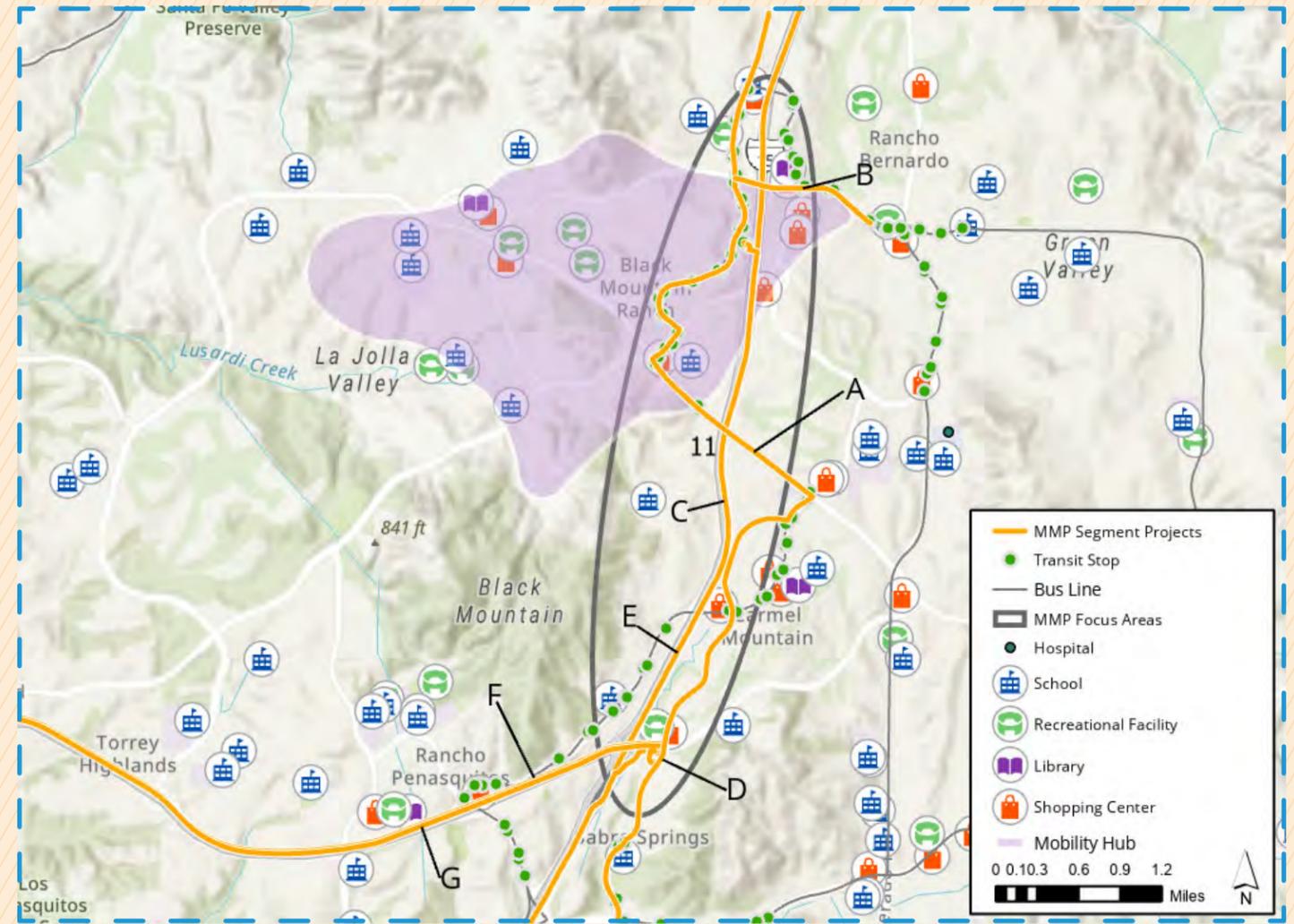


FIGURE 6-31: FA11 Planned Projects Map

TABLE 6-12: FA11 Planned Projects

Projects	Description	Mode
A	I-15 Bikeway (off-street) from Poway Rd Interchange to Carmel Mountain Rd	Cycling
B	Bike lanes along Rancho Bernardo Rd from W Bernardo Dr to Acena Dr	Cycling
C	Transit Leap Rapid 235 - Escondido to Downtown San Diego via I-15 (DAR stations)	Transit
D	Transit Leap Rapid 238 - UC San Diego to Rancho Bernardo via Sorrento Valley and Carroll Canyon	Transit
E	Transit Leap Rapid 237 - UC San Diego to Rancho Bernardo via Sorrento Valley and Mira Mesa	Transit
F	Transit Leap Rapid 103 - Solana Beach to Sabre Springs via Del Mar Heights and SR-56	Transit
G	Transit Leap Rapid 104 - Sorrento Valley to Sabre Springs via SR 56	Transit
H	West Bernardo Mobility Hub would offer access to multiple transportation options, such as Rapid bus, microtransit, and shared mobility	Walking, Cycling, Transit, Vehicular

