

# TRANSPORTATION COMMITTEE

September 19, 2003

AGENDA ITEM NO.: **1**

**Action Requested: APPROVE**

## APPROVAL OF AUGUST 15, 2003 DRAFT MEETING MINUTES

The meeting of the Transportation Committee was called to order by Chair Joe Kellejian (North County Coastal). Other voting members in attendance were Vice Chair Dick Murphy (City of San Diego), Mickey Cafagna (North County Inland), Art Madrid (East County), Jerry Rindone (South County), Ron Roberts (County of San Diego), Bob Emery (San Diego Metropolitan Transit Development Board – MTDB), Judy Ritter (North San Diego County Transit Development Board – NCTD), and Mary Sessom (San Diego County Regional Airport Authority). Also in attendance were alternates Corky Smith (North County Inland), Phil Monroe (South County), Jack Feller (NCTD), Leon Williams (MTDB), as well as ex-officio member Pedro Orso-Delgado (Caltrans).

Chair Kellejian asked staff to call roll for the benefit of those listening to the live audio broadcast through the Web site.

1. ADDITIONS AND DELETIONS (APPROVE)

None.

## CONSENT ITEMS (2 through 4)

2. DRAFT DISCUSSION AND ACTIONS FROM SPECIAL AUGUST 1, 2003 (APPROVE)
3. CONGESTION MANAGEMENT PROGRAM (CMP) QUARTERLY REPORT (INFORMATION)
4. FALL 2003 TRANSIT SERVICE CHANGES (INFORMATION)

Action: The Transportation Committee approved Consent Items 2 through 4.

## REPORTS

6. INTERSTATE 15 (I-15) EXPRESS LANES WEEKEND OPERATIONS (INFORMATION)

Joe Hull (Caltrans) reported that I-15 Express Lanes will be opened on the weekend of August 23 in the northbound direction from 1-7 p.m. or as traffic dictates. The same will occur for the Labor Day weekend. The Express Lanes will open full time on September 5.

Chair Kellejian expressed his appreciation to Caltrans for opening the I-15 Express Lanes early.

7. REGIONAL CAR SHARING DEMONSTRATION PROJECT – MOBILITY PASS PILOT PROGRAM (APPROVE)

Staff explained that car sharing is a system of shared autos that are placed at strategic locations, accessible 24 hours a day, seven days a week, through a membership program. Members reserve vehicles on an as-needed basis. Car sharing offers all of the freedom of a car without the hassles of ownership and the fixed costs. The car sharing concept was described, and two pilot project locations, one in Centre City San Diego and the other in Sorrento Valley, were identified. Car sharing programs in Europe and the United States have been studied. Staff is proposing to link car sharing and transit in these demonstration projects with a mobility pass. The car sharing program provides the following benefits to the region: reduces congestion, increases transit usage, reduces the number of vehicle miles traveled, enhances revenues, and diversifies transportation options. Demonstration project milestones were reviewed, with completion in December 2005.

Vice Chair Cafagna asked about the cost of this program. *Staff replied that there would be a \$25- \$35 one-time user cost and a per trip usage fee. The actual rate varies depending on the cost of parking. Motorists who use their car for less than 8,000-10,000 miles, this car sharing program would be of benefit.*

Vice Chair Cafagna asked about the cost to SANDAG. *Staff replied that the demonstration program received a grant from Caltrans. There are no costs to SANDAG.*

Judy Ritter (NCTD) stated that if this program is successful then transit agencies would need to provide parking at transit stations. She asked about the arranging for the use of a car as well as the responsibility for car maintenance and repair. *Staff replied that the car sharing management company would handle contracts with service providers, who would routinely evaluate the vehicles for maintenance and repair.*

Phil Monroe (South County) asked that staff provide information on the number of these vehicles being used in other areas and the benefits other areas have obtained from this program. *Staff agreed to provide that information.*

Staff clarified that this is a totally private sector venture, and there are no public subsidies other than the state grant for this demonstration project.

Leon Williams (MTDB) asked if this program can be used by people who commute by transit but would need a vehicle during the day for doctor appointments. *Staff replied that the car sharing program becomes mobility insurance for the exact situation described. In addition, a number of large employers have added car sharing as an employee benefit or to reduce their company car fleets.*

Chair Kellejian commented that this is a good example of public/private partnerships, with the private partner providing the funding.

Mayor Murphy (City of San Diego) asked how many American cities have this type of program. *Staff replied that 18 U.S. cities have this type of a program. The car sharing concept started in Europe in the late 1940s and in the United States in the 1980s.*

Mayor Murphy asked if a program had been abandoned by any city. *Staff replied that the only car sharing program that has been discontinued was a program related to a university.*

Supervisor Roberts (County of San Diego) stated that the long term benefit of this program seems marginal. He thought the money being used for this program could make a significant impact if it was used to improve existing transit service. He wondered why we are involved in a demonstration project when it has been implemented in other areas.

Vice Chair Cafagna asked if the funding for this project could be used elsewhere. *Staff responded that those funds have been earmarked specifically for this project.*

Mayor Madrid (East County) said that SANDAG needs to risk implementing various programs to determine if they will be successful here in San Diego.

Chair Kellejian thought that this program could be of benefit in the Sorrento Valley area. He recognized that this program won't solve all of our transportation problems, but efforts such as these can help.

Vice Chair Cafagna asked what happens after the demonstration project is over. *Staff answered that the car sharing organization will continue to expand and provide those services.*

Mayor Murphy asked how the marketing of this project is coordinated with that of other transportation demand management (TDM) programs. *Staff replied that this program is sponsored by the SANDAG TDM program and is presented as another option to commuters and employers.*

Action: The Transportation Committee approved the concept of the Mobility Pass and directed staff to work with the transit agencies and the selected car-sharing organization on its development as part of the Car Sharing Demonstration Project.

5. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS (INFORMATION)

Ralph Leyva, President of the California Border Section of the Institute of Transportation Engineers (ITE), stated that they have initiated a program of recognizing a transportation professional for the year. He introduced Bill Darnell, the Border Section evaluation committee chair, to award this recognition.

Mr. Darnell presented the ITE California Border Section Transportation Professional of the Year award to SANDAG's Executive Director, Gary Gallegos, for his notable transportation enhancements. The Executive Director accepted the award on behalf of the SANDAG team.

8. FEDERAL TRANSPORTATION ENHANCEMENT ACTIVITIES (TEA) COST INCREASE – SILVER STRAND ENHANCEMENT PROJECT (APPROVE)

Staff reported that to date the TEA committee has allocated funds to three projects, and there is a remaining balance of \$68,000. The Silver Strand Enhancement Project has a \$140,000 project deficit due to costs associated with additional environmental and permit

processes and the development of wetland mitigation plans and monitoring. The Cities of Coronado and Imperial Beach have asked that the balance of the TEA account be used for this project and have agreed to pay the \$72,000 remainder of the project deficit . No other TEA project sponsors have identified cost increases on their projects.

Councilmember Patricia McCoy (Imperial Beach) stated that due to the importance of this project, the Imperial Beach City Council has approved additional funding for it.

Action: The Transportation Committee approved the request for additional funding, subject to the concurrence of the SANDAG Board of Directors through approval of the Transportation Committee actions, and pending formal action by the Coronado and Imperial Beach City Councils committing to completing the project and fully funding any remaining costs.

#### 9. TRANSIT FIRST SHOWCASE PROJECT (INFORMATION)

Staff provided a status report on the Transit First Showcase Project. She explained that the Transit First program is based on four service concepts: community-based shuttles, basic systemwide mobility, intercommunity travel, and regional travel. The MTD Board determined that it would be helpful to develop a Showcase project to demonstrate the red-car type of service to the public and to gain some experience in operating this type of service. The Downtown San Diego to San Diego State University (SDSU) project met all of the Showcase Project objectives.

Staff reported on the activities in these major areas: public outreach, goals, ridership projections, traffic study, pedestrian access plan, transit signal priority, conceptual station design, and coordination. The top three goals obtained from public input were: reducing transit travel times, attracting new ridership, and enhancing the customer experience.

Jerry Rindone (South County) commented that from a *TransNet* perspective, the evaluation of the success of the regional agency is tied in with the success of this project. The two primary elements important for the success of this project are frequency and dependability. He asked staff to consider express service every half hour rather than every hour. He also suggested that staff develop a system that covers any service breakdown.

Public comment:

Robert Hoffman, a member of the public, suggested that Committee members look on the following Internet site [www.americandreamcoalition.org/adguide.pdf](http://www.americandreamcoalition.org/adguide.pdf) for a wealth of information on transit activities around the country.

Clive Richard, a member of the public, indicated that he did not need to speak but wanted to notify the Committee of his support for this project.

Mayor Murphy asked if a loop routing was considered. *Staff replied that a loop was considered but it was eliminated due to the expense of additional station locations. In addition, a loop system is confusing to passengers.*

Mayor Murphy asked about the vehicles for this service. *Staff answered that this is a funding decision. She added that the stations will be designed to accommodate both existing and anticipated vehicle needs. Vehicles would have to be branded separately to identify them as a Showcase service vehicle. Staff will report back on the status of vehicle technology.*

Vice Chair Cafagna asked how implementation of this project can be accelerated. *Staff replied that if funding were available implementation could be sped up somewhat. The Staff noted that there is a lot of flux related to vehicle availability, and we need to ensure that this will be a quality service.*

Mayor Madrid asked staff to transmit the response to the letter received from the El Cajon Business Improvement Association dated June 30, 2003.

Mayor Madrid inquired about the advertising for the open house. *Staff explained that local newspapers were contacted, information was mailed to area community planning groups, and an e-mail was sent to a list of interested parties. In addition, there was an article in The San Diego Union-Tribune about the open house.*

Mayor Madrid expressed concern about the elimination of Route 15. *Staff said that the goal was to maintain the same level of service for the eastern portions of Routes 15 and 115. Both of these routes are very long and have trouble maintaining their schedules.*

Chair Kellejian called a break at 10:35 a.m. and reconvened the meeting at 10:45 a.m.

Mayor Pro Tem Monroe asked about the people who attended the open house. *Staff replied that they were a mix of transit riders and business owners.*

Mayor Pro Tem Monroe suggested that measurement criteria such as ridership, reduced time, and reduced congestion be added as well as the level of service at key intersections.

Supervisor Roberts questioned the ridership figures and asked for clarification. *Staff agreed to provide that clarification.*

Jack Feller (NCTD) expressed concern about how the operation of this project will be funded. *Staff stated that this Showcase project is market driven and will provide really good service. Experience has shown that people are willing to pay for good service.*

Mayor Smith (North County Inland) asked how many riders for this route would be existing riders. *Staff replied that about half will be existing riders.*

Mayor Smith suggested that the service operate with alternate trips in the opposite direction. *Staff agreed to look at this suggestion.*

Judy Ritter (NCTD) asked how removing parking spaces will impact businesses. *Staff responded that there would be a transit-only lane from Park Boulevard to 43<sup>rd</sup> Street. The transit lane would be in the median so that some parking would remain. They are also trying to mitigate parking loss that will occur due to the addition of stations.*

10. SAN DIEGO DOWNTOWN COMPREHENSIVE TRANSIT STUDY (INFORMATION)

Staff stated that the Downtown Comprehensive Transit Study (DCTS) is a joint venture between SANDAG and the Centre City Development Corporation (CCDC). Downtown San Diego continues as the major focus for transit in the region with a mode split in the peak period of 20 percent. CCDC is projecting population in the downtown San Diego area to double in the next 20 years. The vision is to accommodate this growth. The following key land use alternatives are guiding the transit strategies being evaluated in the DCTS: office core, multiple-use core, and a mixed-use core.

Staff described the actions to rectify the transit deficiencies: expand regional and internal services, implement priority measures, state-of-the-art facilities, and funding partnerships. He reviewed the study elements: define an increased role for transit, evaluate alternative operating strategies, recommend a preferred operating strategy, develop a phasing plan for the preferred plan, and develop strategies to enhance the vibrancy of transit.

Staff indicated that eight case studies were selected to assist in approaching the problems in downtown San Diego. Baltimore, MD; Denver, CO; Los Angeles/Long Beach, CA; San Francisco, CA; Portland, OR; Vancouver, British Columbia; London, England; and Melbourne, Australia. The following factors will be used to evaluate the case studies: applicability to the downtown San Diego area, innovation, supportive land uses, transit system capacity, system connectivity, and consistency with SANDAG's Regional Comprehensive Plan and Transit First strategies, and the Downtown Community Plan Update land use strategies. Staff reviewed the next steps culminating with CCDC's adoption of the Downtown Community Plan Update in May 2004.

Mayor Madrid wondered whether it would be appropriate to invite CCDC to be an ex officio member of the Transportation Committee.

Public comment:

Clive Richard, a member of the public, asked if there is a need to have 33 routes serving downtown San Diego and wondered if there is a way to reduce that number and increase circulation.

11. ADJOURNMENT AND UPCOMING MEETING

The next Transportation Committee meeting is scheduled for Friday, September 19, 2003, from 9 a.m. to 12 Noon.

Staff reminded Committee members that there will be an State Route 125 ribbon-cutting event on Friday, September 12, 2003, at 2 p.m. Invitations will be mailed out.

Jerry Rindone requested that members of the Transportation Committee attend this ribbon-cutting ceremony.

Chair Kellejian adjourned the meeting at 11:30 a.m.