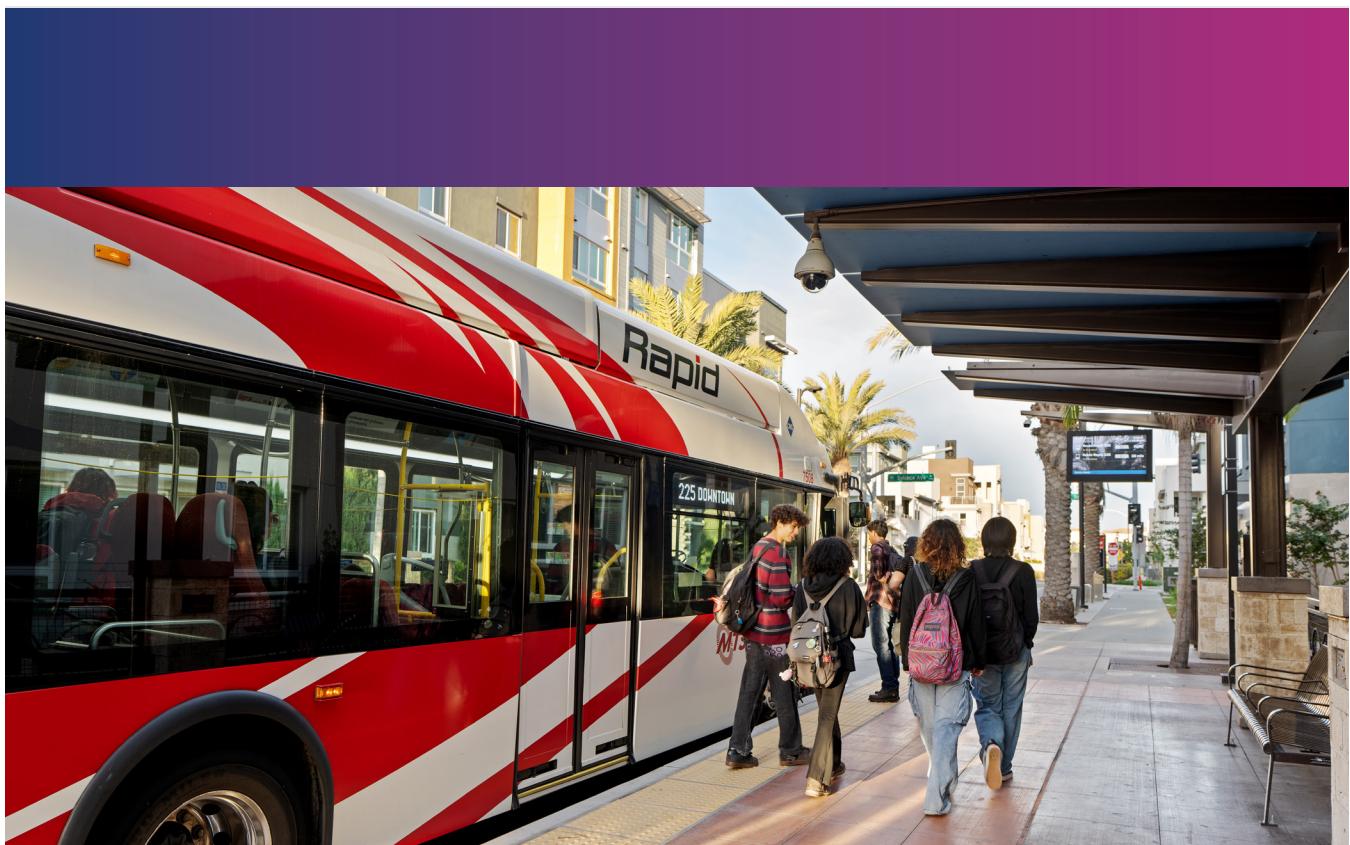




CHAPTER 1

SYSTEM EVALUATION AND PRIORITY IMPROVEMENT CORRIDORS



Free Language Assistance | Ayuda gratuita con el idioma | Libreng Tulong sa Wika | Hỗ trợ ngôn ngữ miễn phí
免費語言協助 | 免費语言协助 | مساعدة ترجمة مجانية | 무료 언어 지원 | 無料の言語支援 | Бесплатная языковая
помощь | Assistência linguística gratuita | মুক্ত ভাষা সহায়তা | Assistance linguistique gratuite | ຜິ່ງບໍລິສາດກໍລິກິ່ງ
ଛୁଚିତ୍ ଭାଷା ସହୃଦୟଙ୍କୁ | ການຊ່ວຍເຫຼືອດ້ານພາສາພົມ | Kaalmada Luqadda ee Bilaashka ah | Безкоштовна мовна допомога

SANDAG.org/languageassistance | 619.699.1900



Contents

1.0 Introduction	1.3
1.1 System Evaluation	1.3
1.2 Corridor Improvement Opportunities	1.3
1.3 Corridor Scoring Results.....	1.3
1.1 System Evaluation	1.4
Transit Operations and Delay Hotspots.....	1.4
Rider Experience and Stop-Level Infrastructure Conditions.....	1.4
Existing Conditions and Prior Studies.....	1.6
Regional Documents.....	1.6
1.2 Corridor Improvement Opportunities	1.7
Identifying Potential Corridors	1.7
Equity.....	1.7
MTS.....	1.8
NCTD	1.10
Lessons Learned.....	1.11
Scoring Criteria.....	1.12
Uses for Criteria.....	1.12
Selection of Criteria.....	1.12
Safety.....	1.12
Ridership.....	1.15
Transit Propensity.....	1.17
Accessibility.....	1.19
Community Plans.....	1.21
Delay.....	1.23
On-Time Performance.....	1.23
Priority Facilities	1.23
Roadway Characteristics.....	1.23
Jurisdiction Complexity	1.23
1.3 Corridor Scoring Results.....	1.24
Selected Corridors for Design in Each Service Area.....	1.25
MTS Corridor – Downtown (Broadway)	1.25
NCTD Corridor – Northern Oceanside (3 sections).....	1.26
Corridors for Further Analysis in Chapter 3	1.27
MTS Service Area.....	1.27
NCTD Service Area	1.27
Appendix 1A: Prior Studies and Plans	1A.1
Appendix 1B: Corridor Scoring	1B.1

Figures

Figure 1.1: MTS Corridor Candidates	1.9
Figure 1.2: NCTD Corridor Candidates	1.11
Figure 1.3: MTS Safety Network	1.13
Figure 1.4: NCTD Safety Network	1.14
Figure 1.5: MTS Average Weekday Stops (High Ridership Stops)	1.15
Figure 1.6: NCTD Average Weekday Ridership (High Ridership Stops)	1.16
Figure 1.7: MTS Transit Propensity (Zero-Car Households, 2022)	1.17
Figure 1.8: NCTD Transit Propensity (Zero-Car Households, 2022)	1.18
Figure 1.9: MTS Walkability	1.19
Figure 1.10: NCTD Walkability	1.20
Figure 1.11: MTS Transit Routes	1.21
Figure 1.12: NCTD Transit Routes	1.22

Tables

Table 1.1: MTS Corridors for Consideration	1.8
Table 1.2: NCTD Corridors for Consideration	1.10
Table 1.3: MTS Corridor Scores	1.24
Table 1.4: NCTD Corridor Scores	1.24

1.0 Introduction

As part of On the Move, this chapter provides an overview of existing conditions in the San Diego region's transit system, with a focus on the specific corridors under consideration. It also outlines the process used to narrow down corridors for further analysis in later stages of the project.

The primary audiences for this memo are:

- **Transit operators (MTS and NCTD):** to identify which corridors in their service areas could be candidates for quick-build implementation
- **Jurisdictions:** To see where there may be opportunities for partnership, and where right-of-way or political considerations may affect implementation.
- **SANDAG Board of Directors and community members:** to understand a transparent process for selecting potential locations for quick-build projects to be implemented.

This memo is organized into three sections:

1.1 System Evaluation

- Highlight existing conditions for bus transit across the region
- Identify key operational challenges affecting buses
- Describe rider experiences onboard and when interacting with bus infrastructure at stops and stations

1.2 Corridor Improvement Opportunities

- Highlight 22 high-priority transit corridors identified in collaboration with the Metropolitan Transit System (MTS) and the North County Transit District (NCTD)
- Summarize the criteria used to evaluate existing transit conditions and pare down corridors

1.3 Corridor Scoring Results

- Score and rank corridors based on the feasibility of and need for quick-build project implementation
- Identify five corridors from each service area (MTS and NCTD) to be included in Chapter 3
- Select one corridor from each service area to be included in Chapter 4



1.1 System Evaluation

Transit Operations and Delay Hotspots

The On the Move project development team (PDT) leveraged input from partners to identify the most important criteria for determining existing conditions. The PDT received input from:

- MTS and NCTD, the transit agencies responsible for planning and operating bus service and contributing technical and operational input.
- City of San Diego, Caltrans, and staff from other cities, organizations with authority over streets, land use, and development decisions affecting bus corridors.

These technical partners shaped the purpose of the project by identifying operating conditions across the region that continue to challenge bus efficiency and movement. After discussions about the limitations and opportunities inherent to quick-build projects, the partners identified the following issues as being relevant to the existing conditions analysis:

- **Recurring congestion** during peak hours, particularly in mixed-flow lanes where buses compete with general traffic, limiting their ability to maintain scheduled headways.
- **Limited intersection treatments**, such as queue jump lanes, coordinated signal timing, or bus priority measures. The lack of such treatments restricts efficient navigation through key bottlenecks.
- **Inefficient stop spacing and placement**, with closely placed stops increasing dwell time and unevenly spaced stops causing boarding and alighting delays.
- **Curbside design limitations**, including the absence of far-side stops or dedicated pull-in space, often result in buses being stopped at red lights immediately after serving a stop or blocking traffic behind them.

These corridor-level operational inefficiencies contribute to poor on-time performance and increased travel time variability. As a result, the transit system becomes less reliable and less competitive with private vehicles, particularly during peak hours when predictability and service frequency are most critical.

Additional information on the criteria development process can be found in Chapter 2.

Rider Experience and Stop-Level Infrastructure Conditions

The PDT also shaped the existing conditions criteria by receiving input from individuals with close connections to community members, and who have expertise on the ground-level infrastructure conditions desired from the user perspective. The PDT received input from:

- Community-based organizations representing communities and providing feedback on mobility barriers and equity needs
- Regional advisory committees provided higher-level feedback by drawing on knowledge of their jurisdictions and populations, helping to align quick-build opportunities with local needs and priorities

Across the system, existing stop-level infrastructure often fails to provide safe, comfortable, and accessible environments for transit riders. These deficiencies negatively impact on the user experience but disproportionately affect older adults, individuals with mobility challenges, and those without access to private vehicles.

These community-level partners shaped the existing conditions analysis by identifying quick-builds as possible solutions to the most visible and easily addressed issues. Several recurring stop-level concerns across the regional network were identified:

- **Lighting and safety:** Poor or non-existent lighting around bus stops, reducing visibility and increasing perceived and real safety risks, particularly during early morning and evening hours
- **Shelters and seating:** Many stops lack shelters, shade, or seating, leaving riders exposed to weather conditions, creating hardships for vulnerable populations
- **Sidewalk and access issues:** Narrow, obstructed, or poorly maintained sidewalks often make it difficult to reach stops safely
- **Right-of-way constraints:** Limited space along corridors restricts the ability to widen sidewalks, add shelters, or introduce new safety features
- **Pedestrian safety:** Heavy traffic and high vehicle speeds make crossings unsafe and discourage walking to and from stops; some corridors reflect highway-style designs that prioritize vehicles over pedestrians
- **Equity and access:** Improvements are needed to ensure a safer, more equitable transit environment, particularly for riders who rely on transit as their primary mode of travel
- **Challenges in implementation:** Funding limitations, regulatory obstacles, multi-agency coordination, and community skepticism due to past projects continuing to pose barriers

Community members and partners emphasized that basic infrastructure upgrades, such as lighting, seating, shading, sidewalk repairs, and safer crossings, should take priority over more complex or costly interventions. For example, our conversations with community members at Pacific Beach, for example, highlighted that often, the barrier to their use of transit was not the speed, but the perceived comfort of the service, including at transit stops.

Additional information on the development of these criteria is provided in Chapter 2.

The PDT determined that between “transit operations and delay hotspots” and “rider experience and stop-level infrastructure conditions,” quick-build projects have the potential to improve specific key factors. The metrics identified above were carried into the next phase of the analysis.

 **Conclusion: Low-cost, high-impact quick-build improvements are an opportunity to significantly enhance rider experience and safety throughout the regional system.**

Existing Conditions and Prior Studies

Additionally, as part of identifying high-opportunity corridors, the PDT reviewed their proposed plans, gathered past studies and found related documentation to guide the feasibility of bus improvements on both a localized and regional level. Some of these are listed below, and all are included and summarized in Appendix 1A.

Regional Documents

- Draft SANDAG 2025 Regional Plan (2025)
- SANDAG Vision Zero Action Plan (2024)
- NCTD BREEZE Speed and Reliability Study (2025)
- MTS Designing for Transit Manual (2018)
- City of San Diego Mobility Master Plan (2025)
- SANDAG Improving Bus Operations and Traffic (2016)
- Next Generation Rapid Conceptual Planning Blueprint (2023)
- North County CMCP (2023)
- Kumeyaay Corridor CMCP (2024)
- South Bay to Sorrento CMCP (2023)
- Central Mobility Hub and Connections CMCP (2023)
- MTS Transit Optimization Plan (2017)

1.2 Corridor Improvement Opportunities

Identifying Potential Corridors

To identify where quick-builds can be deployed, the first step was to develop a list of corridors known to exhibit the issues identified in the previous section. These “hotspots” represent the places with the greatest potential for immediate improvement through quick-build interventions.

Due to limited time and capacity, the PDT elected to create an initial selection of 10 corridors from each of the MTS and NCTD service areas, for a total of 20. However, during the selection, stakeholder feedback led to team expanding the total to 22 corridors (12 MTS and 10 NCTD).

In past studies, such as SANDAG’s Improving Bus Operations and Traffic (IBOT) study, the method for identifying corridors for analysis included rigorous quantitative selection methods. The IBOT study used GIS and more advanced modeling techniques to look at the entire region through a quantitative lens, and to identify specific locations based on specific criteria, such as delay and congestion. While methods such as these are valuable, the On the Move project team had both time and capacity restrictions that made this largely infeasible for this project.

The PDT felt that by leveraging past studies, resources, stakeholder knowledge, and community input, they could select a robust list of corridors without the need for quantitative selection methods. The corridors were identified from studies like IBOT, SANDAG *Rapids*, BREEZE Speed and Reliability Study (2025), and the MTS Transit Optimization Plan (2017). Additionally, the PDT leveraged the opinions of experts from MTS, NCTD, and the City of San Diego to suggest and pare out locations.

Therefore, the initial identification of corridors in the MTS and NCTD areas was not based on uniform criteria, and was instead a mix of qualitative analysis, stakeholder feedback, and previous expertise on areas with the highest need for improvements. However, each is a corridor identified by project partners to have data-supported concerns, which are identified in the following sections.

Equity

While On the Move considered corridors, case studies, and partners from across the region, special emphasis was given to those in disadvantaged communities. These communities have historically faced underinvestment in transit infrastructure, higher exposure to environmental burdens, and disproportionate barriers to mobility.

As such, in the selection of corridors for analysis, emphasis was given to Justice40 communities and those containing Title VI minority routes, such as Logan Heights, Escondido, National City, San Ysidro, City Heights, Lemon Grove, San Marcos, and El Cajon.

MTS

For the MTS corridors, the PDT selected corridors based on staff recommendations, community input, and documented areas of delay.

Priority was given to corridors with legacy infrastructure, but those part of existing planning efforts for capital improvements, and/or those that would benefit from leveraging quick-builds as pilots. This was a more qualitative process, utilizing prior expertise from PDT members, and known bus operator pain points.

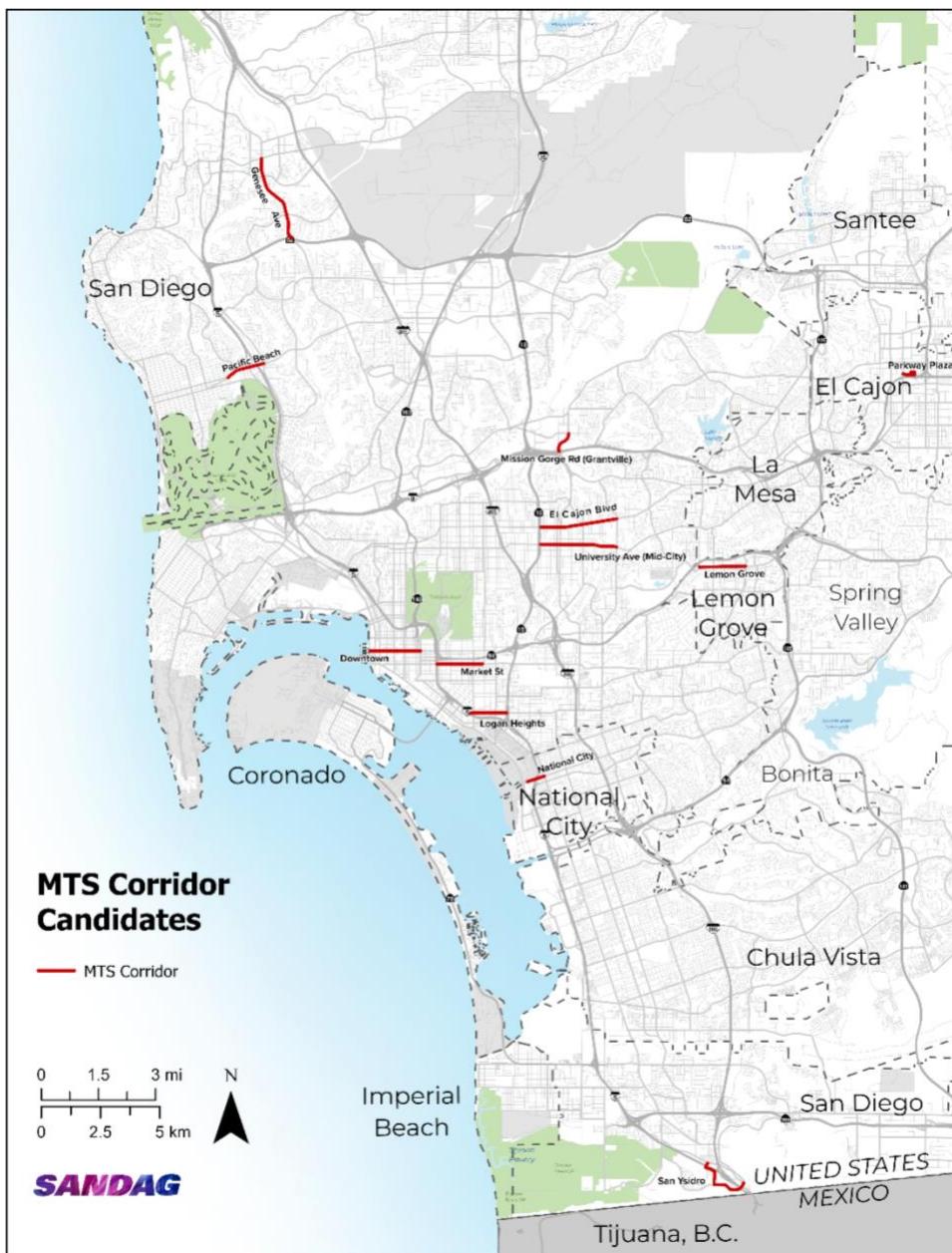
Additionally, in response to specific suggestions for their inclusion from partners, two additional MTS corridors were included for consideration in the project. Sections of Market Street and El Cajon boulevard, shown at the bottom of Table 1, below, were identified as having specific needs and impacts on their communities, and were included to make a total of 12 MTS corridors.

Table 1.1: MTS Corridors for Consideration

Corridor	Bus Routes Served
Downtown Broadway from City College Transit Center to Harbor Drive	2, 7, 110, 215, 225, 280, 290, 901, 910, 923, 929, 992
Pacific Beach Balboa Avenue from Garnet Avenue to Morena Boulevard	8, 27
Mission Gorge Road (Grantville) Twain Avenue to I-8	13
University Avenue (Mid-City) SR 15 to 54th Street	7, 10, 965
Lemon Grove Broadway from Lemon Grove Avenue to Federal Boulevard	856, 916/917, 936
National City 8th Street from 8th Street Transit Center to National City Boulevard	932, 955, 962, 963, 968
San Ysidro Camino de la Plaza and Willow Road from San Ysidro Boulevard to Calle Primera	906/907
Genesee Avenue La Jolla Village Drive to SR 52	30, 31, 41, 60, 101, 201/202, 204, 921
Logan Heights National Avenue from SR 15 to I-5	12
Parkway Plaza (El Cajon) Village Parkway/Arnele Avenue at Parkway Plaza Transit Center	833, 848, 874, 875
Market Street 30th Street to I-15	5
El Cajon Boulevard SR 15 to 54th Street	1, 215, 13

Source: MTS

Figure 1.1: MTS Corridor Candidates



Source: MTS

NCTD

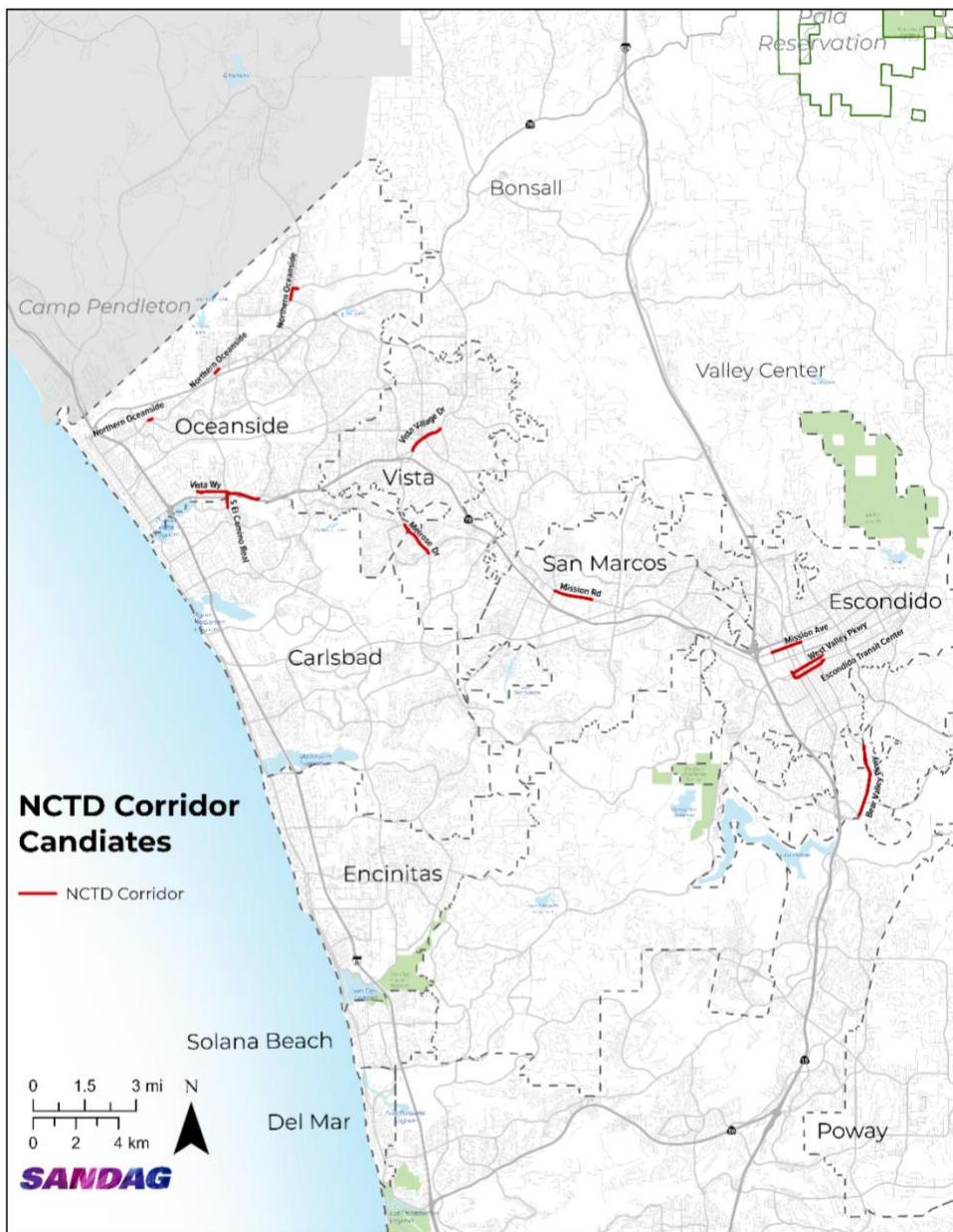
NCTD identified their corridors by leveraging their recently completed BREEZE Speed and Reliability Study, comprehensive analysis of bus corridors in North County. Their study identified hotspots for transit delay and included the level of investment necessary to address key issues. NCTD staff recommended locations which were phased for near-term (0-5 years) and had most favorable potential cost and impact scores. Additionally, most of the 10 selected corridors had both stop-level and operational issues. Table 1.2 displays the initial list of corridors.

Table 1.2: NCTD Corridors for Consideration

Corridor	Bus Routes Served
Bear Valley Parkway Sunset Drive to Beethoven Drive	350
Escondido Transit Center Quince Street and 2nd Avenue from Escondido Transit Center to Hickory Street	350, 351, 353, 355, 371, 388, 651
Mission Avenue (Escondido) Rock Springs Road to Broadway	305, 354, 356 MTS Routes: 280, 235
Mission Road (San Marcos) Las Posas Road to Knoll Road	304, 305, 347, 445, 604
Vista Way Jefferson Street to Italia Way	302, 315, 325
Melrose Drive South Melrose Drive from Shadowridge Drive to Live Oak Road	332, 632
West Valley Parkway Hickory Street to Quince Street	350, 351, 352, 354, 356, 357, 358, 359, 371, 388, 651, 652
Vista Village Drive Vista Way to Civic Center Drive	302, 303, 305, 306, 318, 332, 334, 632
South El Camino Real Marron Road to Vista Way	302, 309
Northern Oceanside (3 sections) 1. Mission Avenue and Amick Street 2. Mission Avenue and El Camino Real 3. North River Road and College Boulevard	303, 309, 311, 313, 315

Source: NCTD

Figure 1.2: NCTD Corridor Candidates



Source: NCTD

Lessons Learned

On the Move aims to create a replicable process for identifying potential locations for implementing quick-build projects. The costs associated with computer analysis, such as GIS, traffic modeling, or other methods for identifying “hotspots” can be too expensive to be worthwhile for quick-builds.

With most quick-build projects having lower budgets, quicker turnaround times, and fewer resources, the PDT found that future efforts on the part of implementing agencies, such as jurisdictions, should continue to leverage past resources, including studies, expert and local sentiment, and bus operator feedback. There is large body of information out there regarding where operational issues exist for transit, so duplicative efforts to identify them are not always necessary, especially for quick-builds.

Scoring Criteria

Uses for Criteria

After selecting 22 total corridors to analyze, the PDT then worked to select criteria by which to study them. The purpose of these criteria would be two-fold:

- To compare the corridors to each other and identify which are most likely to be good locations for implementation.
- To evaluate the unique existing conditions of each of the corridors such as in Chapter 3, treatments can be recommended.

Selection of Criteria

Again, the project team looked for past experience to establish an initial list of criteria. Using the BREEZE Speed and Reliability Study as reference, the project team adapted its process for scoring corridors. The criteria adapted included:

- Jurisdictional coordination and alignment with planning documents
- Delay, on-time performance, and ridership
- Transit propensity and equity considerations

Additionally, the project team refined and expanded the number of criteria and sub-criteria with the help of project partners in a manner similar to the collaborative process of identifying the corridors.

Factors that could affect the cost, implementation timeline, complexity, and immediate benefits of a project were included. Some factors, such as delay or safety, identify which corridors are in need of treatment, while other factors, such as community plans will identify the feasibility of quick-build implementation. The project team's goal was to choose the criteria which were most conducive to assessing both the need for and the feasibility of quick-build implementation.

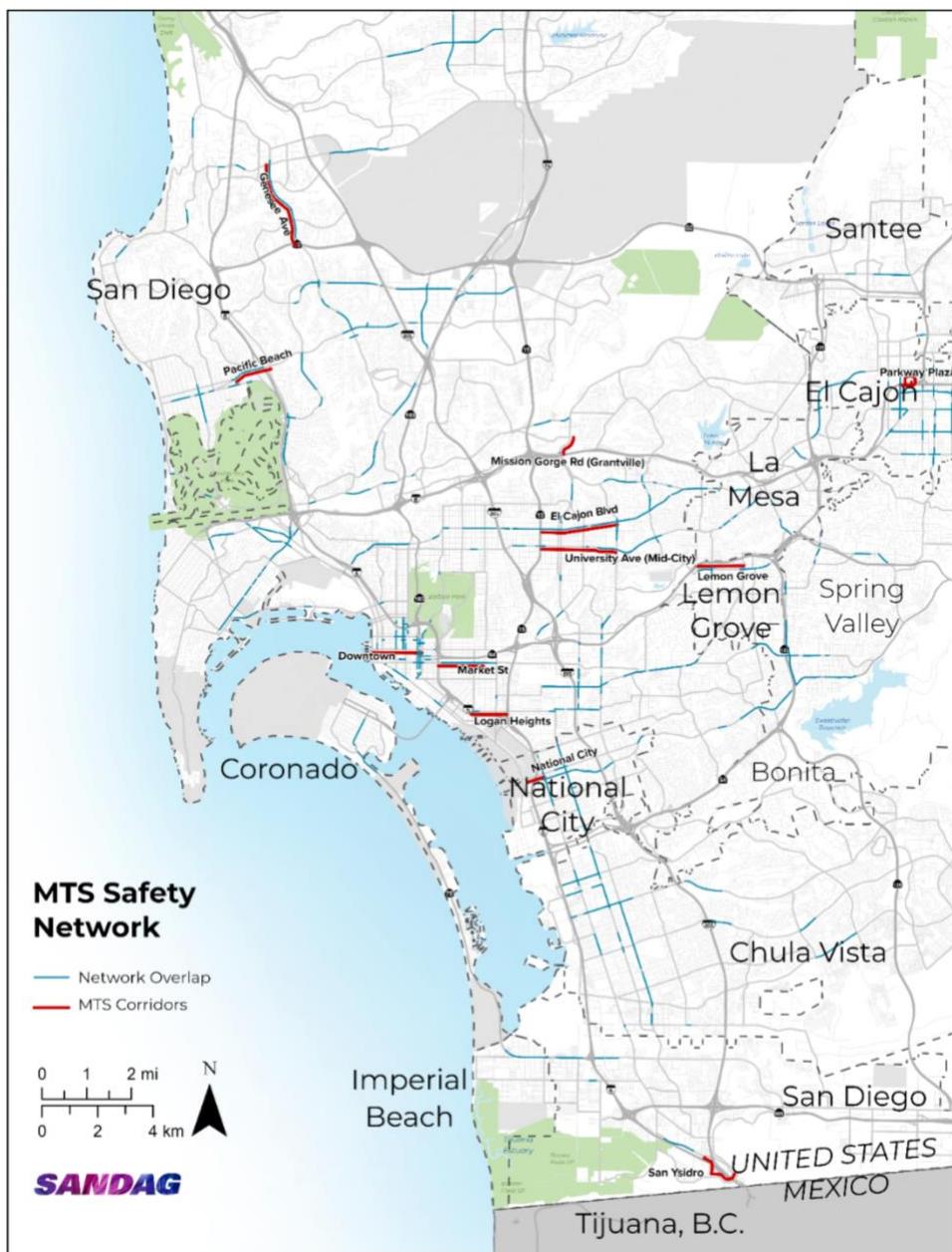
Additional recommendations for adapting these criteria to future quick-build projects can be found in the Implementation Recommendations in Chapter 4B.

Safety

Using SANDAG's *Vision Zero Traffic Safety Dashboard*, the PDT identified corridors with high priority for safety improvements.

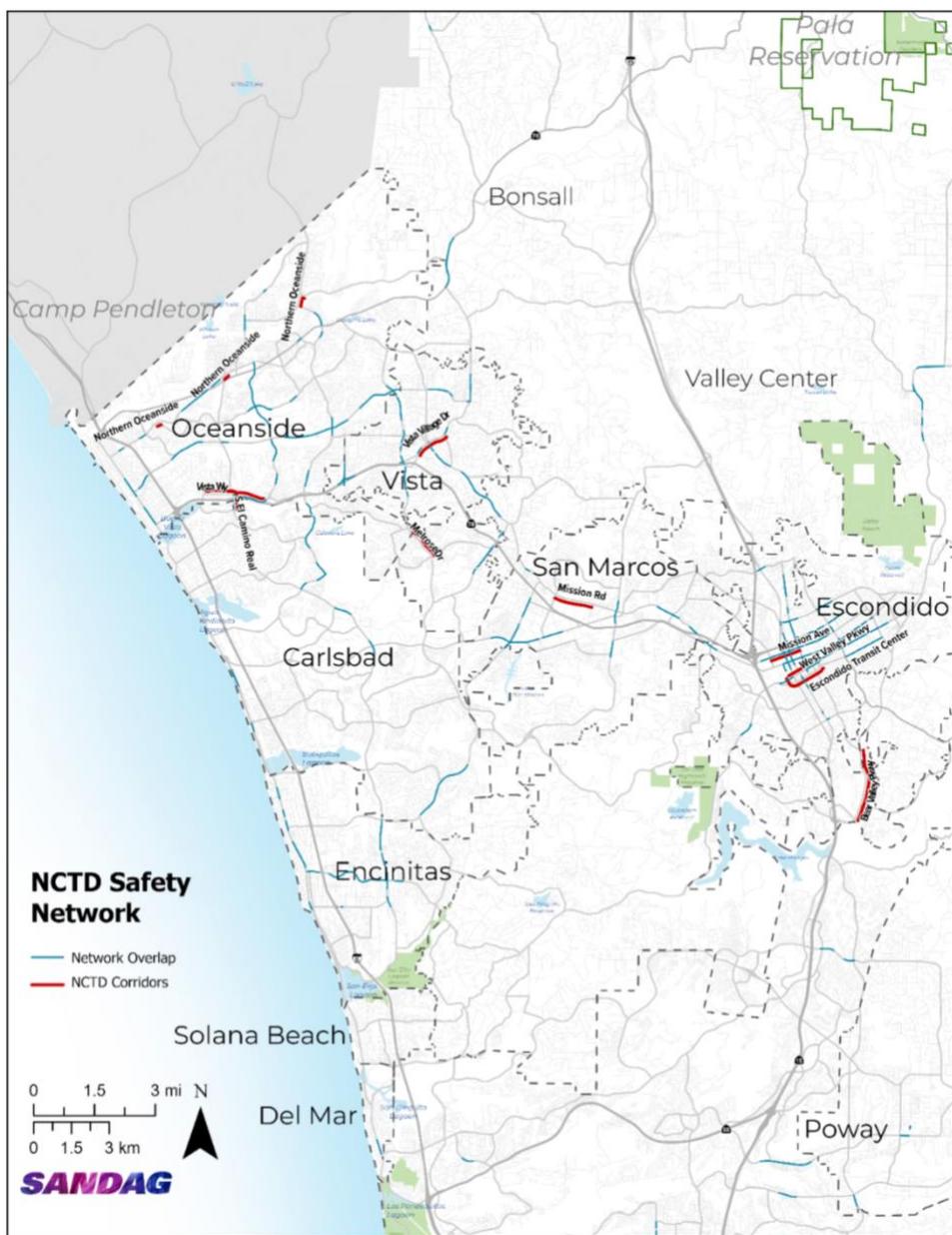
- Inclusion on the Vision Zero Safety Focus Network
- Inclusion on Vision Zero Systemic Safety Network
- Rate of accidents (pedestrian and cyclist) reported in the Vision Zero Dashboard

Figure 1.3: MTS Safety Network



Source: SANDAG Vision Zero Dashboard

Figure 1.4: NCTD Safety Network



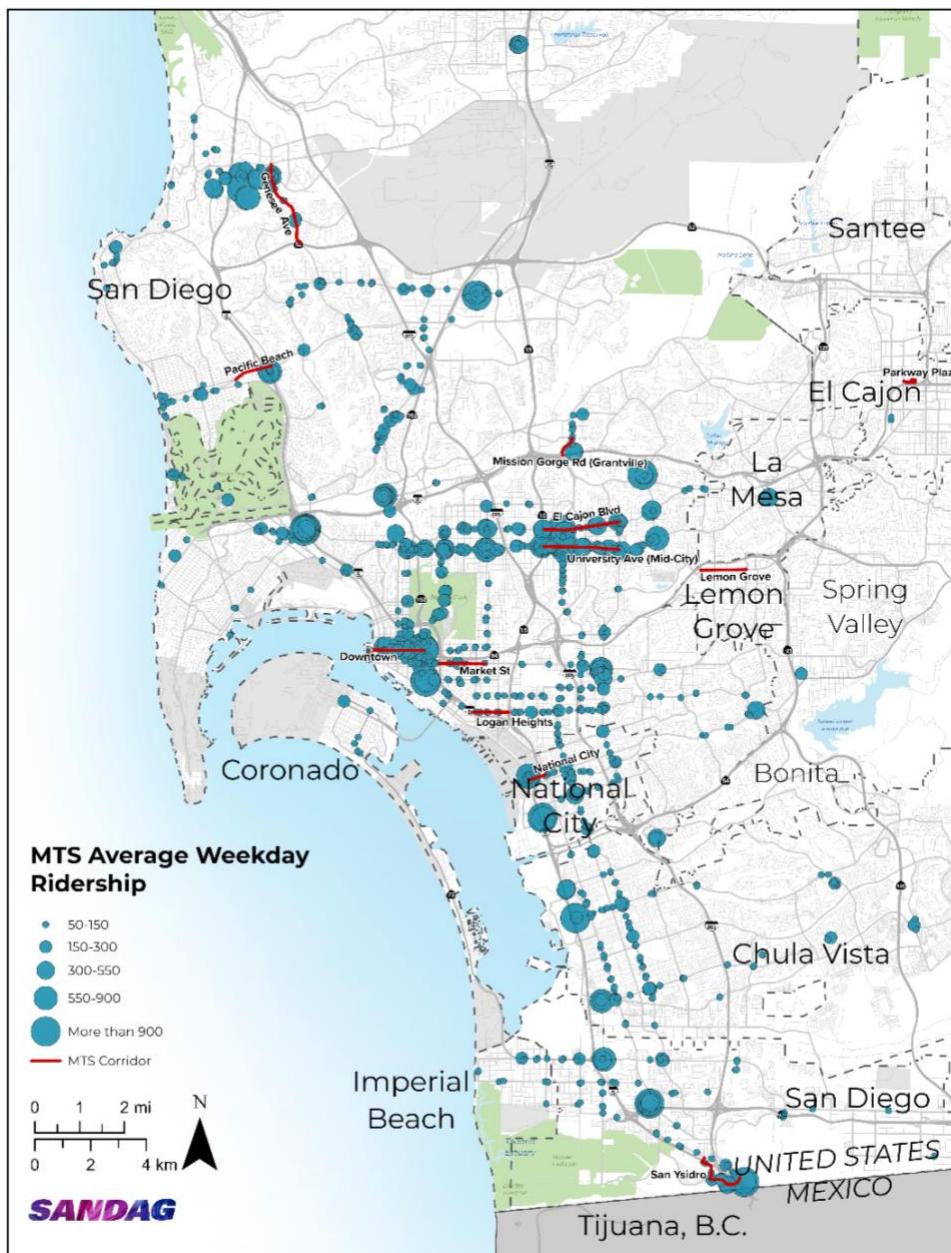
Source: SANDAG Vision Zero Dashboard

Ridership

Using SANDAG's Automatic People Counts (APC) data, the PDT ranked the corridors by stop- and route-level ridership.

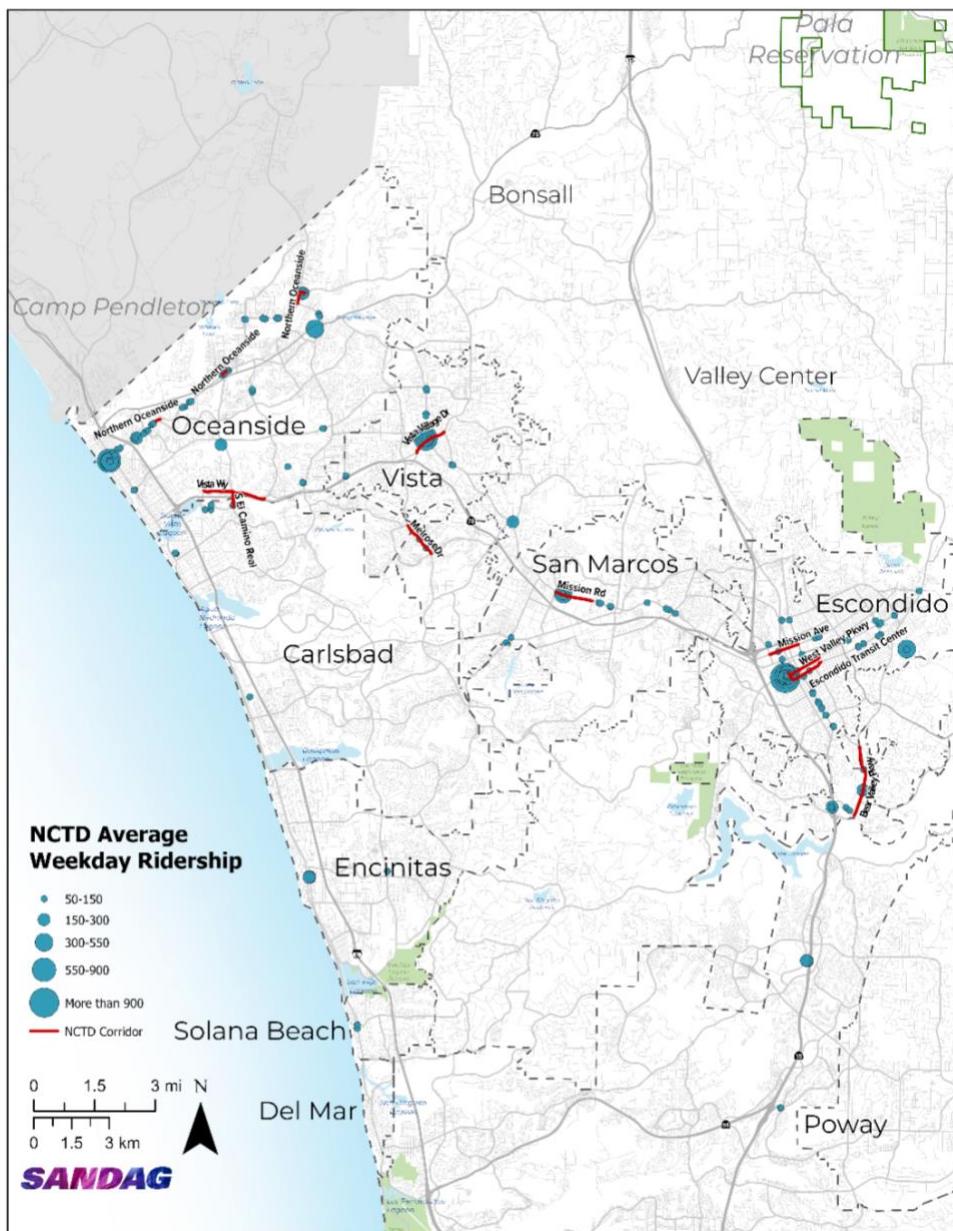
- Number of high-volume stops (50 or more passengers per weekday)
- Total route ridership

Figure 1.5: MTS Average Weekday Stops (High Ridership Stops)



Source: SANDAG APC

Figure 1.6: NCTD Average Weekday Ridership (High Ridership Stops)



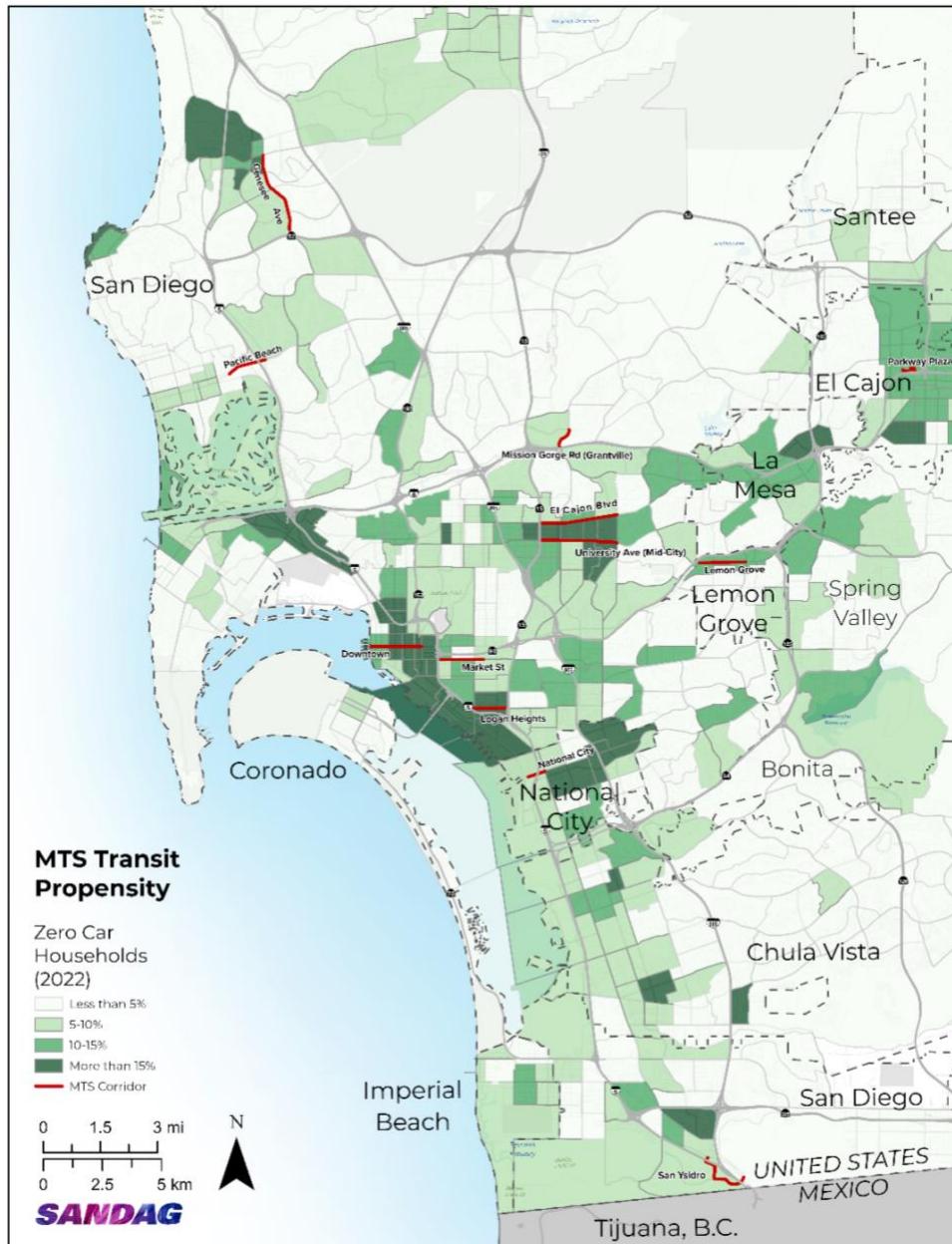
Source: SANDAG APC

Transit Propensity

Using U.S. Census data, the PDT identified ranked the corridors based on the percent of zero-car households. They also identified other factors that would contribute to need and potential demand for improved transit.

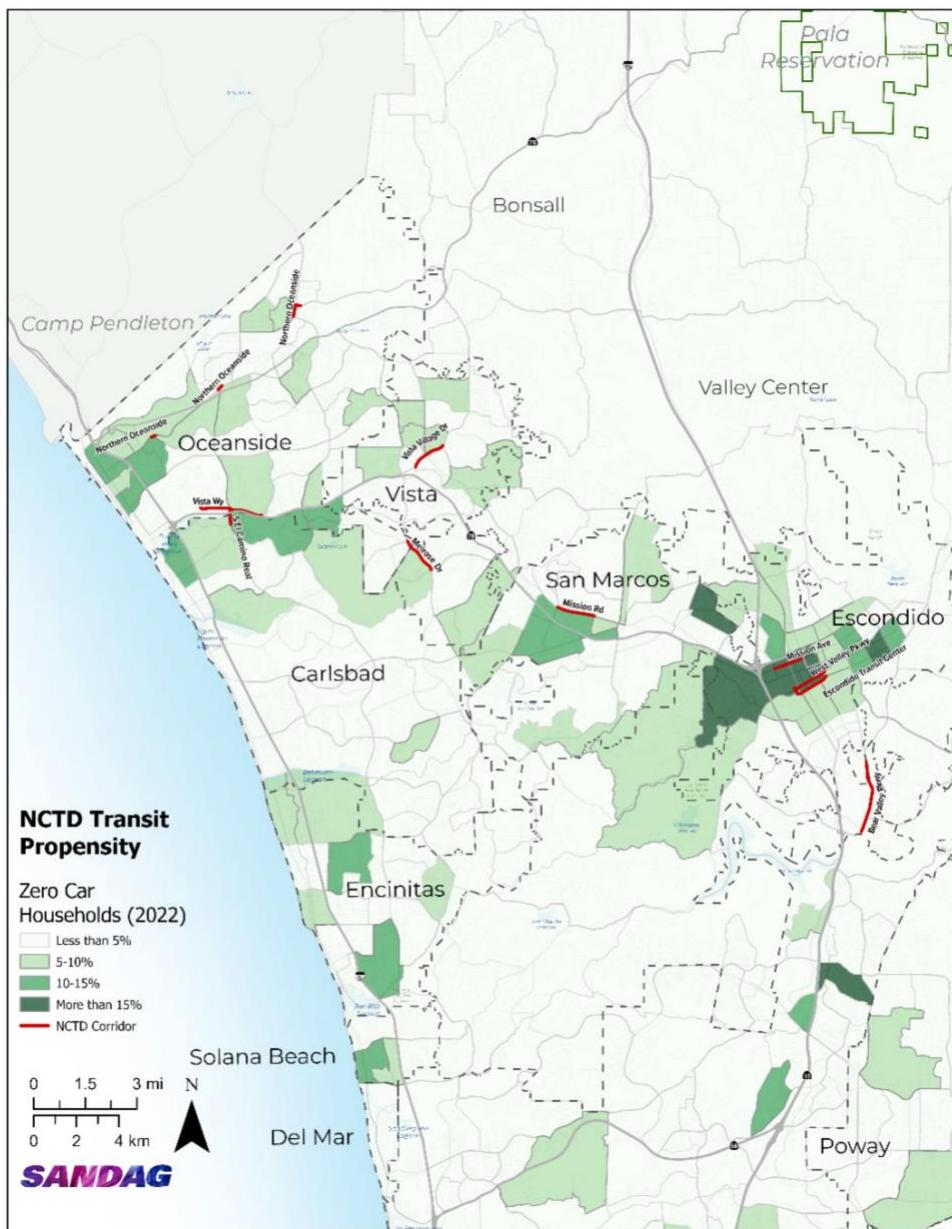
- Percentage of households with zero vehicles in census tracts along corridors
- Justice40 tracts along corridor and routes on corridor identified as Title VI routes

**Figure 1.7: MTS Transit Propensity
(Zero-Car Households, 2022)**



Source: US Census ACS (2022)

**Figure 1.8: NCTD Transit Propensity
(Zero-Car Households, 2022)**



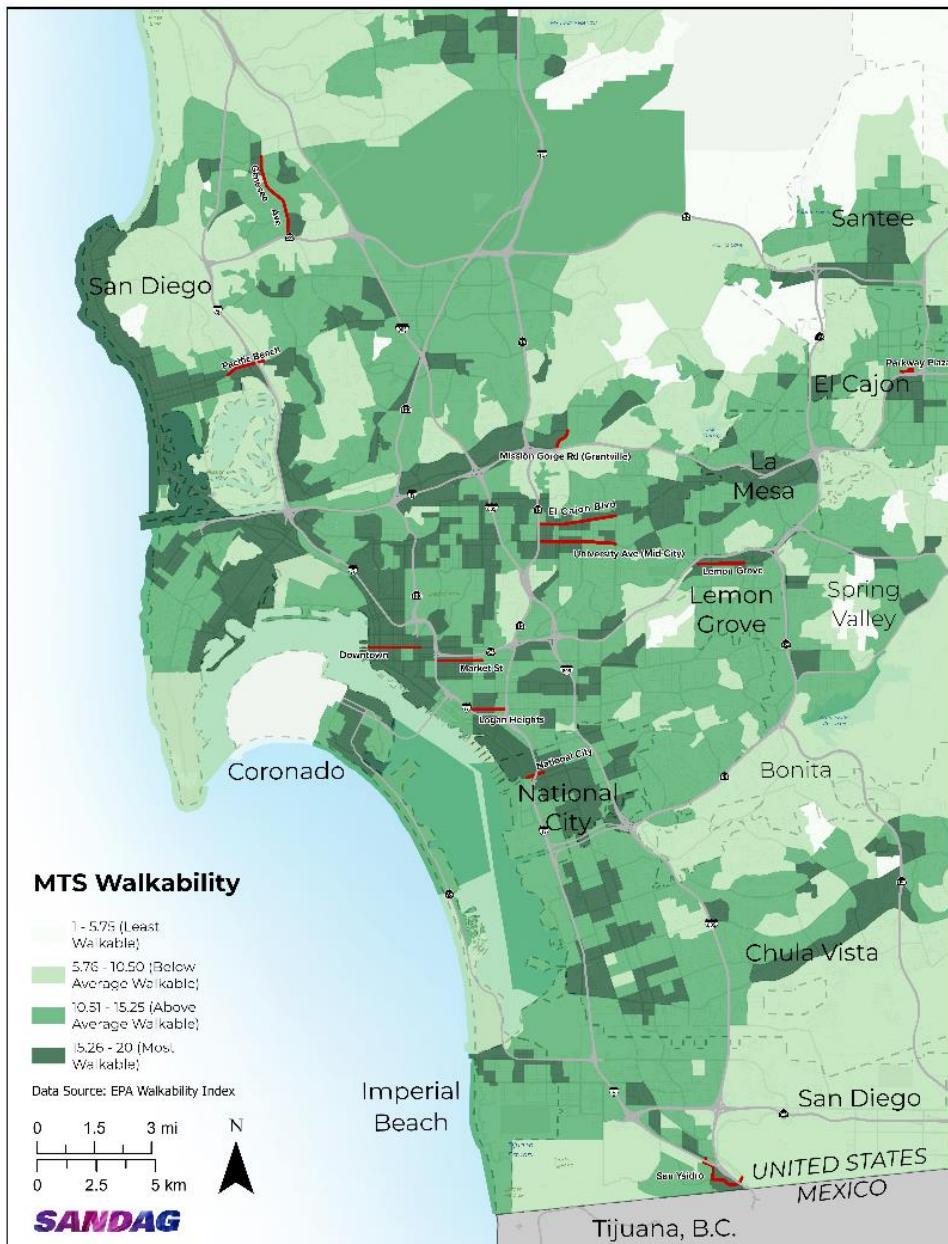
Source: US Census ACS (2022)

Accessibility

Using data from the National Walkability Index, the PDT ranked the corridors by their accessibility for pedestrians.

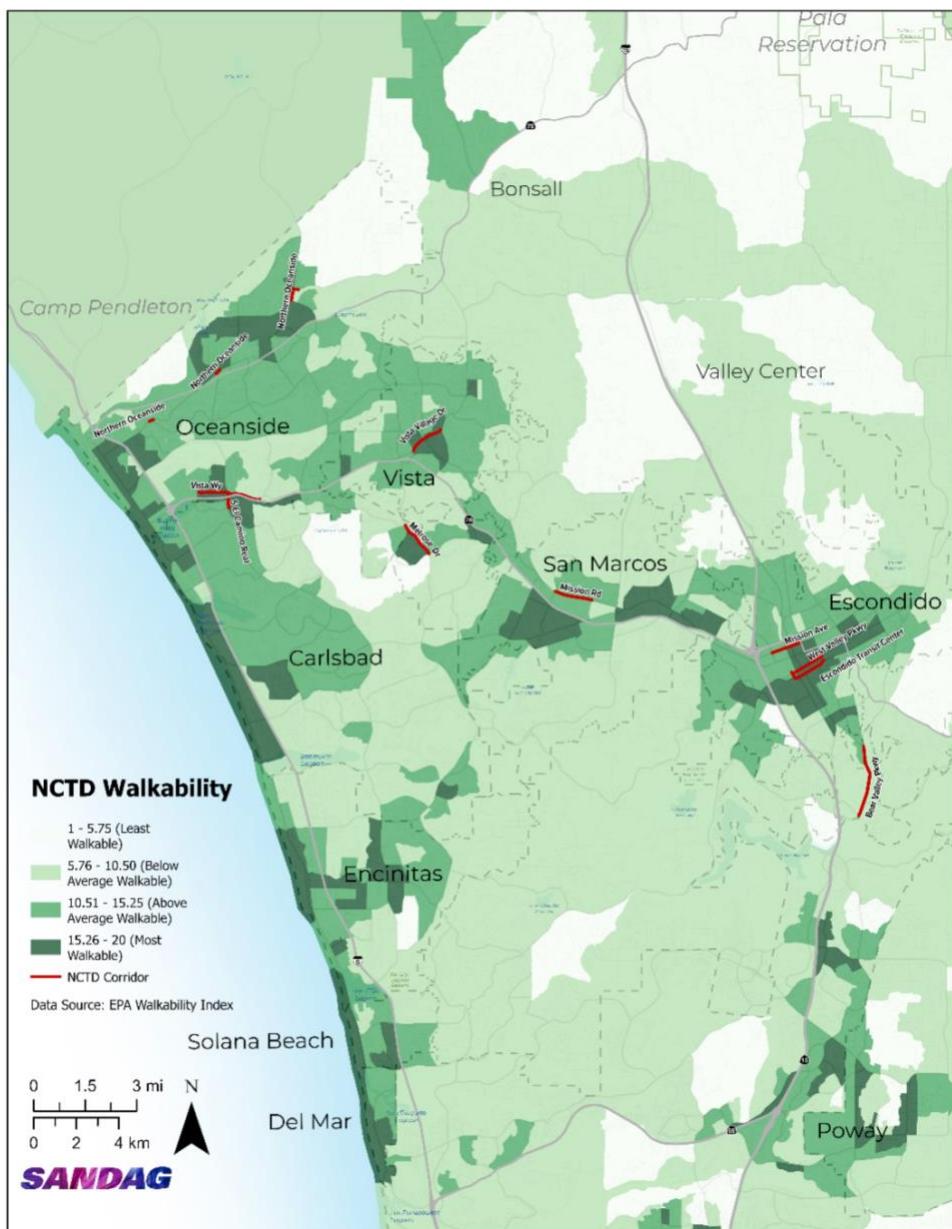
- National Walkability Index score used as proxy for station accessibility, with lower scores indicating necessity for improved pedestrian amenities

Figure 1.9: MTS Walkability



Source: National Walkability Index (EPA)

Figure 1.10: NCTD Walkability



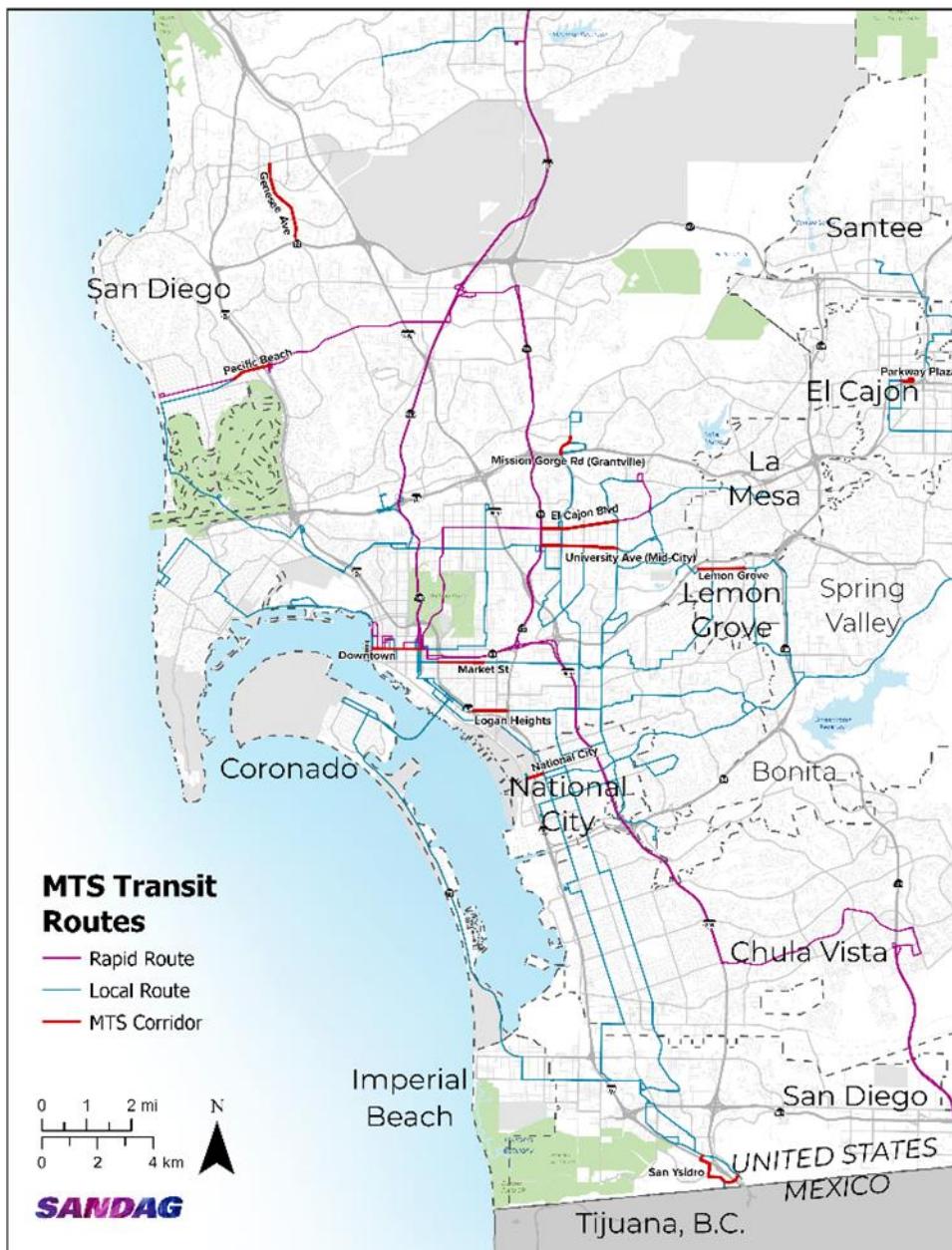
Source: National Walkability Index (EPA)

Community Plans

The PDT identified scores based on which corridors are a high priority for bus projects in their respective locations based on existing planning documents.

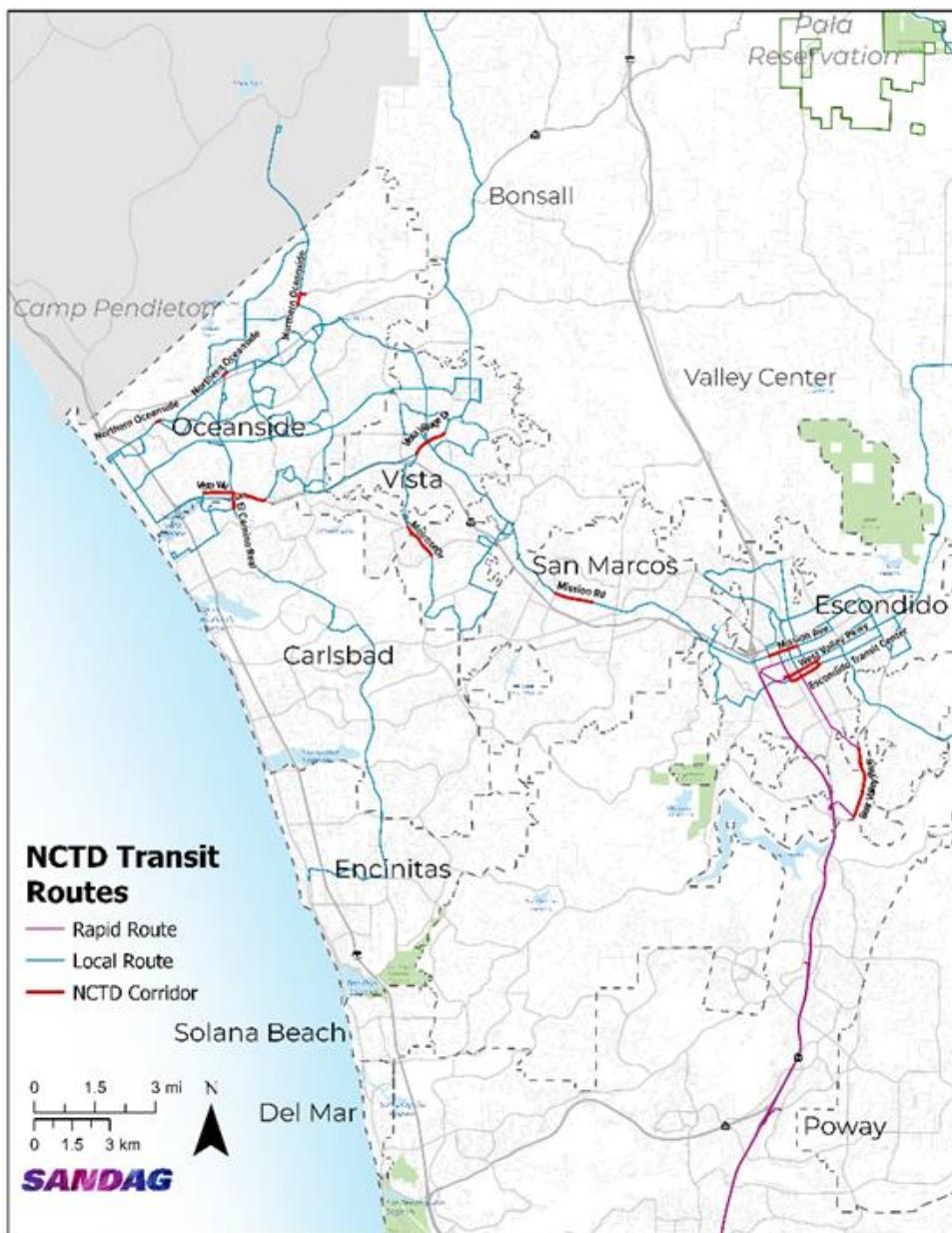
- Inclusion of corridor as a priority for transportation improvements on relevant transportation, downtown, and community plans
- Score was adjusted based on perceived feasibility of transit improvements within jurisdiction

Figure 1.11: MTS Transit Routes



Source: MTS

Figure 1.12: NCTD Transit Routes



Source: NCTD

Delay

Using SANDAG's APC data, the PDT ranked the corridors by their levels of transit delay, identified as the difference in travel times on the corridor between congested and uncongested periods.

- Percent difference in bus travel speed between peak and off-peak times

On-Time Performance

Using SANDAG's APC data, the PDT ranked the corridors by on-time performance to identify which would benefit the most from increased reliability.

- On-time performance (OTP) by timepoint

Priority Facilities

Using data from SANDAG's Open Data Portal, the PDT identified elderly facilities, schools, and rail transit near the corridors to rank them by their density of these priority facilities.

- Number of schools within 1/2-mile of corridors
- Number of elderly facilities within 1/2-mile of corridors
- Presence of rail transit hubs within or directly adjoining corridors

Roadway Characteristics

Using data from SANDAG's Open Data Portal, the PDT ranked the corridors by number of lane-miles of road and bikeways, in order to help identify their complexity and size.

- Lane-miles of general-purpose roadway on corridor
- Presence of bikeways on corridor

Jurisdiction Complexity

By ranking corridors by the number of jurisdictional agencies across which each corridor spans, the PDT identified the complexity of project implementation for each corridor.

- Number of jurisdictions through which the corridor passes, including cities, special districts, Caltrans, etc.



1.3 Corridor Scoring Results

Once the 10 criteria were agreed upon by the PDT, the final step in finalizing was to prioritize criteria. During the scoring process, each criteria was scored from 0-3 for a given corridor. While all of them are important to scoring, members agreed that some should have more weight than others. As such, the PDT underwent a prioritization exercise, ranking the 10 criteria as low-, medium-, or high-priority. This informed the weighting of the criteria relative to each other.

To see the specific results of this weighting exercise, the data sources and values, and in-depth scoring methodology in detail, see Appendix 1B. Below are the corridors organized by score. Higher scores indicate they had more traits favorable to quick-build implementation.

Table 1.3: MTS Corridor Scores

Corridor	Score	Rank
Downtown (Broadway)	32.39	1
Logan Heights (National Ave.)	32.01	2
San Ysidro (Camino de la Plaza/Willow Road)	30.57	3
Genesee Ave. (University City)	29.68	4
University Avenue (Mid-City)	29.04	5
Mission Gorge Road (Grantville)	27.25	6
National City (8th St.)	24.79	7
Lemon Grove (Broadway)	24.12	8
Parkway Plaza (El Cajon)	23.35	9
Pacific Beach (Garnet Ave.)	23.26	10
El Cajon Boulevard	34.29	1
Market Street	28.44	2

Source: MTS

Table 1.4: NCTD Corridor Scores

Corridor	Score	Rank
Northern Oceanside (3 locations)	31.54	1
S. El Camino Real	30.02	2
Mission Ave. (Escondido)	29.49	3
W. Valley Parkway (Escondido)	28.33	4
Mission Rd. (San Marcos)	27.35	5
Vista Village Dr	26.61	6
Melrose Dr.	25.98	7
Vista Way	23.06	8
Escondido Transit Center (Quince/2nd Ave.)	22.37	9
Bear Valley Parkway	20.99	10

Source: NCTD

Selected Corridors for Design in Each Service Area

This final section of this chapter is a summary of the results of the corridor scoring exercise. The final scores informed each corridor's existing conditions through the lens of the 10 criteria and were important in understanding which treatments should be recommended to each corridor, based on the need for improvements, and the feasibility and complexity that would go into doing so.

The sections below will identify the corridors and provide a brief description. Chapters 3 and 4 will take a closer look at the corridors, including describing which specific issues and opportunities were found during this phase, and then will recommend quick-build treatments based on them.

This section includes the two corridors, (one each from MTS and NCTD) which were selected to have a design created for them in Chapter 4. Both corridors had very high scores from the exercise conducted above, which contributed to their selection. But ultimately, the PDT ensured that the two corridors selected had the most support from the jurisdictions, transit operators, and other partners before finally selecting them.

Guidance on adapting these criteria for future quick-build projects is provided in Chapter 4.

MTS Corridor – Downtown (Broadway)

Highest Scoring Criteria: Safety, Ridership, OTP, Priority Facilities

The Downtown corridor encompasses a 1.1-mile stretch of Broadway in Downtown San Diego. It was selected due to safety concerns, high ridership, and its central location as the primary artery for transit across the region. Many local and Rapid routes operate on the corridor, and many more are planned in the future; therefore, improvements to bus operations on Broadway would have outsized impacts on transit across the region.

Other concurrent planning efforts are underway to improve multimodal transportation on Broadway in the long term. With the help of project partners, the PDT selected Broadway to serve as a “pilot” for improvements to bus operations along the corridor.

The PDT considered pursuing El Cajon Boulevard as the corridor for design for MTS, due to its high score in the earlier exercise. However, with the corridor already having a quick-build bus lane to the west and fewer opportunities for improvement on the section identified, the PDT chose to select Broadway, in downtown San Diego instead.



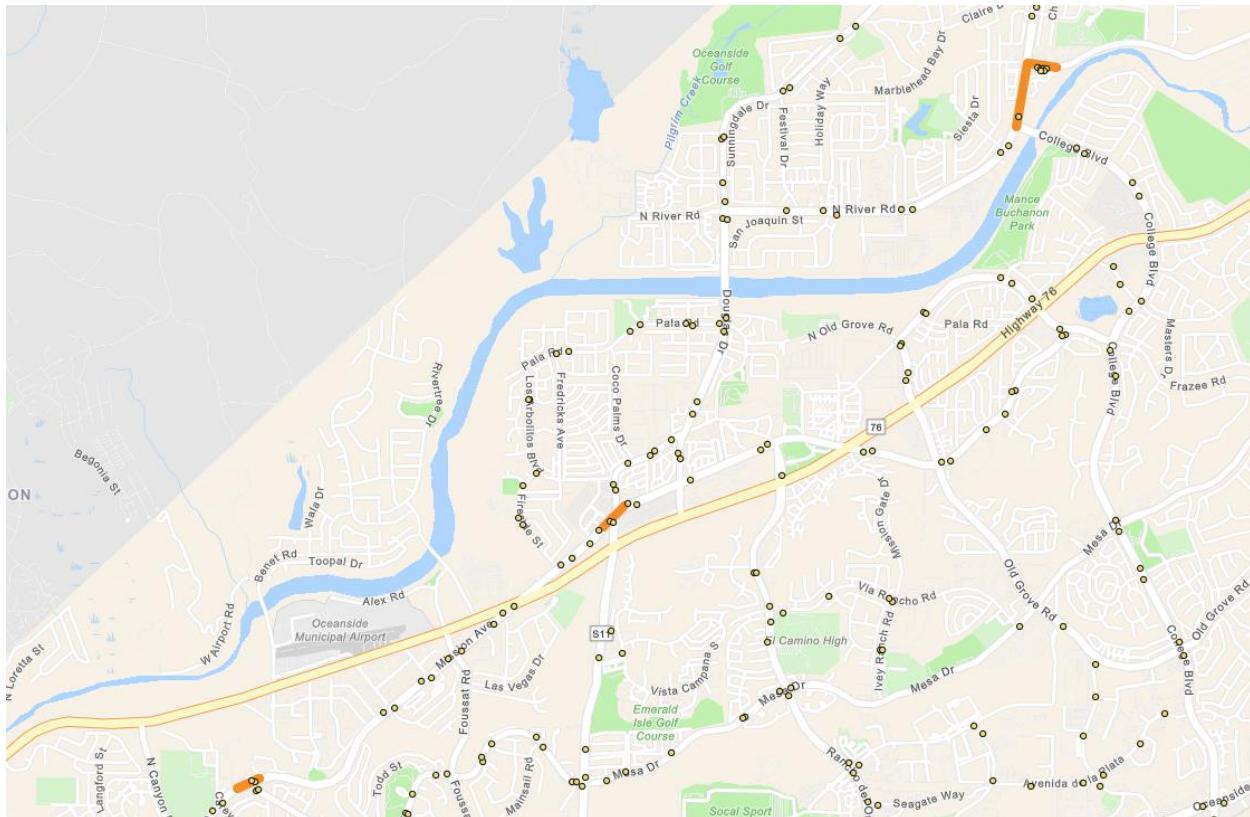
NCTD Corridor – Northern Oceanside (3 sections)

Highest Scoring Criteria: Safety, Ridership, Roadway Characteristics

The Northern Oceanside corridor is non-contiguous, including about 0.7 miles of roadway and three separate intersections across the northern Oceanside area. The scoring revealed safety concerns and its position as one of the highest ridership sections of the NCTD system. Additionally, the BREEZE Speed and Reliability study had identified operational issues at the three intersections, which the scoring results supported.

The PDT considered other corridors, including Vista Village Drive in Vista, for example. In that case, conversations with staff at the City of Vista revealed that any bus priority measures, including many intersection treatments, would likely be difficult to implement. Alternatively, staff at the City of Oceanside seemed open and supportive of researching possible quick-build solutions at the identified locations.

This corridor appeared the most feasible, while still having significant need for operational and user-experience improvements.



Corridors for Further Analysis in Chapter 3

This section moves forward five corridors from each service area for further analysis. These corridors were selected based on being the highest scoring corridors beside Northern Oceanside and Broadway. Based on the scores, the PDT believed they still had significant potential for quick-build improvements, and were worth considering at a high level. Therefore, while conceptual designs will not be provided for these corridors, they will be further evaluated for treatment recommendations based on the best practices outlined in Chapter 3.

More details on the existing conditions identified in the scoring exercise are provided in Chapter 3, in addition to a more robust qualitative analysis.

MTS Service Area

- **San Ysidro**
Highest Scoring Criteria: Delay, OTP
- **Genesee Avenue**
Highest Scoring Criteria: Ridership, Delay, Accessibility
- **Logan Heights**
Highest Scoring Criteria: OTP, Transit Propensity
- **El Cajon Boulevard**
Highest Scoring Criteria: Safety, Ridership, OTP, Priority Facilities

NCTD Service Area

- **Mission Avenue (Escondido)**
Highest Scoring Criteria: Safety, Transit Propensity, Accessibility
- **Mission Road (San Marcos)**
Highest Scoring Criteria: Ridership, Delay
- **West Valley Parkway**
Highest Scoring Criteria: Safety, Transit Propensity, Priority Facilities
- **South El Camino Real**
Highest Scoring Criteria: Safety, Roadway Characteristics

Appendix 1A: Prior Studies and Plans

Regional Sources

City of San Diego Mobility Master Plan

Type: Mobility Plan

Date/Year: 2025

Lead Agency: City of San Diego

Brief Description: San Diego Mobility Master Plan is a comprehensive transportation strategy aimed at creating a balanced, equitable, and sustainable mobility system.

Geographic Area: City of San Diego

Notes/Key Highlights: The plan emphasizes safety, sustainability, and equity. Discusses mobility programs: wayfinding, transportation demand management, shared mobility (bike and car) digital infrastructure for better transit services project expansion for future mobility projects funding and implementation Infrastructure projects: buffered bike lanes and cycle tracks, traffic calming measures (raised medians, pedestrian crossings, and curb extensions, expansion of bikeway network.

Draft 2025 Regional Plan

Type: Regional Plan

Date/Year: 2025

Lead Agency: SANDAG

Brief Description: The goal of the 2025 Regional Plan is to make transportation more convenient, equitable, healthy, and safe for everyone in the San Diego region. It includes short- and long-term plans for improving our transportation system. The plan also intends to create a transportation network that is accessible and interconnected with improvements to existing projects and other new projects that are supported by programs, policies, and implementation actions, as well as a financial plan.

Geographic Area: San Diego Region

Notes/Key Highlights: None

MTS Designing for Transit Manual

Type: Regional Study

Date/Year: 2018

Lead Agency: MTS

Brief Description: Manual is designed to aid in understanding physical requirements of public transportation, provides guidance on material on transit and coordination with land development, measures which can improve transit service and enhance safe access to transit, general guidelines on how to design development in a more transit supportive way, design standards for public transportation facilities and vehicles.

Geographic Area: San Diego Region

Notes/Key Highlights: None

Next Generation Rapid Conceptual Planning Blueprint (2023 Next Gen Blueprint)

Type: Regional Study

Date/Year: 2023

Lead Agency: SANDAG

Brief Description: Completed the first round of planning for new Rapid routes identified in the 2021 Regional Plan and lays out a framework for completing route-specific BRT planning in the San Diego region.

Geographic Area: San Diego Region

Notes/Key Highlights: Includes *Rapid 471* as one of the routes, this route is almost entirely in Escondido, which overlaps partially with *Rapid 483*.

SANDAG Vision Zero Action Plan

Type: Regional Study

Date/Year: 2024

Lead Agency: SANDAG

Brief Description: This plan identifies high risk areas in the San Diego Region: Safety Focus Network and Systemic Safety Network and provides recommended safety solutions and implementation action steps to reduce fatalities and serious injuries.

Geographic Area: San Diego Region

Notes/Key Highlights: Plan identifies high risk areas in the San Diego Region: Safety Focus Network and Systemic Safety Network and provides recommended safety solutions and implementation action steps to reduce fatalities and serious injuries.

North County CMCP

Type: Regional Study

Date/Year: 2023

Lead Agency: SANDAG and Caltrans

Brief Description: The North County CMCP identifies a series of multimodal improvements in several North County municipalities.

Geographic Area: North County

Notes/Key Highlights: None

Kumeyaay Corridor CMCP

Type: Regional Study

Date/Year: 2024

Lead Agency: SANDAG and Caltrans

Brief Description: The Kumeyaay Corridor CMCP identifies a series of multimodal improvements along the I-8 corridor.

Geographic Area: San Diego Region

Notes/Key Highlights: None

South Bay to Sorrento CMCP

Type: Regional Study

Date/Year: 2022

Lead Agency: SANDAG and Caltrans

Brief Description: The South Bay to Sorrento CMCP identifies a series of multimodal improvements along the I-805 corridor.

Geographic Area: San Diego Region

Notes/Key Highlights: None

Central Mobility Hub and Connections

Type: Regional Study

Date/Year: 2023

Lead Agency: SANDAG and Caltrans

Brief Description: The Central Mobility Hub and Connections CMCP identifies a series of multimodal improvements in the center of San Diego, in and around downtown.

Geographic Area: San Diego Region

Notes/Key Highlights: None

BREEZE Speed and Reliability Study

Type: Regional Study

Date/Year: 2025

Lead Agency: NCTD

Brief Description: Identify and prioritize opportunities to improve the speed and reliability of these ten BREEZE routes through the implementation of transit supportive infrastructure, technology, and policies.

Geographic Area: North County

Notes/Key Highlights: In late 2021, NCTD launched the BREEZE Speed and Reliability Study to improve service on ten high-priority bus routes. The study's primary goal was to identify and prioritize opportunities for enhancing the speed and reliability of these routes through the implementation of transit-supportive infrastructure, technology, and policies.

Integrates infrastructure review, operator interviews, data analysis, and more. Creates a best practices toolbox, strategy recommendations, and analysis of community impacts for projects. Highlights implementation plan and funding strategies.

Includes multiple segments and routes included in the OTM study.

MTS Transit Optimization Plan

Type: Regional Study

Date/Year: 2017

Lead Agency: MTS

Brief Description: This study reviewed the broader network structure and route-specific performance to provide MTS with a comprehensive understanding of its market conditions and service performance.

Geographic Area: San Diego Region

Notes/Key Highlights: Each MTS route was analyzed for stop spacing and stop placement efficiency. As established by the TOP design principles, quarter mile stop spacing and far-side stop placement is preferable. The recommendation process evaluated these efficiencies by analyzing stop-level route ridership. Comparing ridership levels along a route and the distance between stops provides insight whether stops are placed too close or too far apart. This analysis is largely complemented by the survey of existing development and key trip generators as major ridership sources. Given San Diego's particularly varied terrain, the TOP paid special attention to topographic constraints and differences in elevation when evaluating stop spacing and placement recommendations. Additionally, a subarea's street network largely dictates stop efficiency and placement, requiring this stop-level analysis for each route and subarea. For example, areas with low-density development may not warrant a stop every quarter mile if there is a half-mile stretch along the route with no destinations or pedestrian access. By evaluating the system on a subregional basis, the TOP was able to accommodate these variances.

DRAFT City of San Diego Street Design Manual

Type: Design Guide

Date/Year: 2024

Lead Agency: City of San Diego

Brief Description: Design manual for the implementation of street projects in San Diego, including specific dimensions for multimodal infrastructure. Informs greatly the feasibility of Quick Build projects.

Geographic Area: City of San Diego

Notes/Key Highlights: None

Improving Bus Operations and Traffic (IBOT)

Type: Regional Study

Date/Year: 2016

Lead Agency: SANDAG

Brief Description: A regional approach to transit signal priority (TSP), IBOT studies key corridors in the region which could be candidates for TSP implementation. It also highlights the costs, and guidelines for implementation.

Geographic Area: City of San Diego

Notes/Key Highlights: None

Memorandum on DIB-94

Type: Memo

Date/Year: 2024

Lead Agency: Caltrans

Brief Description: A design information bulletin that articulates Caltrans' guidance on Complete Streets projects. Includes information on best practices for pedestrian and bike facilities, as well as bus transit.

Geographic Area: California

Notes/Key Highlights: Includes recommendations for treatments (not quick-build specific) that we also recommend, including bus platforms, bus boarding islands, and other improved bus amenities.

Local Plans

San Diego Downtown Community Plan

Type: Community Plan

Date/Year: 2006

Lead Agency: City of San Diego

Brief Description: A plan for future land use, public amenities, and transportation in Downtown San Diego.

Geographic Area: Downton San Diego

San Diego Downtown Mobility Plan

Type: Mobility Plan

Date/Year: 2016

Lead Agency: City of San Diego

Brief Description: A plan for future mobility projects in Downtown San Diego, including multimodal improvements to bus, bike, and pedestrian infrastructure.

Geographic Area: Downton San Diego

San Diego University Community Plan

Type: Community Plan

Date/Year: 2024

Lead Agency: City of San Diego

Brief Description: Community plan that discusses the blueprint for land use, mobility, urban design, public services, and economic development within the University community area.

Geographic Area: University City

Lemon Grove Downtown Village Specific Plan

Type: Downtown Specific Plan

Date/Year: 2012

Lead Agency: City of Lemon Grove

Brief Description: A plan for future land use, public amenities, and transportation in downtown Lemon Grove.

Geographic Area: Lemon Grove

Southeastern San Diego Community Plan

Type: Community Plan

Date/Year: 2015

Lead Agency: City of San Diego

Brief Description: Community plan that discusses the blueprint for land use, mobility, urban design, public services, and economic development within the Southeastern San Diego area.

Geographic Area: Southeast San Diego

San Diego Navajo Community Plan

Type: Community Plan

Date/Year: 2015

Lead Agency: City of San Diego

Brief Description: Community plan that discusses the blueprint for land use, mobility, urban design, public services, and economic development within the Navajo area.

Geographic Area: Navajo

National City Downtown Specific Plan

Type: Downtown Specific Plan

Date/Year: 2017

Lead Agency: City of National City

Brief Description: A plan for future land use, public amenities, and transportation in Downtown National City.

Geographic Area: National City

San Ysidro Community Plan

Type: Community Plan

Date/Year: 2018

Lead Agency: City of San Diego

Brief Description: Community plan that discusses the blueprint for land use, mobility, urban design, public services, and economic development within the San Ysidro area.

Geographic Area: San Ysidro

San Diego Mid City Community Plan

Type: Community Plan

Date/Year: 2025

Lead Agency: City of San Diego

Brief Description: Community plan that discusses the blueprint for land use, mobility, urban design, public services, and economic development within the Mid City area.

Geographic Area: Mid City San Diego

San Diego Encanto Community Plan

Type: Community Plan

Date/Year: 2016

Lead Agency: City of San Diego

Brief Description: Community plan that discusses the blueprint for land use, mobility, urban design, public services, and economic development within the Encanto area.

Geographic Area: Encanto Neighborhood

Escondido Downtown Specific Plan

Type: Downtown Specific Plan

Date/Year: 2013

Lead Agency: City of Escondido

Brief Description: A plan for future land use, public amenities, and transportation in Downtown Escondido.

Geographic Area: Escondido

Oceanside Smart and Sustainable Corridors Plan

Type: Corridor Plan

Date/Year: 2024

Lead Agency: City of Oceanside

Brief Description: A plan for various transit corridors throughout Oceanside with opportunities for integration of transit-oriented housing development and sustainable infill.

Geographic Area: Oceanside

Vista Downtown Specific Plan

Type: Downtown Specific Plan

Date/Year: 2015

Lead Agency: City of Vista

Brief Description: A plan for future land use, public amenities, and transportation in Downtown Vista.

Geographic Area: Vista

National Avenue Master Plan

Type: Corridor Plan

Date/Year: 2014

Lead Agency: City of San Diego

Brief Description: A plan to improve transportation and accommodate future growth across the National Avenue area.

Geographic Area: City of San Diego

National Sources

[City of Orlando Quickbuild Guide](#)

Type: Guide

Date/Year: 2023

Lead Agency: City of Orlando

Brief Description: A city-level comprehensive guide for implementing quick-build projects in Orlando, Florida. Outlines the process from start to finish.

Geographic Area: Orlando, Florida

[Quick Builds for Better Streets: A New Project Delivery Model for U.S. Cities](#)

Type: Guide

Date/Year: 2016

Lead Agency: People for Bikes

Brief Description: A high-level guide for implementing quick-build bike projects across the country.

Geographic Area: National

[Quick-Build Projects for Roadway Safety and Complete Streets](#)

Type: Guide

Date/Year: 2024

Lead Agency: Southern California Association of Governments (SCAG)

Brief Description: A lessons-learned presentation for implementing quick-build road projects in the SCAG region for Complete Streets efforts.

Geographic Area: Southern California

[QUICK-BUILD GUIDE How to Build Safer Streets Quickly and Affordably](#)

Type: Guide

Date/Year: 2020

Lead Agency: CalBike

Brief Description: A guide for implementing quick-build bike projects in California, which use many of the same materials and methods as quick-build bus projects.

Geographic Area: California

[Transit Priority Best Practices Regional Dedicated Transit Lanes Study](#)

Type: Guide

Date/Year: 2022

Lead Agency: SCAG

Brief Description: A best practices guide for implementing bus priority treatments in the SCAG region.

Geographic Area: Southern California

Tactical Urbanist Guide

Type: Guide

Date/Year: 2016

Lead Agency: Tactical Urbanism Guide

Brief Description: A guide to Tactical Urbanism, meaning the implementation of projects using community support and low-cost materials to create small-scale incremental improvements.

Geographic Area: National

Fast Tracked: A Tactical Transit Study

Type: Study

Date/Year: 2019

Lead Agency: Transit Cooperative Research Program

Brief Description: The report highlights Tactical Transit projects happening in cities across North America and how transit agencies and other entities are using innovative methods to improve transit speed, access, and ridership.

Geographic Area: National

Best Practices in Implementing Tactical Transit Lanes

Type: Guide

Date/Year: 2019

Lead Agency: UCLA

Brief Description: The guide highlights best practices and case studies to show how governments can implement tactical transit lanes for bus priority using quick-build methods.

Geographic Area: Los Angeles, California

Download: Transit Capacity and Quality of Service Manual, Third Edition | The National Academies Press

Type: Manual

Date/Year: 2013

Lead Agency: NTA

Brief Description: Is a manual that provides current research-based guidance on a variety of transit subjects including availability, comfort, access, and convenience of transit for riders. It includes information on transit treatments like queue jumps and bus lanes.

Geographic Area: National

Resolutions

[City of San Marcos Resolution 2024-9264](#)

Type: Resolution

Date/Year: 2024

Lead Agency: City of San Marcos

Brief Description: Resolution that the city will not allow for the implementation of transit priority at the expense of existing general purpose lanes or medians.

Geographic Area: San Marcos, California

[City of Escondido Resolution 2023-172](#)

Type: Guide

Date/Year: 2016

Lead Agency: People for Bikes

Brief Description: Resolution that the city will not allow for the implementation of transit priority at the expense of existing general purpose lanes or medians.

Geographic Area: Escondido, California

Appendix 1B: Corridor Scoring

Raw Scores

Table 1B.1: MTS Corridors Raw Scores

Corridor/ Hotspot	Route Description	Routes Served	On-Time Performance				Equity			Feasibility			Totals
			Safety	Ridership	Delay	OTP	Transit Propensity	Accessi- bility	Priority Facilities	Rdwy. Charac- teristics	Juris. Complexity	Comty Plans	
Downtown	Broadway, from City College to Harbor Drive	992, 923, 2, 7, 110, 215, 225, 235, 280, 290, 901, 929	3.00	2.48	0.72	3.00	2.50	1.00	2.23	2.00	1.00	3.00	20.93
Genesee (University City)	La Jolla Village Dr. to SR 52	30, 31, 41, 60, 101, 201/202, 204, 921	1.00	2.12	2.38	2.00	0.86	3.00	1.91	1.00	3.00	3.00	20.27
Lemon Grove	Broadway from Lemon Grove Ave. to Federal Blvd.	856, 916/917, 936	2.50	0.30	0.65	1.00	2.17	1.00	2.20	1.00	3.00	3.00	16.83
Logan Heights	National Ave. from SR 15 to I-5	12	1.50	0.63	1.11	3.00	2.94	2.00	2.00	3.00	3.00	3.00	22.18
Mission Gorge Road (Grantville)	Twain Ave. to I-8	13	2.00	0.73	0.39	2.00	0.48	2.00	2.92	3.00	3.00	3.00	19.51
National City	8th St. from 8th St. Transit Center to National City Blvd.	932, 955, 962, 963, 968	2.50	1.27	0.14	1.00	1.96	1.00	2.12	2.00	2.00	3.00	16.99
Pacific Beach	Balboa Avenue from Garnet Ave. to Morena Blvd	8, 27	3.00	0.46	0.79	1.00	0.12	3.00	2.05	1.00	2.00	3.00	16.41
Parkway Plaza (El Cajon)	Village Pkwy./Arnele Ave. at Parkway Plaza Transit Center	833, 848, 874, 875	1.00	0.20	1.55	2.00	1.25	2.00	2.05	3.00	2.00	1.50	16.54
San Ysidro	Willow Rd. from Camino de la Plaza to San Ysidro Blvd.	906/907	2.00	0.50	3.00	3.00	2.08	2.00	1.28	2.00	2.00	3.00	20.87
University Avenue (Mid-City)	SR-15 to 54th St.	7, 10, 965	3.00	1.75	0.20	1.00	2.73	2.00	1.14	2.00	3.00	3.00	19.82
Market St	30th St. to I-15	5	3.00	0.24	0.62	1.00	2.64	2.00	1.68	3.00	3.00	3.00	20.19
El Cajon Blvd	SR-15 to 54th St.	1, 215, 13	3.00	2.64	1.37	3.00	1.62	1.00	2.92	1.00	3.00	3.00	22.55

Table 1B.2: NCTD Corridors Raw Scores

Corridor/ Hotspot	Route Description	Routes Served	On-Time Performance				Equity			Feasibility			Totals
			Safety	Ridership	Delay	OTP	Transit Propensity	Accessi- bility	Priority Facilities	Rdwy. Character- istics	Juris. Complexity	Comty Plans	
Bear Valley Parkway	Sunset Dr to Beethoven Dr	350	1.00	0.93	3.00	1.00	1.07	3.00	1.25	1.00	2.00	0.00	14.25
Escondido Transit Center (ETC)	From Quince leaving ETC, to along 2nd Ave from W. Valley Parkway to Hickory.	350, 351, 353, 355, 371, 388, 651	2.50	0.97	2.17	1.00	1.73	1.00	2.11	1.00	3.00	0.00	15.47
Melrose Dr.	S. Melrose Dr. from Shadowridge Dr. to Cannon Rd.	332, 632	2.00	1.04	2.22	3.00	0.61	3.00	1.09	1.00	2.00	1.50	17.46
Mission Ave. (Escondido)	Rock Springs Rd. to Broadway	NCTD 305, 354, 356 MTS 280, 235"	3.00	0.57	1.72	2.00	3.00	3.00	1.59	2.00	3.00	0.00	19.89
Mission Rd. (San Marcos)	Between Las Posas Rd. and Knoll	304, 305, 347, 445, 604	1.00	3.00	2.34	2.00	1.47	2.00	1.93	2.00	2.00	0.00	17.74
Northern Oceanside	1. Mission Ave. and Amick St. 2. Mission Ave. and El Camino Real, 3. N. River Rd. and College Blvd."	303, 313, 309, 311, 313, 315	2.50	1.70	1.92	2.00	1.06	2.00	1.73	3.00	3.00	3.00	21.91
S. El Camino Real	Marron Rd. to Vista Way	302, 309	2.50	1.54	1.38	3.00	1.07	2.00	1.78	3.00	1.00	3.00	20.28
Vista Village Dr	Vista Way to Civic Center Dr.	302, 303, 305, 306, 318, 332, 334, 632	2.00	1.58	1.89	3.00	1.60	1.00	2.29	1.00	3.00	0.00	17.37
Vista Way	Jefferson to Italia Way	302, 315, 325	1.00	1.33	1.38	1.00	0.63	2.00	1.44	1.00	3.00	3.00	15.78
W. Valley Parkway (Escondido)	Valley Parkway from Hickory to Quince	350, 351, 352, 354, 356, 357, 358, 359, 371, 388, 651, 652	3.00	1.14	2.17	2.00	2.36	1.00	2.19	2.00	3.00	0.00	18.87

Adjusted Scores

Table 1B.3: MTS Corridors Adjusted Scores

Corridor/ Hotspot	Route Description	Routes Served	On-Time Performance				Equity			Feasibility			Totals
			Safety	Ridership	Delay	OTP	Transit Propensity	Accessi- bility	Priority Facilities	Rdwy. Character- istics	Juris. Complexity	Comty Plans	
Downtown	Broadway, from City College to Harbor Drive	992, 923, 2, 7, 110, 215, 225, 235, 280, 290, 901, 929	4.88	4.97	1.07	5.25	4.38	1.38	3.35	2.25	1.13	3.75	32.39
Genesee (University City)	La Jolla Village Dr. to SR 52	30, 31, 41, 60, 101, 201/202, 204, 921	1.63	4.25	3.56	3.50	1.51	4.13	2.86	1.13	3.38	3.75	29.68
Lemon Grove	Broadway from Lemon Grove Ave. to Federal Blvd.	856, 916/917, 936	4.06	0.60	0.98	1.75	3.80	1.38	3.30	1.13	3.38	3.75	24.12
Logan Heights	National Ave. from SR 15 to I-5	12	2.44	1.26	1.66	5.25	5.15	2.75	3.00	3.38	3.38	3.75	32.01
Mission Gorge Road (Grantville)	Twain Ave. to I-8	13	3.25	1.46	0.58	3.50	0.84	2.75	4.38	3.38	3.38	3.75	27.25
National City	8th St. from 8th St. Transit Center to National City Blvd.	932, 955, 962, 963, 968	4.06	2.54	0.22	1.75	3.42	1.38	3.17	2.25	2.25	3.75	24.79
Pacific Beach	Balboa Avenue from Garnet Ave. to Morena Blvd	8, 27	4.88	0.92	1.18	1.75	0.21	4.13	3.08	1.13	2.25	3.75	23.26
Parkway Plaza (El Cajon)	Village Pkwy./Arnele Ave. at Parkway Plaza Transit Center	833, 848, 874, 875	1.63	0.40	2.32	3.50	2.19	2.75	3.07	3.38	2.25	1.88	23.35
San Ysidro	Willow Rd. from Camino de la Plaza to San Ysidro Blvd.	906/907	3.25	1.01	4.50	5.25	3.65	2.75	1.92	2.25	2.25	3.75	30.57
University Avenue (Mid-City)	SR-15 to 54th St.	7, 10, 965	4.88	3.51	0.30	1.75	4.78	2.75	1.71	2.25	3.38	3.75	29.04
Market St	30th St. to I-15	5	4.88	0.49	0.93	1.75	4.62	2.75	2.52	3.38	3.38	3.75	28.44
El Cajon Blvd	SR-15 to 54th St.	1, 215, 13	4.88	5.28	2.06	5.25	2.83	1.38	4.38	1.13	3.38	3.75	34.29

Notes: Totals highlighted in green were selected for further analysis and quick-build treatment recommendations. Yellow were selected to serve as quick-build demonstration projects.

Table 1B.4: NCTD Corridors Adjusted Scores

Corridor/ Hotspot	Route Description	Routes Served	On-Time Performance				Equity			Feasibility			Totals
			Safety	Ridership	Delay	OTP	Transit Propensity	Accessi- bility	Priority Facilities	Rdwy. Character- istics	Juris. Complexity	Comty Plans	
Bear Valley Parkway	Sunset Dr to Beethoven Dr	350	1.63	1.87	4.50	1.75	1.88	4.13	1.87	1.13	2.25	0.00	20.99
Escondido Transit Center (ETC)	From Quince leaving ETC, to along 2nd Ave from W. Valley Parkway to Hickory.	350, 351, 353, 355, 371, 388, 651	4.06	1.93	3.26	1.75	3.02	1.38	3.16	1.13	3.38	0.00	23.06
Melrose Dr.	S. Melrose Dr. from Shadowridge Dr. to Cannon Rd.	332, 632	3.25	2.07	3.32	5.25	1.07	4.13	1.64	1.13	2.25	1.88	25.98
Mission Ave. (Escondido)	Rock Springs Rd. to Broadway	NCTD 305, 354, 356 MTS 280, 235"	4.88	1.15	2.58	3.50	5.25	4.13	2.39	2.25	3.38	0.00	29.49
Mission Rd. (San Marcos)	Between Las Posas Rd. and Knoll	304, 305, 347, 445, 604	1.63	6.00	3.51	3.50	2.57	2.75	2.89	2.25	2.25	0.00	27.35
Northern Oceanside	1. Mission Ave. and Amick St. 2. Mission Ave. and El Camino Real, 3. N. River Rd. and College Blvd."	303, 313, 309, 311, 313, 315	4.06	3.40	2.87	3.50	1.86	2.75	2.60	3.38	3.38	3.75	31.54
S. El Camino Real	Marron Rd. to Vista Way	302, 309	4.06	3.09	2.07	5.25	1.88	2.75	2.68	3.38	1.13	3.75	30.02
Vista Village Dr	Vista Way to Civic Center Dr.	302, 303, 305, 306, 318, 332, 334, 632	3.25	3.15	2.84	5.25	2.80	1.38	3.44	1.13	3.38	0.00	26.61
Vista Way	Jefferson to Italia Way	302, 315, 325	1.63	2.66	2.07	1.75	1.10	2.75	2.16	1.13	3.38	3.75	22.37
W. Valley Parkway (Escondido)	Valley Parkway from Hickory to Quince	350, 351, 352, 354, 356, 357, 358, 359, 371, 388, 651, 652	4.88	2.29	3.26	3.50	4.13	1.38	3.28	2.25	3.38	0.00	28.33

Notes: Totals highlighted in green were selected for further analysis and quick-build treatment recommendations. Yellow were selected to serve as quick-build demonstration projects. This document is a summary of the scoring exercise conducted to supplement Chapter 1: System Evaluation and Corridor Improvement Opportunities. Only the raw scores and final scores are included in this summary document. Specific data methodology for scoring is outlined in Chapter 1.

Consensus Score Weighting

Table 1B.5: Scoring Weights

Partner Agency	Safety	Ridership	Delay	OTP	Transit Propensity	Accessibility	Priority Facilities	Rdwy. Characteristics	Comty Plans	Community Plans
NCTD	1	2	2	2	2	1.5	1.5	1.5	1	1
Caltrans	2	2	1.5	1.5	2	1.5	1.5	1	1.5	1.5
San Diego	1.5	2	1.5	2	2	1.5	1	1	1	1
MTS	2	2	1	1.5	1	1	2	1	1	1.5
Average	1.625	2	1.5	1.75	1.75	1.375	1.5	1.125	1.125	1.25

Notes: Higher: 2x weight; Medium: 1.5x weight; Lower: 1x weight

Data Sources

Transit Propensity

- Justice40 Map
- US Census Data
- Title VI Routes

Accessibility

- EPA Walkability Mapping

Priority Facilities

- SANDAG Regional Data Warehouse - Schools and Elderly Facilities
- Visual Observation - Google Maps

Roadway Characteristics

- Visual Observation - Google Maps
- MTS Design Features
- City of SD municipal code on project costs
- El Cajon Boulevard Pilot Decision Document

Jurisdiction Complexity

- Jurisdiction Map
- Caltrans ROW Map

Community Planning

- San Diego Mid City Community Plan
- Southeastern San Diego Community Plan
- San Diego Encanto Community Plan
- San Diego Navajo Community Plan
- San Diego University Community Plan
- Escondido Downtown Specific Plan
- Oceanside Smart and Sustainable Corridors Plan
- Vista Downtown Specific Plan
- National Avenue Master Plan
- Lemon Grove Downtown Village Specific Plan
- Justice 40
- On the Move Data Request