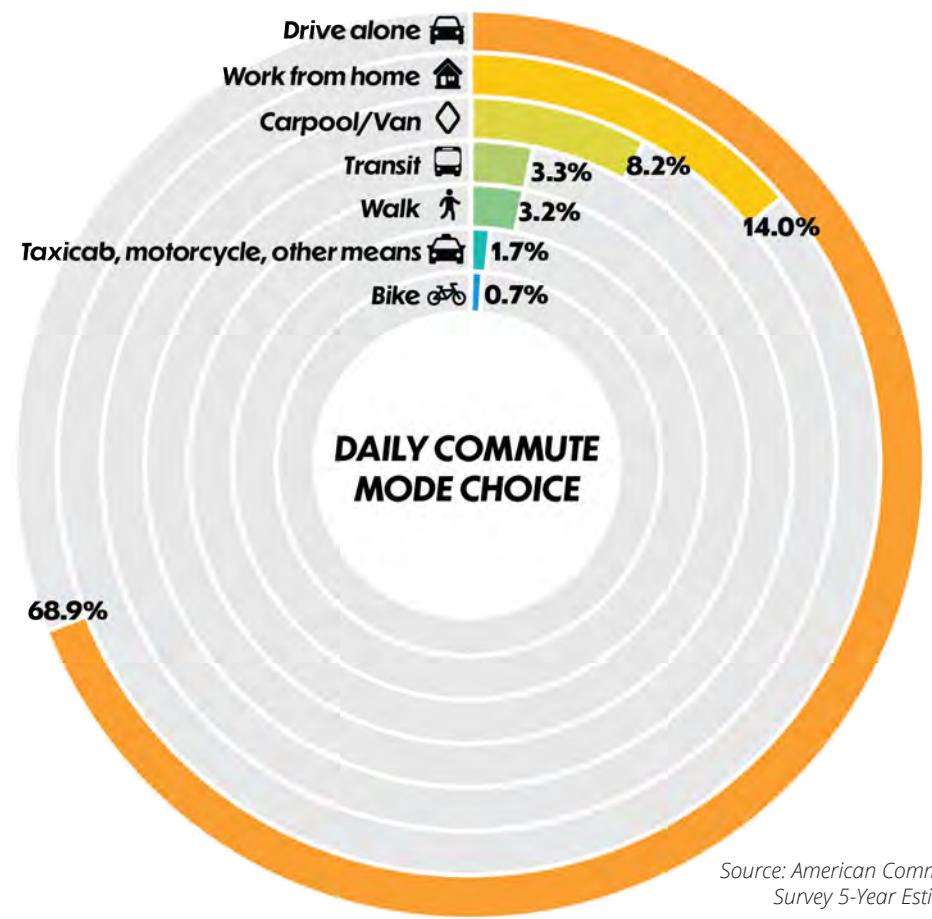# 03

WHERE WE ARE AND WHERE WE ARE GOING

3.1 SAN DIEGO AT A GLANCE

The City of San Diego has 93 miles of shoreline, wonderful weather, a dynamic economy, and diverse communities. With over 1.4 million residents and 700,000 jobs, it is the eighth largest and one of the most diverse cities in the nation. There are more than 100 languages spoken by community members who have come from all parts of the world to live here. This diversity provides many advantages, including a broad perspective of community voices, especially around mobility needs, and a diversity that influences travel patterns and transportation trends.

Additionally, with six universities and 80 research institutions, San Diego is a national leader in higher education and innovation. Fourteen tech-adjacent industries account for 12 percent of the jobs and produce $42.1 billion of economic value annually in San Diego. The tourism industry also contributes substantially to the City's economy. Furthermore, San Diego is home to the nation's largest military community, with more than 100,000 active-duty personnel, and an additional 90,000 veterans living in San Diego.

As a large binational and metropolitan city, San Diego's transportation network is essential to our growing industries and economy. The composition of this complex, interconnected system includes roadway, highways, light rail, bus lanes, bicycle facilities, sidewalks, and recreational trails that facilitate a variety of travel options for both residents and visitors alike.

FIGURE 3-1: Daily Commute Mode Choice (2021)

1.4 million
residents

700,000
jobs

1,181
miles of bicycle lanes

65
miles of light rail

4,650
miles of sidewalks

108
miles of track for freight, commuter, and regional rail service

3,105
miles of streets and alleys

2,001
miles of bus routes

467
miles of trails

Source: City of San Diego

Drive alone — 68.9%
Work from home — 14.0%
Carpool/Van — 8.2%
Transit — 3.3%
Walk — 3.2%
Taxicab, motorcycle, other means — 1.7%
Bike — 0.7%

DAILY COMMUTE MODE CHOICE

Source: American Community Survey 5-Year Estimates

3.2 EXISTING PLANS AND POLICIES

San Diego has a rich array of mobility-related plans and documents stemming from the General Plan. However, these Plans often focused on specific modes (e.g. the Bicycle Master Plan) or on individual communities (e.g. the Mira Mesa Community Plan). While these plans are valuable in their own right, they have typically existed as separate resources for mobility planning and analysis. Mobility needs its own comprehensive plan across mobility types and communities to both integrate multiple modes and equitably advance solutions to help achieve the City's vision of a balanced, well-connected, safe, sustainable, and equitable multimodal mobility system. The Mobility Master Plan aims to consolidate and integrate various plans, policies, and regulations to create a comprehensive multimodal mobility framework that focuses on implementing transportation investments across the entire system to move everyone better. It seeks to prioritize transportation initiatives that align with citywide goals, promote equity, and adapt to changing transportation needs and trends.

Figure 3-2 shows the documents that were reviewed to build upon and frame this Mobility Master Plan. The following also sections provide a general overview of key planning documents and describe how they serve as complementary documents to the Mobility Master Plan.

3.2.1 GENERAL PLAN

The City recognizes the need to look at land use, its relation to transportation infrastructure, as well as expanding alternative modes to accommodate a growing population and changing mobility trends. As discussed in Chapter 2, the policies in the General Plan Mobility Element advance a strategy for increasing mobility choices in a manner that strengthens the City's land use vision and helps achieve the goals in the CAP. The Mobility Element is part of a larger body of plans and documents that guide mobility citywide.

3.2.2 COMMUNITY PLANS

The City of San Diego is geographically defined by 52 separate community planning areas which all have their own Community Plan. While the General Plan provides broad policies that apply to the City as a whole, Community Plans refine the General Plan's policies into community-specific policies and recommendations to guide a community's development and public improvements. This includes policies on land use, mobility, urban design, public facilities and services, natural resources, historic and cultural resources, and economic development. In reviewing Community Plans, the primary focus was each community's Mobility Element, with particular emphasis on the planned transportation network, recommendations, and innovative policies.
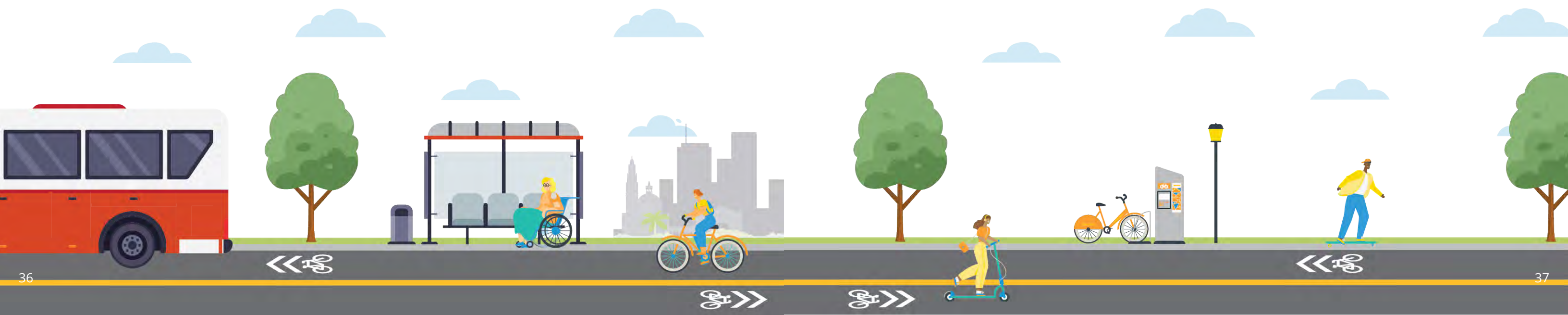
3.2.3 PEDESTRIAN AND BICYCLE MASTER PLANS

The City has prepared the Pedestrian Master Plan and Bicycle Master Plan to not only help advance the citywide mobility vision, but also identify projects, policies, and programs that improve active transportation and recreational opportunities for pedestrians and cyclists. The review of the Pedestrian and Bicycle Master Plans centered around the vision, policy framework, and recommendations of those plans.

3.2.4 COMPLETE STREETS POLICY

In December 2023, City Council adopted the Complete Streets Policy to formalize the City's commitment to creating streets that are safe and accessible for all users, regardless of mode or ability. The policy guides city planners and engineers in furthering the attainment of a balanced, multimodal mobility system with increased options and safe, equitable infrastructure for San Diego. Streets that accommodate various modes of travel and incorporate best practices for stormwater management are considered both Complete Streets and Green Streets. Green Street features include drought-tolerant plants, permeable surfaces, and bioswales that improve stormwater flow and ensure streets remain usable during rain. The policy also outlines steps for internal mobility governance, implementation, and monitoring, while also setting the stage for the forthcoming update to the City's Street Design Manual that will provide more technical guidance on the design of Complete Streets.

3.2.5 PAVEMENT MANAGEMENT PLAN

The City's first comprehensive Pavement Management Plan was released in early 2024 and provides an assessment of pavement conditions, funding needs, and planned resurfacing work over the next five years. This document can complement the Mobility Master Plan, as both can be used together to identify opportunities for bundling capital investment projects. This approach would be particularly useful when aligning the timelines of planned resurfacing work and planned mobility projects outlined in Appendix B.

PLANS TO BUILD ON . . . . .

Euclid Avenue Gateway Master Plan

Traffic Signals Communications Master Plan

Otay Mesa Community Plan

CIP Prioritization

National Avenue Master Plan

Bicycle Master Plan

Grantville Focused Plan Amendment

Toward an Active California

Transportation & Stormwater Design Manuals

El Cajon Boulevard Complete Boulevard Planning Study

Old Town Community Plan

Midway-Pacific Highway Community Plan

MTS Designing for Transit

Kearny Mesa Community Plan

Transportation Study Manual

Vision Zero Strategic Plan

Mobility Choices Ordinance

Active Transportation In-Lieu Fee Regulation

City of San Diego Strategic Plan

City of San Diego Climate Action Plan

Mira Mesa Community Plan

General Plan Amendment (Blueprint SD)

University Community Plan

Hillcrest Focused Plan Amendment

Pavement Management Plan

2013 **2014** **2015** **2016** **2017** **2018** **2019** **2020** **2021** **2022** **2023** **2024**

Southeastern San Diego Community Plan

Encanto Community Plan

General Plan Mobility Element

Pedestrian Master Plan

Ocean Beach Community Plan

North Park Community Plan

San Ysidro Community Plan

Golden Hill Community Plan

Palm Avenue Revitalization Plan

Linda Vista Comprehensive Active Transportation Strategy

Downtown San Diego Mobility Plan

Uptown Community Plan

Mission Valley Community Plan

TPA Parking Regulations

Climate Equity Index Report

Mission Boulevard Public Spaces and Active Transportation

Morena Corridor Specific Plan

Mobility Action Plan

Balboa Avenue Station Area Specific Plan

2021 California Transportation Plan

2021 Regional Plan San Diego Forward

Complete Streets Council Policy

City of San Diego CAP Implementation
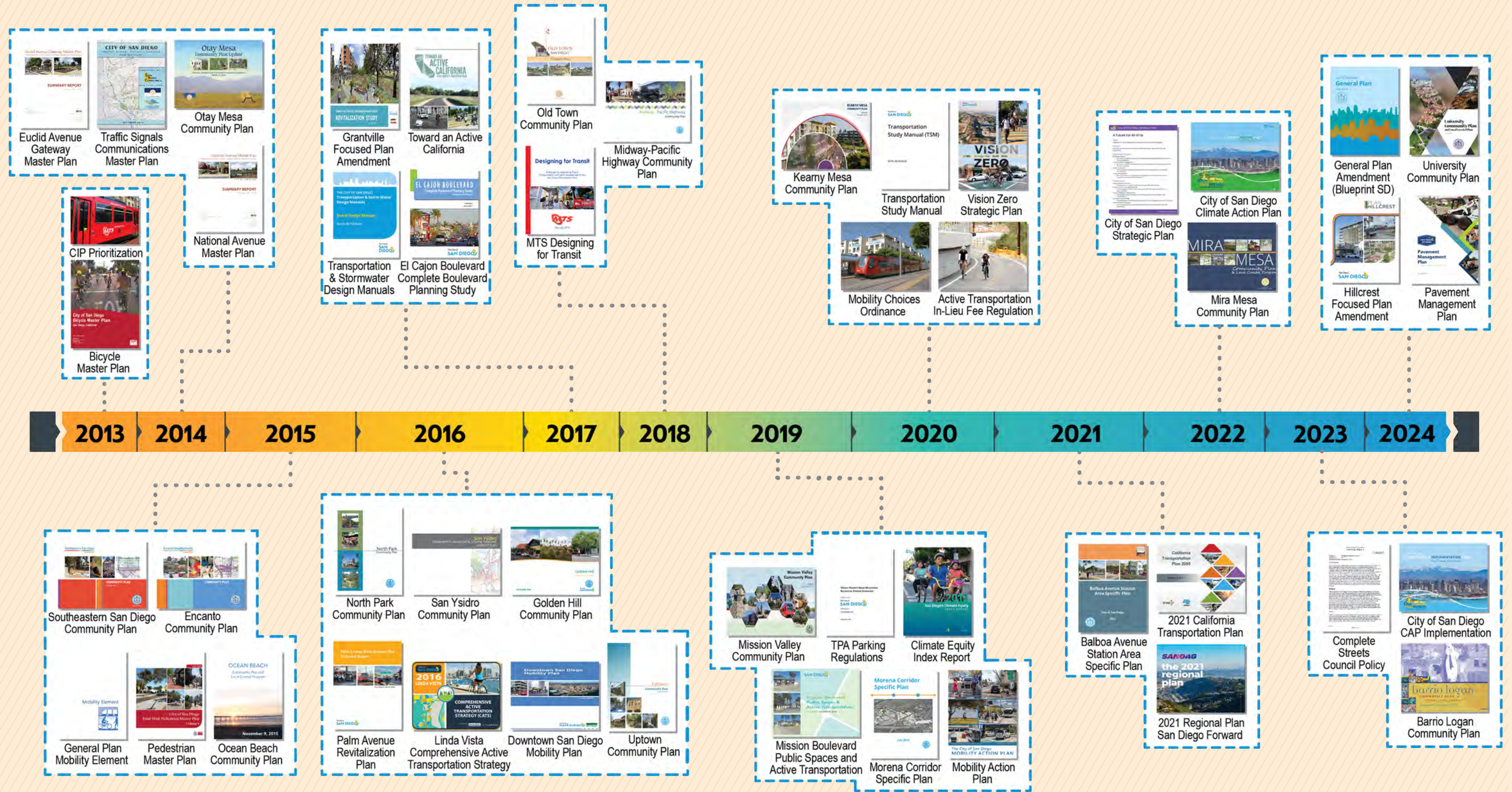
Barrio Logan Community Plan

FIGURE 3-2: Key Documents Reviewed Timeline

3.3 MOBILITY TRENDS

The transition towards clean, safe, and more sustainable forms of transportation has brought about new trends in mobility. These trends focus on better serving pedestrians, bicyclists, and public transit riders, in addition to motorists and the essential movement of goods. Emerging mobility trends promote innovative practices, intelligent technologies, the inclusion of programmatic solutions, and capital infrastructure. The following mobility strategies support these trends.

MOBILITY TREND: DESIGN SAFE INFRASTRUCTURE FOR VULNERABLE MODES OF TRANSPORTATION

Vision Zero and Complete Streets goals and policies provide a commitment to safety for all users of a mobility system. A major trend that has resulted from the Vision Zero commitment is the notion that transportation system safety can be achieved through design, including incorporating Complete Streets elements into roadways. The following examples of mobility strategies and design elements support this trend:

Bicycle Boulevards

Bicycle boulevards are local or residential streets that have been enhanced with signs, pavement markings, speed management treatments and other traffic calming measures to facilitate safe, convenient bicycle travel. Bicycle boulevards are intended to heighten motorists' awareness of bicyclists and slow vehicle traffic, which creates a more comfortable environment for bicyclists and pedestrians. Bicycle boulevards have also been referred to and branded as bicycle friendly streets/ corridors, bicycle priority streets, or neighborhood greenways/connectors.

Roundabouts

A roundabout is an intersection where traffic travels around a central island in a counterclockwise direction. Compared to a conventional intersection, a roundabout has features, such as a deflection

Bicycle boulevard
Source: Reconnect Rochester, 2014

Roundabout at La Jolla Boulevard

Slow Street elements along Diamond Street in Pacific Beach

Flexible (flex) lane along El Cajon Boulevard

upon entering, that reduce the potential for collisions as drivers must slow down, yield to oncoming traffic before entering, and then veer to the right as they enter the roundabout. Slowing down helps drivers better see and share the road with pedestrians and bicyclists, creating a safe environment for most road users.

Slow Streets

Slow Streets are neighborhood local streets that are closed to vehicular traffic or through vehicular traffic and connect to citywide bicycle networks, nearby destinations, or green space. Slow Streets prioritize pedestrian and bicyclist safety and promote community connectivity. Originally, Slow Streets were temporary traffic restrictions implemented by many cities, including San Diego, during the COVID-19 pandemic. Many of these Slow Streets have since become vibrant community gathering places and safe spaces for people to share the roadway. As a result, cities are working to establish programs to create permanent Slow Streets.

MOBILITY TREND: ENCOURAGE THE USE OF SUSTAINABLE MODES OF TRAVEL

As cities look to meet their climate goals, reducing GHG emissions from the transportation sector is an essential action. San Diego, for instance, identifies vehicles as the single largest source of its GHG emissions, leading to City efforts to help reduce an individuals' reliance on cars. Single-occupancy vehicles are a major contributor to traffic congestion in many cities, especially during peak hours. Cities have realized that key methods for reducing their carbon footprint, improving air quality, and alleviating traffic congestion can be achieved by promoting and facilitating sustainable modes of travel. A major mobility trend is enhancing access, convenience, and efficiency for safe and sustainable modes for people who need or want options. The following examples of mobility strategies and design elements support this trend:

Flexible (Flex) Lanes

Transit is the most efficient means of transportation, with the ability to move the greatest amount of people within and between communities. Cities are embracing a transformative approach to their streets,

reallocating space to accommodate multiple modes of travel, such as dedicating a travel lane for transit. A flexible lane repurposes space (i.e., general purpose lanes) along a Major Arterial roadway to be used by a combination of non-single occupancy vehicles, such as bus transit, circulator or shuttles, future connected and autonomous vehicles, or other emerging mobility concepts. Cities, including San Diego, are identifying which roadways to plan for flex lanes as part of their transportation planning and programming efforts in order to reserve and designate the public right-of-way for future multimodal infrastructure at the time of need.

Commuter Solutions

Commuter trips represent a significant portion of an individual's daily travel and often represents their longest trip of the day. Commuter solutions refer to amenities, programs, and incentives that expand transportation options for residents of a development or employees in a workplace (sometimes referred to as Transportation Demand Management or TDM). The City of San Diego partners with SANDAG to implement and encourage participation in a variety of programs, such as Sustainable Transportation Services and PRONTO Youth Opportunity Pass and employer/employee passes.

## MOBILITY TREND: CREATE AND ENHANCE MOBILITY HUBS

As more cities continue to focus investments to allow for greater mobility options that are safe and sustainable, mobility hubs have emerged as an essential component of the multimodal transportation network. Mobility hubs are locations that offer access to multiple transportation options, such as buses, trains, bicycles, electric scooters, and rideshare. Mobility hubs could also include a mix of passenger waiting areas, electric vehicle charging locations, curbside pick-up/drop-off areas, real-time travel information, and micromobility. The convergence of travel modes not only facilitate seamless transfers, but the diversity encourages people to consider alternative modes. As cities enhance and redesign their transportation networks, many are incorporating mobility hubs. The following examples of mobility strategies and design elements support this trend:

MTS Rapid is an alternative travel choice for SD commuters

Micromobility devices
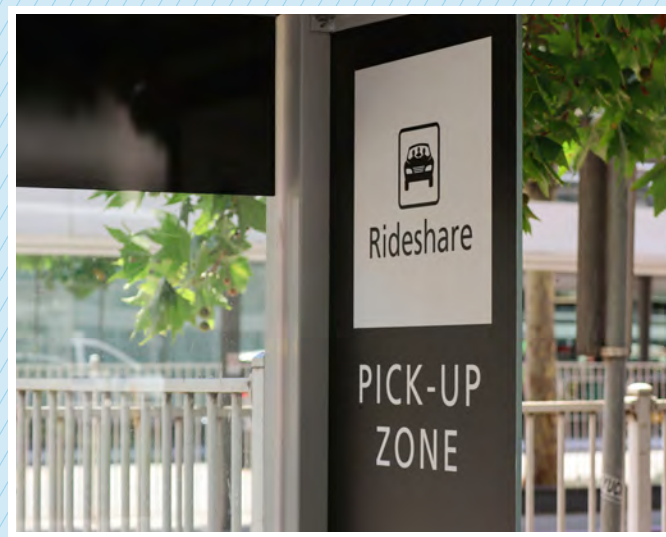
Rideshare pick-up zone

Transit station also serving as a mobility hub
Source: SANDAG

Intelligent transportation systems

Micromobility Devices

Micromobility devices consist of small, low-speed, human- or electric-powered mobility devices such as electric scooters and skateboards, bicycles, and electric-assist bicycles. While micromobility devices are available for individual purchase, they are also available for rent and shared through on-demand or subscription-based services. Early micromobility services required devices to be docked on a rack or included no regulations for staging where vehicles needed to be picked up and left, but the second generation of sharing services employed a dockless model in which devices can be left within a geo-fenced area. Overall, shared micromobility programs offer community members increased access to flexible, sustainable, and cost-effective transportation options.

Rideshare

Rideshare is a service that connects drivers with passengers who need transportation. Pooled ride hailing services such as uberPOOL and Lyft Shared allow users to carpool with other passengers making similar trips, which reduces the cost burden on each individual and increases vehicle occupancy.

MOBILITY TREND: PROMOTE ADVANCEMENTS IN TRANSPORTATION SYSTEMS MANAGEMENT

As cities enhance their transportation networks to serve multiple modes and different types of users, many are retrofitting existing infrastructure and designing new facilities to enhance space efficiency and system operations. Cities are turning to supply and demand management strategies to address competing mobility-related needs for limited space. Cities are also leveraging technological innovations to increase transportation system safety, improve operations, increase and diversify the types of mobility modes available, and ensure users are able to interact with the system in accessible and convenient ways. The following examples of mobility strategies and design elements support this trend:

Intelligent Transportation Systems (ITS)

Intelligent Transportation Systems integrate technology that can eventually support a variety of mobility technologies to "talk to each other" and improve travel times, goods delivery, and

dissemination of real-time traffic information. The private sector continues to develop and introduce new technologies and applications that shift how the transportation system is used. This includes the continued development and testing of connected and autonomous vehicles to bring them closer to reality. These innovations have potential to make the transportation system operate more efficiently; however, further City regulatory framework must guide implementation to ensure this.

Parking Management

Implementing parking management helps cities to achieve mobility, environmental, and economic development goals. Parking management programs and strategies can increase the turnover and parking availability, which further support the economic vitality of nearby businesses. Programs and strategies can include the creation of parking districts, the conversion of on-street parallel parking to diagonal parking for increased supply, dynamically-priced and time-limited parking, park-once-and-walk strategies, an increase in accessible parking spaces, shared parking solutions, smart parking meter technology, and community circulators.

Curbside Management

As mobility options increase, so does demand for curbside space. Different uses of curbside space include bus stops, passenger pick-up/drop-off zones, delivery loading/unloading areas, paratransit and accessible loading zones, outdoor dining, and micromobility corrals. With these many different uses, it is important to inventory and efficiently manage curb space.

Pay & Display kiosks and time-limited parking help with parking management

Micromobility corrals in Culver City demonstrating one way curbside space can be utilized

3.4 REGIONAL CONTEXT

Beyond the horizon of the City's CAP in 2035, the San Diego region is projected to continue to grow, change and innovate when it comes to mobility. While the City of San Diego is the largest of the 18 cities in San Diego County, it is important to understand where the region overall is going in the next 20 to 30 years so that the City can collaboratively plan and implement effective mobility solutions. This involves working in coordination with various stakeholders and key players described in Chapter 7 and coordinating with the San Diego Association of Governments (SANDAG), the region's Metropolitan Planning Organization, on the development of the Regional Plan every four years. The Regional Plan serves as a roadmap to the growth and development of the San Diego region as a whole. The Plan creates a framework for the region's long-term transportation infrastructure needs, with the aim to provide and promote more transportation choices, a healthy environment, and a strong economy. A summary of the currently adopted 2021 Regional Plan is provided in the excerpt below, and SANDAG has begun development of the 2025 Regional Plan, the next update in the four-year Regional Plan cycle.

2021 REGIONAL PLAN – SAN DIEGO FORWARD

The 2021 Regional Plan crafted a vision called "5 Big Moves" as a bold approach to rethink mobility in the region, address traffic congestion, create equal access for all, and meet climate action goals. The 5 Big Moves are inter-reliant strategies that work to improve life in the region through creation of a comprehensive, connected mobility system.

THE 5 BIG MOVES INCLUDE:

» **Complete Corridors** leverage technology and a host of travel options to create a dedicated, safe space for everyone on highways and major roads.

» **Transit Leap** creates a network of fast, convenient, and reliable transit services to move people from where they live to where they want to go.

» **Mobility Hubs** are vibrant activity centers where different travel options come together to connect people with their destinations and businesses with their customers.

» **Flexible Fleets** refer to a dynamic and adaptable pool of vehicles that can be utilized for different purposes based on demand and operational requirements.

» **Next Operating System (Next OS)** will use leading-edge technology that will allow people to connect to transportation services and a digital platform that will enable dynamic management of roadways and transit services. (https://www.sandag.org/regional-plan/5-big-moves)
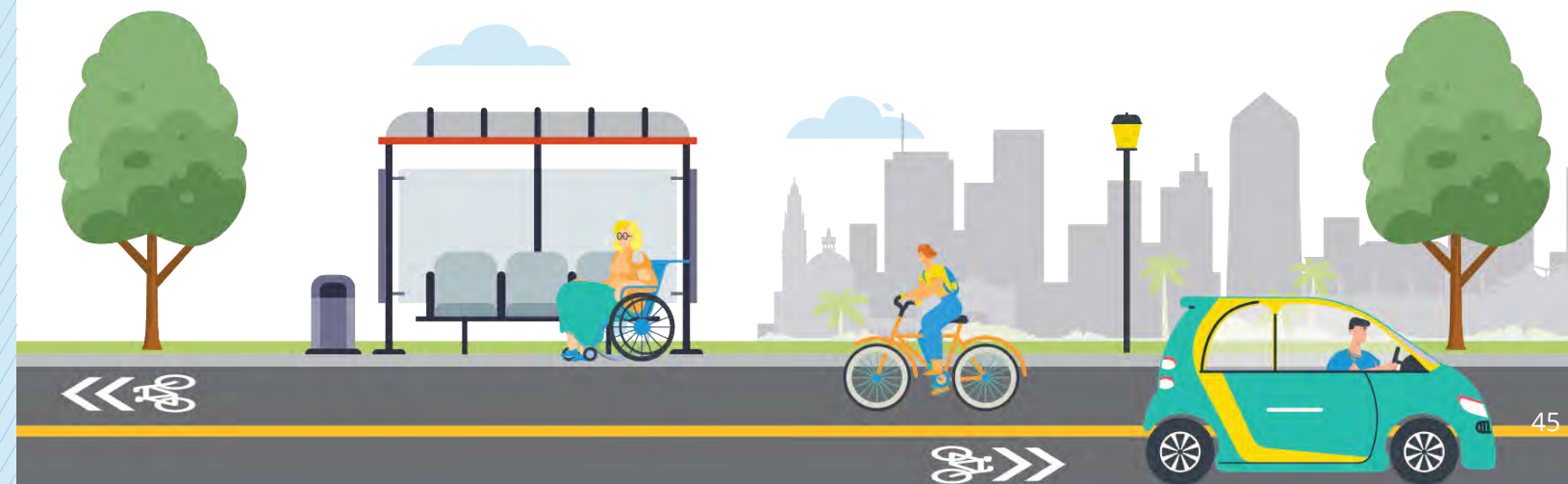
COMPREHENSIVE MULTIMODAL CORRIDOR PLANS

The **Comprehensive Multimodal Corridor Plans (CMCPs)** turn the regional vision and transportation priorities of the SANDAG 2021 Regional Plan into reality by developing corridor-specific multimodal projects and programs and provide a pathway for project implementation. The planning efforts are grant funded, and each CMCP includes a steering committee comprised of executive leadership from SANDAG, Caltrans, and local cities, including the City of San Diego

CMCPs are expected to:

» Meet local, regional, and statewide goals for achieving a safe, sustainable, and effective transportation system for the San Diego region

» Reimagine the approach to mobility by focusing on quality of life, accessibility, sustainability, access to jobs, housing, education, and health for all

» Address today's mobility challenges while building a foundation for the future

» Evaluate travel modes and transportation facilities in each defined corridor, including highways and freeways, parallel and connecting roadways, pathways, bikeways, and transit options (local bus, Rapid bus, commuter rail, light rail, intercity rail, etc.)

» Provide an integrated set of multimodal transportation improvements that align with regional, state, and local objectives and inform future transportation plans

» Develop a balanced implementation plan for timely, phased (if necessary), integrated (with other parallel efforts), and effective results

» Enable regions to compete for state funding under the Senate Bill 1 (SB 1), the Road Repair and Accountability Act (2017), and the Congested Corridors Program

Six CMCPs were completed between 2022 and 2024: San Vicente (SR 67); South Bay to Sorrento (I-805); Central Mobility Hub and Connections (Downtown San Diego); Coast, Canyons, and Trails (SR 52); North County (SR 78); and the Kumeyaay Corridor (I-8). The SR 94 CMCP will begin in Fiscal Year 2025 and future CMCP efforts may include SR 125, SR 56, and I-15 (Source: SANDAG, 2024).
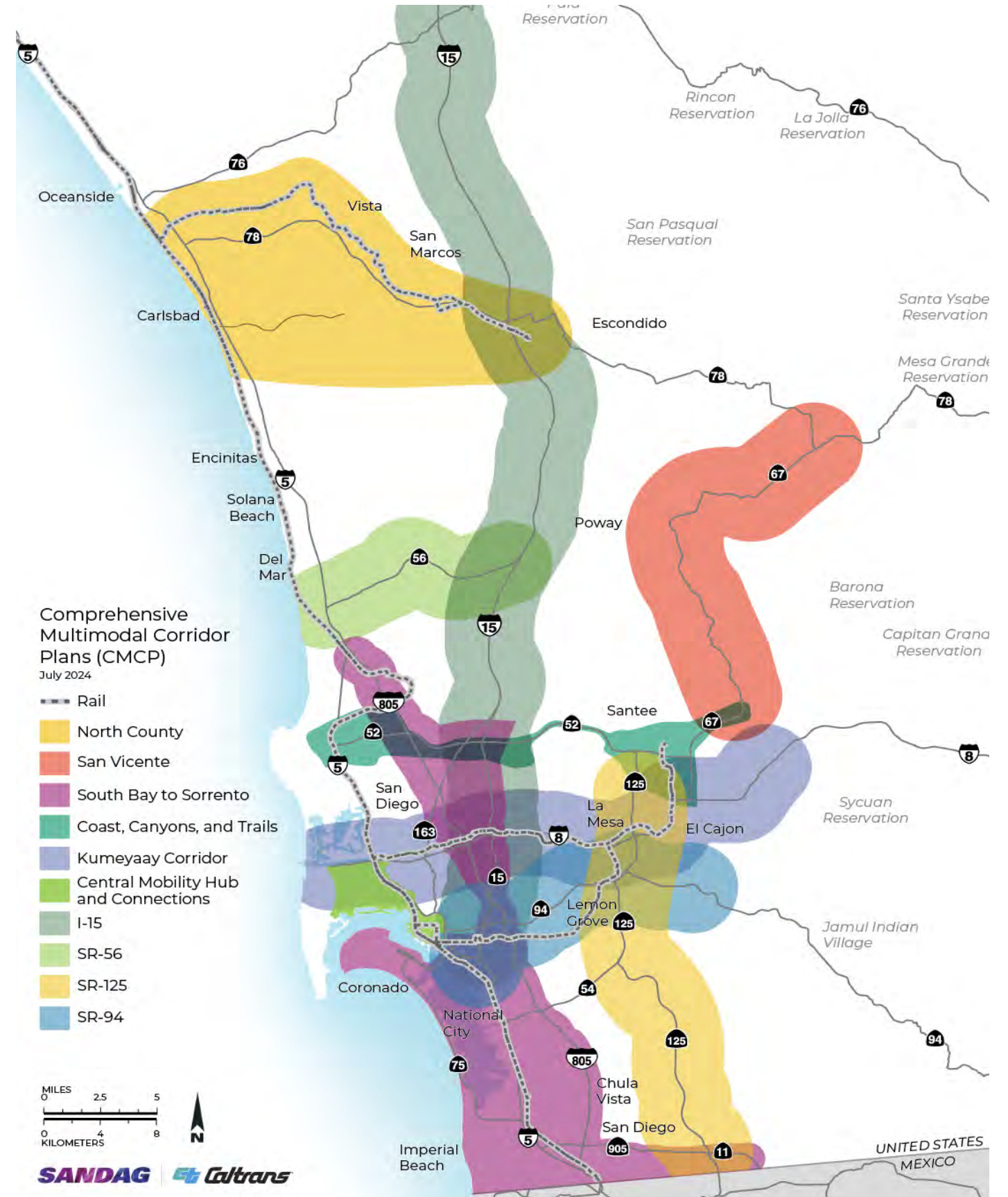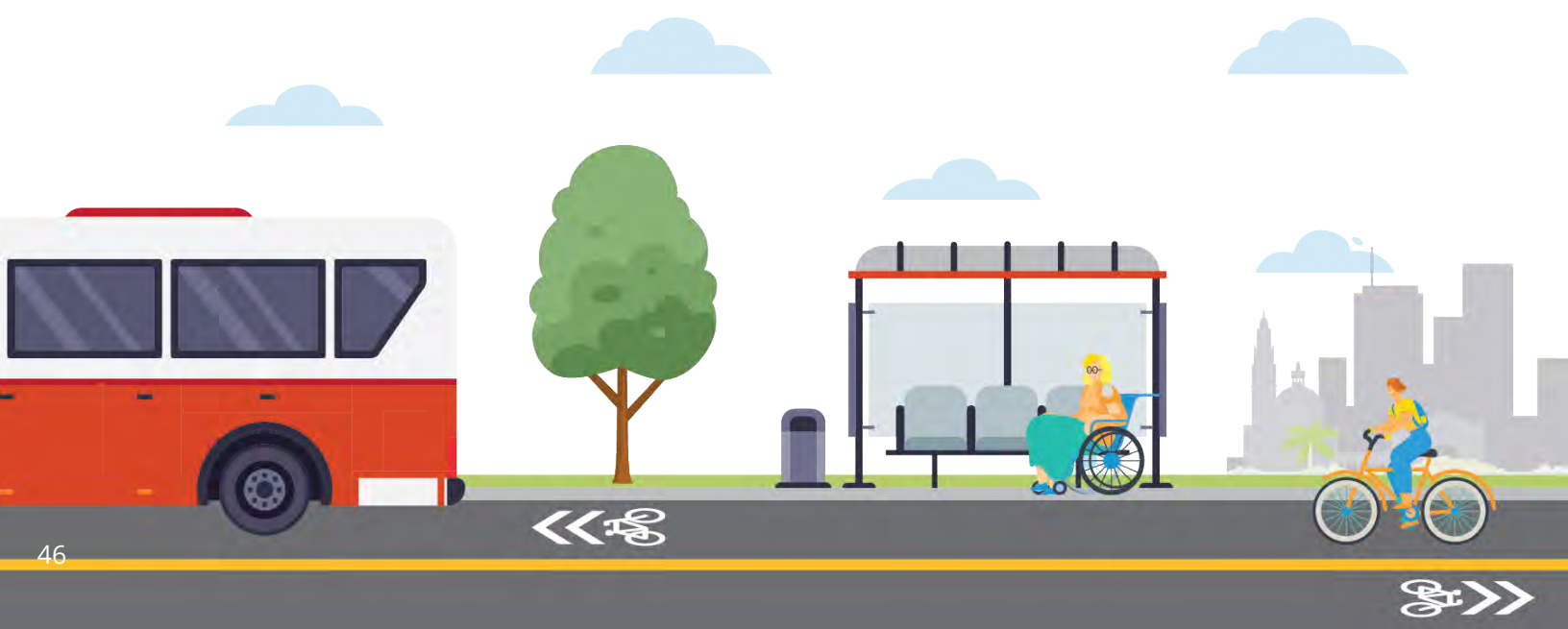

Comprehensive Multimodal Corridor Plans (CMCP)
July 2024

- ▪▪▪ Rail
- North County
- San Vicente
- South Bay to Sorrento
- Coast, Canyons, and Trails
- Kumeyaay Corridor
- Central Mobility Hub and Connections
- I-15
- SR-56
- SR-125
- SR-94

FIGURE 3-3: Regional Comprehensive Multimodal Corridor Plans

3.5 WHERE IS THE CITY GOING?

The City's mobility planning and implementation efforts will be guided by the Mobility Master Plan moving forward. In addition, the City will continue to leverage other adopted plans, initiatives, and strategies, while incorporating emerging mobility trends and new technologies. This will also build on the work being completed at the regional level. Together, these efforts will ensure that San Diego remains accessible to all, offering reliable transit, comfortable and sustainable transportation options, and cutting-edge technology for safe and efficient travel. These investments will help the City make progress toward meeting CAP GHG reduction targets, the Vision Zero goal, and other goals outlined in the General Plan. The City will also continue collaboration with public agency partners to advance the Regional Plan and support the region in realizing its vision for future mobility within the City and beyond.

3.5.1 MOBILITY MASTER PLAN UPDATES

Similar to SANDAG's Regional Plan, which is updated every four years, the Mobility Master Plan will undergo regular updates on a four-year cycle to reflect new projections, needs, technology, and opportunities. The Plan will also be refreshed as mobility projects and programs are implemented, and as other parallel planning efforts (e.g., Community Plan Updates) identify new policies, projects, and programs. Figure 3-4 illustrates separate efforts, but related connections to the Mobility Master Plan.

As part of this process, a consolidated and comprehensive mobility project inventory will be maintained and updated regularly. This inventory will serve as a vital resource for the City, local decision-makers, and community members to help plan, prioritize, and budget mobility investments. Additionally, community engagement will be an ongoing component of the Plan, including continued listening sessions to understand evolving community needs and presentations from City staff to share progress on Plan implementation. As community needs change and new technologies and trends emerge, the vision for the Mobility Master Plan will evolve to reflect updated goals and objectives.

FIGURE 3-4: Mobility Master Plan and Connected Efforts

- Climate Action Plan
- Vision Zero Strategic Plan
- Community Plan Updates, Focused Plan Amendments, and Specific Plans
- Corridor Studies
- Bicycle Master Plan
- Pedestrian Master Plan
- Traffic Signal Communications Master Plan
- Climate Resilient SD
- Peer Agency Transportation Efforts

MOBILITY MASTER PLAN

3.5.2 GUIDING THEMES

This Mobility Master Plan, along with future updates, will be guided by three themes: safety, sustainability, and equity, but can be adapted as needed over time. These themes are reflected throughout the Plan's goals, programs, project evaluation criteria, and performance monitoring metrics. The thematic profiles included at the end of this chapter provide an overview of how each theme is incorporated in this Mobility Master Plan.

How to read these thematic profiles

1 **Description of each theme**
Provides a brief narrative of the **safety, sustainability**, and **equity** themes and discusses the importance of each as it relates to mobility.

2 **Theme as it relates to San Diego**
Describes the importance of each theme in San Diego and highlights current City efforts related to each theme.

3 **Theme as it relates to the Mobility Master Plan**
Discusses how each theme has been incorporated into the Plan.

Goals
Highlights the goals of the Plan, found in Chapter 5, that are directly related to each theme.

Focus Areas
Identifies specific inputs that relate to each theme that were used to identify Focus Areas.

For this first iteration of the Plan, mobility projects from specific Focus Areas in the City are prioritized. These Focus Areas were identified using a number of datasets and inputs, such as population, employment, land use, travel patterns, planned development, safety records, and climate risk. The composite model for this Plan consists of four sub-models (pedestrian, bike, public transit, and patterns and trends models), shown in Figure 3-5: Geospatial Analysis Process. More detail is provided on the individual models in Chapter 6, Section 6.2-6.5 of this Plan. The Focus Areas combine many elements into a comprehensive analysis that emphasizes the goals of the Plan.

FIGURE 3-5: Geospatial Analysis Process
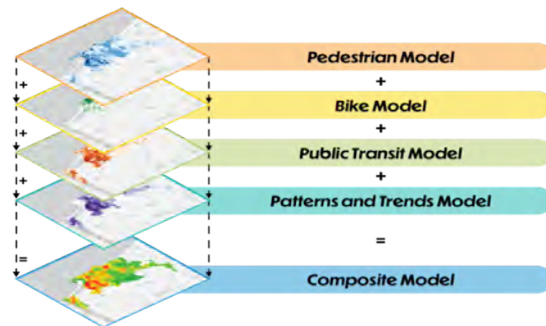
Programs
Identifies programs that promote each theme.

The Plan includes mobility programs in Chapter 8 that the City will explore to advance the goals and objectives of this plan by implementing new mobility options and enhancing existing transportation systems.

Project Evaluation Criteria
Identifies theme-specific criteria that were used to evaluate each project.

The City created a diverse set of criteria to help prioritize mobility projects for implementation. These criteria were developed by considering the goals and objectives laid out in Chapter 5, as well as input and feedback received from the community. The criteria include several factors including health and access, sustainability, equity, connectivity and user experience, land use and transportation connection, future growth, and cost effectiveness. Detailed explanations of each criterion and their scoring system are included in Appendix A.

Performance Monitoring
Identifies theme-specific performance monitoring metrics.

A robust performance monitoring framework is critical to successful implementation of this plan. Such a framework serves to provide oversight of Plan progress to all parties and is further discussed in Chapter 9.

1 Description of each theme

3 Theme as it relates to the Mobility Master Plan

2 Theme as it relates to San Diego **2**

Safety

WHAT IS SAFETY?

Safety refers to the condition of being protected from danger, risk, or injury. Safety measures play a crucial role in preventing accidents, injuries, and even fatalities while walking, rolling, cycling, using transit, or driving. Mobility safety measures range from obeying traffic rules to wearing seat belts and helmets to the City's maintenance and operations of mobility infrastructure. Every mobility user is responsible for their individual actions within the transportation network and is expected to use facilities as intended while exercising due care. Additionally, advancements in technology, such as vehicle safety features and smart infrastructure, contribute to enhancing safety in transportation systems.

MOBILITY SAFETY IN SAN DIEGO

As transportation in San Diego becomes more multimodal, the potential for conflicts and collisions could increase. Therefore, it is imperative to ensure all users are safe when using any mode of transportation. To shift our car-centric transportation system, the General Plan includes a mobility loading priority framework that focuses on prioritizing sustainable modes that move people first (e.g. people walking and rolling on assistive devices). San Diego has recognized that there is no acceptable level of loss of life when traveling around the city and has further committed to the Vision Zero goal of eliminating all traffic fatalities and severe injuries.

City Mobility Loading Prioritization: WALKING & ROLLING, BIKING & MICROMOBILITY, PUBLIC TRANSIT, SHARED VEHICLES, ELECTRIC VEHICLES

SAFETY IN THE MOBILITY MASTER PLAN

The City is improving internal processes to implement more infrastructure projects that support sustainable mobility, and all the while keeping safety at the forefront. The Mobility Master Plan sets forth guidance and actions to help prioritize programs and projects that help the City reach its climate goals and Vision Zero goal.

GOALS AND SAFETY

Safety plays a role in all the Mobility Master Plan goals, found in Chapter 5, but in particular with the following goals:

» **Goal 1:** Increase opportunities for access to safe modes of transportation **for all users.**
» **Goal 3:** Enhance and expand a **safe, connected, and convenient** network for pedestrians.
» **Goal 4:** Enhance and expand a **safe, connected, and convenient** network for cyclists and micromobility users.
» **Goal 5:** Improve access to the public transit system and provide corridors that offer **safe, convenient, and reliable** transit service and connections.
» **Goal 7:** Incorporate current **best practices** for design and implementation in the planning process.
» **Goal 8:** Incorporate innovative technologies into the City's mobility network to **increase the safety and efficiency of the network, expand mobility choices,** while enhancing user experience and reducing greenhouse gas emissions.

FOCUS AREAS AND SAFETY

Inputs that determined the Plan's Focus Areas that are related to safety:

» Collisions involving pedestrians
» Collisions involving cyclists
» Number of severe and fatal collisions
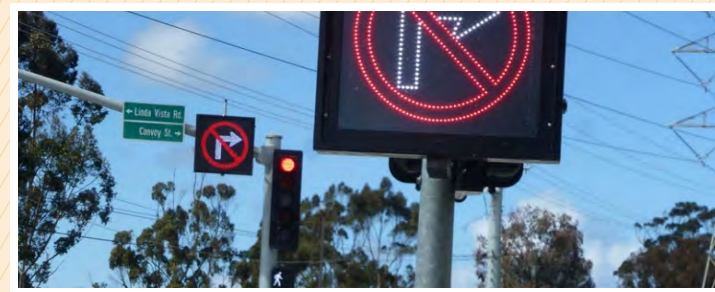
SAFETY IN SAN DIEGO INITIATIVES

Safety is the City's paramount concern with mobility. San Diego's commitment to Vision Zero underscores its dedication to making systemwide changes, improving visibility and awareness through design, and implementing safety measures that account for human error and injury tolerance, and reduce conflicts between modes. Below are example efforts helping San Diegans move around safely.

» A Safe and Sustainable Transportation for All Ages and Abilities Team is responsible for designing and installing miles of new or upgraded bikeways across the city each year.
» The Systemic Safety Analysis Reporting Program created a process for conducting proactive collision analyses to help City Engineers identify locations where low cost, effective countermeasures can be applied.
» The Council adopted Complete Streets Policy provides guidance for planning, designing, and implementing multimodal facilities.
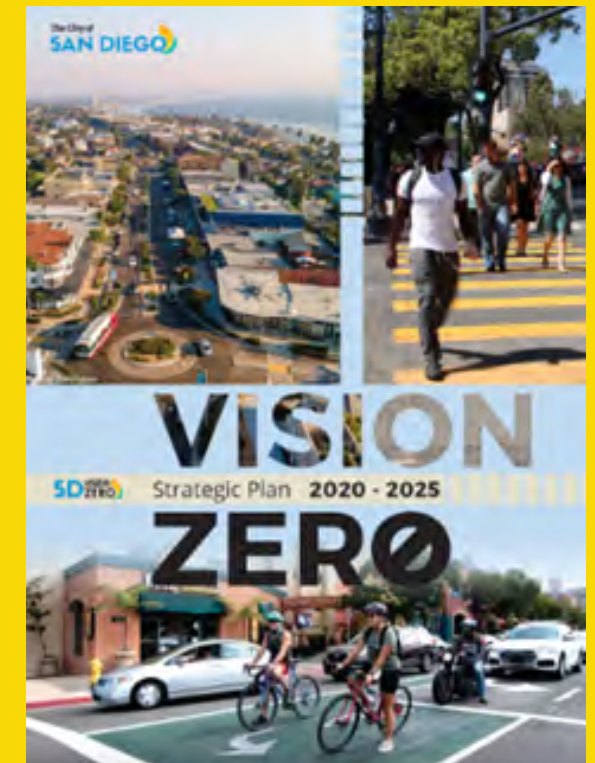
PROGRAMS AND SAFETY

Programs, outlined in Chapter 8, that will increase safety for all users and modes of transportation include:

Slow Streets

Slow streets close or limit vehicular traffic on streets to prioritize pedestrian and bicyclist safety and promote community connectivity.

Curbside Management

Create safe and efficient access to bus stops, passenger drop-off zones, paratransit and accessible loading zones, parklets, and bikeshare stations.

Urban Connectivity

Technologies that collect data like traffic speed and curbside usage to be analyzed and used to improve safety overall and at specific locations.

PROJECT EVALUATION CRITERIA AND SAFETY

In the prioritization of mobility projects within each Focus Area, the Plan includes two safety criteria:

» Does the project improve safety?
» How many severe and fatal collisions are in the project area?

PERFORMANCE MONITORING AND SAFETY

The Plan includes the following performance monitoring indicators that are related to safety:

» **Fatalities and severe injuries:** Highlights location, frequency, and type of collisions to better understand existing conditions and possible solutions.
» **Miles of new bikeways completed, by classification:** Improves safety and accessibility to cyclists.
» **Number of new roundabouts and traffic circles installed:** Proven to be an effective traffic calming measure to reduce accidents and slow down traffic.

Sustainability

WHAT IS SUSTAINABILITY?

Sustainability refers to the integration of environmental health, social equity, and economic vitality to create thriving, diverse, and resilient communities for current and future generations. Sustainability practices and policies are essential for addressing environmental concerns, reducing pollution, conserving resources, and enhancing the overall quality of life in communities.

Sustainability in the context of mobility goes beyond reducing greenhouse gas (GHG) emissions from vehicles to include encouraging efficient, low emission transportation options. Initiatives that promote walking, cycling, and using public transit can decrease traffic congestion, improve air quality, and mitigate the effects of climate change. Sustainable mobility also enhances public health, fosters economic resilience, and promotes social equity by providing accessible and affordable transportation options for all.

MOBILITY SUSTAINABILITY IN SAN DIEGO

Historically, the transportation infrastructure in San Diego has been designed for automobile use, leading to unsustainable practices, and making vehicles the single largest source of GHG emissions locally. To combat these challenges, the latest Climate Action Plan (CAP) has set a citywide goal of achieving net-zero GHG emissions by 2035. The City is committed to meeting this goal through reshaping the mobility system using technology, design, and sustainable transportation options to help reduce emissions and vehicle miles traveled (VMT), encourage mode shift, and promote environmental health.

CAP GOALS AND TARGETS:

MOBILITY AND SUSTAINABILITY

» 25% walking and 10% cycling mode share of all San Diego residents' trips by 2035
» Achieve 6% citywide VMT reduction through telecommute by 2035
» 15% VMT (commuter and non-commuter) reduction per capita by 2035

SUSTAINABILITY IN SAN DIEGO INITIATIVES

While climate change is a global problem, it is possible to address locally by fostering sustainable communities through sustainable development policies, practices, and infrastructure. The CAP serves as the City's roadmap to reduce GHG emissions through strategies designed around decarbonization, renewable energy, transportation and land use planning, clean communities, resiliency, and emerging climate actions. Below are example efforts helping address climate change.

» Blueprint SD includes a strategy to focus growth in areas that demonstrate the greatest transit competitiveness.
» Housing Solutions is an optional affordable housing incentive program aimed at encouraging the building of homes near high-frequency transit.
» Mobility Choices Regulations streamline infill development and active transportation investments that will contribute to the greatest reductions in citywide VMT.
» Electric vehicle charging stations to be installed in public spaces citywide through a public-private partnership.

SUSTAINABILITY IN THE MOBILITY MASTER PLAN

The development of a Mobility Master Plan is a CAP action that will help reduce mobile source emissions and further mode shift. The Plan serves as a vital tool in effectively implementing sustainable mobility improvements, services, and programs that align with the City's climate and General Plan goals. The Mobility Master Plan also underscores the importance of projects that encourage community members to reduce VMT and travel sustainability.

GOALS AND SUSTAINABILITY

Sustainability plays a role in all of the Mobility Master Plan goals (found in Chapter 5), with particular emphasis in the following goals:

» **Goal 1:** Increase opportunities for access to safe modes of transportation **for all users.**
» **Goal 2:** Incorporate best practices to **promote equity during all phases of the planning process.**
» **Goal 3:** Enhance and expand a **safe, connected, and convenient** network for pedestrians.
» **Goal 4:** Enhance and expand a **safe, connected, and convenient** network for cyclists and micromobility users.
» **Goal 5:** Improve access to the public transit system and provide corridors that offer **safe, convenient, and reliable** transit service and connections.
» **Goal 7:** Incorporate current **best practices** for design and implementation in the planning process.
» **Goal 8:** Incorporate innovative technologies into the City's mobility network to **increase the safety and efficiency of the network, expand mobility choices,** while enhancing user experience and reducing greenhouse gas emissions.
» **Goal 10:** Expand and build upon existing Transportation Demand Management (TDM) strategies to assist in reducing the demand by single occupant vehicles to **increase the efficiency of existing transportation resources.**

PROJECT EVALUATION CRITERIA AND SUSTAINABILITY

In the prioritization of mobility projects within each Focus Area, the Plan includes two sustainability criteria:

» Does the project advance the Climate Action Plan goal of the City achieving net zero greenhouse gas emissions by 2035?
» Does the project reduce auto dependency and promote other modes of transportation?

PROGRAMS AND SUSTAINABILITY

Programs, outlined in Chapter 8, that will expand sustainable mobility options include:

Neighborhood shuttle

Shuttle services within a specific community or neighborhood through either a fixed-route or zone-based structure.

E-Bike Rebate

Encourage and incentivize individuals to purchase electric bikes by providing them a rebate as a partial reimbursement or discount.

Mobility as a Service (MaaS)

Combination of various mobility modes into a single, digital platform, allowing users to move throughout cities and regions with ease.

Micromobility Charging and Services

Charging station aiming to provide the necessary charging infrastructure for a wide range of electric transportation options.

PERFORMANCE MONITORING AND SUSTAINABILITY

The Plan includes the following performance monitoring indicators that are related to sustainability:

» **Modeled percentage of average weekday trips using active transportation:** Number of trips by City residents that are completed by walking and biking to reveal frequency, patterns, and increases.
» **Miles of dedicated bus lanes, shared bus-bike lanes:** Transit investments encourage vehicular users to switch modes of transport with possible faster alternatives and safer access.
» **Annual bus and rail transit boardings in the City:** Boardings show increases or decreases of utilization.
» **Modeled percentage of average weekday trips using transit:** Number of trips taken by City residents that are completed using public transit to reveal frequency, patterns, and increases.

Equity

WHAT IS EQUITY?

Equity refers to fairness and justice in providing opportunities, resources, and treatment to everyone, regardless of differences in race, gender, socioeconomic status, or ability. Equity, different from equality, recognizes that we do not all start from the same place and acknowledges that we must adjust to imbalances. Equity occurs when we eliminate institutional racism and systemic disparities, providing everyone with access to opportunity and the resources they need to thrive.

Equity in the context of mobility is about ensuring that transportation infrastructure and services are accessible, affordable, and inclusive for all, regardless of age, gender, physical ability, income level, or geographic location.

MOBILITY EQUITY IN SAN DIEGO

Historically, efficient, cost effective and sustainable infrastructure in San Diego have been unequally implemented, with structurally excluded communities lacking the quality and variety of resources due to past planning and investment practices. This disparity has left these underserved community members prone to limited mobility options and air pollution, perpetuating social and economic inequities and lack of access to opportunities. The analytical data indicates these underserved communities lack mobility options, with up to 15% of households not owning a vehicle in a city that is highly dependent on vehicles. The City's recent efforts to address mobility equity include completing and undertaking studies that identify multimodal improvements for structurally excluded communities, address the needs of pedestrians, cyclists, and transit users, and focus on neighborhood connections to shopping, recreational amenities, and jobs. Overall, these efforts will uplift areas and community members with the greatest needs.

EQUITY IN SAN DIEGO INITIATIVES

The City's efforts to promote equity include prioritizing structurally excluded communities in plans to identify their specific needs, evaluating projects that maximize community benefits and minimize burdens, and shifting decision-making power to amplify the voices of these communities. Examples helping address equity include:

» Build Better SD is an equitable, citywide funding program for public facilities, including libraries, streets, and active transportation facilities.

» The 2021 Parks Master Plan creates an equitable parks system for the City, so that everyone has access to safe, clean and thriving park spaces.

» In 2024, the City added an Environmental Justice Element to the General Plan with goals and policies that further advance the equitable distribution of benefits, access to high-quality public spaces and amenities, and limit environmental burdens.

ENVIRONMENTAL JUSTICE ELEMENT GOALS

» Flexible, multifunctional public spaces that are easily accessible by walking/ rolling, biking, and transit where people of all age groups, genders, and abilities can play and socialize.

» Green infrastructure that strengthens environmental protection and supports safe and healthy communities.

» Safe spaces for people to walk/roll and bike to allow for active and healthy ways to move around and enjoy communities.

» Public facilities and infrastructure for people of all age groups and abilities prioritized in areas with the greatest needs.


MOBILITY MASTER PLAN GOALS AND EQUITY

Equity is a key element in all the Plan goals, with particular emphasis on the following:

» **Goal 1:** Increase opportunities for access to safe modes of transportation **for all users.**

» **Goal 2:** Incorporate best practices to **promote equity during all phases of the planning process.**

» **Goal 3:** Enhance and expand a **safe, connected, and convenient** network for pedestrians.

» **Goal 4:** Enhance and expand a **safe, connected, and convenient** network for cyclists and micromobility users.

» **Goal 5:** Improve access to the public transit system and provide corridors that offer **safe, convenient, and reliable** transit service and connections.

» **Goal 7:** Incorporate current **best practices** for design and implementation in the planning process.

» **Goal 8:** Incorporate innovative technologies into the City's mobility network to **increase the safety and efficiency of the network, expand mobility choices**, while enhancing user experience and reducing greenhouse gas emissions.

EQUITY IN THE MOBILITY MASTER PLAN

The Plan aligns with the General Plan and the 2022 Strategic Plan's vision to create opportunities in every neighborhood and prioritize the health, well-being, and quality of life for all San Diegans. From a mobility equity standpoint, this vision aims to ensure that all San Diegans receive the mobility improvements they deserve, with a focus on equitable improvements across the City. The Plan recognizes the importance of planning and completing mobility projects in these areas with the greatest needs and provides a project prioritization framework that promotes equitable mobility.
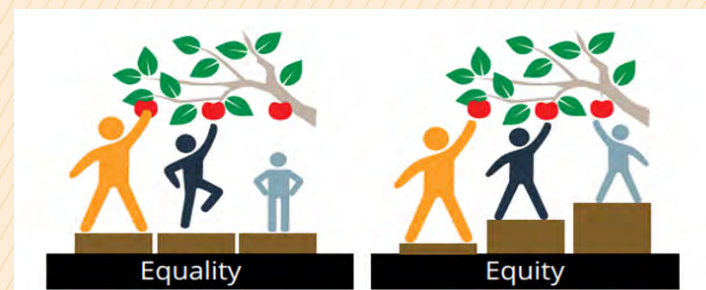
PROGRAMS AND EQUITY

Programs, outlined in Chapter 8, that will promote equity in mobility systems include:

Art in the Right-of-way:

Makes public spaces more inclusive and accessible, reflecting the diverse communities in the City.

Transit fare subsidies

Makes public transit more affordable and accessible for low-income residents.

On-demand specialized transportation

Provides tailored transportation for persons with disabilities and with limited mobility

FOCUS AREA AND EQUITY

Inputs that determined the Plan's Focus Areas that are related to equity:

» % of workers that commute by walking and rolling
» % of workers that commute by biking
» % of workers that commute by transit
» City of San Diego Climate Equity Index
» City of San Diego Communities of Concern
» Households with no vehicle ownership

PROJECT EVALUATION CRITERIA AND EQUITY

In the prioritization of mobility projects within each Focus Area, the Plan includes the following equity criteria:

» Does the project improve transportation access for people of all ages and abilities?

PERFORMANCE MONITORING AND EQUITY

The Plan includes the following performance monitoring indicators that can be related to equity:

» **First-mile/Last-mile projects completed:** Reflects enhanced access to transportation options in currently underserved areas.

» **Miles of new and repaired sidewalks:** Improves pedestrian safety and accessibility for all, especially those with disabilities and in underserved neighborhoods.

» **Number of new street trees planted:** Enhances the pedestrian realm and improves walkability, especially in underserved neighborhoods.