



1255 Imperial Avenue, Suite 1000  
San Diego, CA 92101-7490  
(619) 231-1466 • FAX (619) 234-3407

## Agenda

### SPECIAL MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM BOARD OF DIRECTORS

#### **\*\*ELEVATE SD 2020 BOARD WORKSHOP\*\***

November 2, 2019

9:00 a.m.

James R. Mills Building  
Board Meeting Room, 10th Floor  
1255 Imperial Avenue, San Diego

To request an agenda in an alternative format or to request accommodations to facilitate meeting participation, please call the Clerk of the Board at least two working days prior to the meeting. Assistive Listening Devices (ALDs) are available from the Clerk of the Board/Assistant Clerk of the Board prior to the meeting and are to be returned at the end of the meeting. Live audio streaming of the MTS Board of Directors meetings can be accessed at the following link: <https://www.sdmts.com/boardroom-stream>.

#### ACTION RECOMMENDED

1. Roll Call
2. Public Comments - Limited to five speakers with three minutes per speaker. Others will be heard after Board Discussion items. If you have a report to present, please give your copies to the Clerk of the Board.
3.
  - a. [Results of Public Outreach to Date \(Mark Olson\)](#) Informational
  - b. [Transit Network Planning and Project Evaluation Metrics \(Denis Desmond\)](#) Informational
  - c. [Guidelines for Implementing Elevate SD 2020 Projects \(Heather Furey\)](#) Informational

Please SILENCE electronics  
during the meeting

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Metropolitan Transit System (MTS) is a California public agency comprised of San Diego Transit Corp., San Diego Trolley, Inc. and San Diego and Arizona Eastern Railway Company (nonprofit public benefit corporations). MTS is the taxicab administrator for seven cities.

MTS member agencies include the cities of Chula Vista, Coronado, El Cajon, Imperial Beach, La Mesa, Lemon Grove, National City, Poway, San Diego, Santee, and the County of San Diego.







AGENDA ITEM NO.

2

**REQUEST TO SPEAK FORM**

ORDER REQUEST RECEIVED

1

**PLEASE SUBMIT THIS COMPLETED FORM (AND YOUR WRITTEN STATEMENT)  
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(PLEASE PRINT)

DATE	11/2/19
Name	Gretchen Newsom
Address	
Telephone	
Email	
Organization Represented	IBEW 529
Subject of Your Remarks	Purple Line
Regarding Agenda Item No.	
Your Comments Present a Position of:	<input checked="checked" type="checkbox"/> <b>SUPPORT</b> <input type="checkbox"/> <b>OPPOSITION</b>

**2. TESTIMONY AT NOTICED PUBLIC HEARINGS**

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**3. DISCUSSION OF AGENDA ITEMS**

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(PLEASE PRINT)

DATE	November 2, 2019		
Name	Renee Chello		
Address	1260-3rd Ave. #733		
Telephone	619 425-8850		
Email	rchello888@gmail.com		
Organization Represented			
Subject of Your Remarks	Safety		
Regarding Agenda Item No.			
Your Comments Present a Position of:	<input type="checkbox"/>	<b>SUPPORT</b>	<input type="checkbox"/> <b>OPPOSITION</b>

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(PLEASE PRINT)

DATE	
Name	Toshi Ishihara
Address	8888 Pipestone Way, SD 92129
Telephone	858-603-1102
Email	toshiishihara58@gmail.com
Organization Represented	SD 350.
Subject of Your Remarks	Elevate 220, Immediate Improvements vs longer term Infrastructure projects
Regarding Agenda Item No.	2
Your Comments Present a Position of:	<input checked="" type="checkbox"/> <b>SUPPORT</b> <input type="checkbox"/> <b>OPPOSITION</b>

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(PLEASE PRINT)

DATE	Peter Warner		
Name			
Address	P.O. Box 270		
Telephone	Hampden, MA 01832-32		
Email	CAPTARENOF@GMAIL.COM		
Organization Represented			
Subject of Your Remarks	VARIOUS		
Regarding Agenda Item No.	PUBLIC COM.		
Your Comments Present a Position of:	<input type="checkbox"/>	<b>SUPPORT</b>	<input type="checkbox"/> <b>OPPOSITION</b>

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(PLEASE PRINT)

DATE	Nov. 2 2019		
Name	JACK SHU		
Address	8040 Wetherly St. Lakewood 91941		
Telephone	619 708 2050		
Email	jks52@gmail.com		
Organization Represented	Cleveland Nat. Forest Foundation		
Subject of Your Remarks	Gen Comment on		
Regarding Agenda Item No.	2		
Your Comments Present a Position of:	<input type="checkbox"/>	<input type="checkbox"/> <b>SUPPORT</b>	<input type="checkbox"/> <b>OPPOSITION</b>

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(PLEASE PRINT)

DATE	2 Nov 2019		
Name	Peter O'Connor		
Address	8801 Pollard Ave		
Telephone	619 204 4108		
Email	peter.ed.oconnor@gmail.com		
Organization Represented	self		
Subject of Your Remarks	We need direct busses on highways		
Regarding Agenda Item No.	2		
Your Comments Present a Position of:	<input checked="" type="checkbox"/>	<b>SUPPORT</b>	<input type="checkbox"/> <b>OPPOSITION</b>

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(PLEASE PRINT)

DATE	November 2, 2019		
Name	Denisse Lopez		
Address	4255 42nd apt 7		
Telephone	(619) 564-9196		
Email			
Organization Represented	Hoover / Mid-City CAN		
Subject of Your Remarks			
Regarding Agenda Item No.			
Your Comments Present a Position of:	<input checked="checked" type="checkbox"/>	<b>SUPPORT</b>	<input type="checkbox"/> <b>OPPOSITION</b>

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(PLEASE PRINT)

DATE	11-02-2019		
Name	DR. MURTAZA BAXAMUSTA		
Address			
Telephone			
Email			
Organization Represented	SD Building Trades Family Housing Corp		
Subject of Your Remarks			
Regarding Agenda Item No.			
Your Comments Present a Position of:	<input checked="" type="checkbox"/>	<b>SUPPORT</b>	<input type="checkbox"/> <b>OPPOSITION</b>

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(PLEASE PRINT)

DATE	11/2/19
Name	Nicole Burgess
Address	2233 Soto St
Telephone	619-861-8104
Email	nicole2306@gmail
Organization Represented	BikeSD
Subject of Your Remarks	Public Comment
Regarding Agenda Item No.	
Your Comments Present a Position of:	<input type="checkbox"/> <b>SUPPORT</b> <input type="checkbox"/> <b>OPPOSITION</b>

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(PLEASE PRINT)

DATE	NOV 2nd		
Name	Phil Bailen		
Address	Linda Vista		
Telephone	530-305-6497		
Email			
Organization Represented	Myself		
Subject of Your Remarks	Bus improvements		
Regarding Agenda Item No.			
Your Comments Present a Position of:	<input checked="" type="checkbox"/>	SUPPORT	<input type="checkbox"/> OPPOSITION

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## Agenda Item No. 3a

### MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM BOARD OF DIRECTORS

November 2, 2019

#### SUBJECT:

RESULTS OF PUBLIC OUTREACH TO DATE (MARK OLSON)

#### INFORMATIONAL ONLY

##### Budget Impact

None at this time.

#### DISCUSSION:

Keeping the public informed of all information and direction is the mission of the Elevate SD public involvement process. The public participation strategy aims to give the public ample opportunities for early and continuing participation in the development of expenditure and financing plans. It is also critical in the effort to build unified consensus. In this presentation, MTS staff will provide in-depth look of how MTS has engaged the public in constructive dialogue regarding the development of a ballot measure to fund priority transit projects in the agency's jurisdiction.

/s/ Paul C. Jablonski

Paul C. Jablonski  
Chief Executive Officer

Key Staff Contact: Sharon Cooney, 619.557.4513, [Sharon.Cooney@sdmts.com](mailto:Sharon.Cooney@sdmts.com)

Attachment: A. Public Engagement Efforts & Results







# PUBLIC ENGAGEMENT Efforts & Results



Board of Directors Retreat November 2, 2019



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## PUBLIC PARTICIPATION INTRODUCTION

"We as a community have to...come together, hear people's thoughts, get feedback, have genuine discussions about the regional priorities."

- Nathan Fletcher  
MTS Board Chair  
Poll Results Press Conference

"We're going to go to the South Bay, East County, North, Mid-City and Downtown, so we really want to engage everybody that is impacted by MTS."

- Georgette Gómez  
Past MTS Board Chair  
Poll Results Press Conference

When MTS announced a possible ballot effort in spring 2019, the MTS Board of Directors and staff committed to a robust outreach effort to engage the community. The goal was to give the public ample opportunities for early and ongoing participation in the development of expenditure and financing plans.

The public outreach effort was called Elevate SD 2020. We wanted to engage the communities we serve to hear about their priorities for the region, and to hear from riders, residents, employees and employers about what improvements to the transit system they think will best help elevate our region and improve our collective quality of life.

Over the past six months, MTS has taken a multi-pronged approach to meet with the public and regional stakeholders as we work to build consensus for the future of transit in our region.

MTS staff have engaged the public in Elevate SD at more than two dozen community events, hosted nearly a dozen community forums, met with more than a dozen city and regional leadership groups, and more.

We have heard from thousands of people about what they envision for the future of transit. The feedback we received is included in the following report.



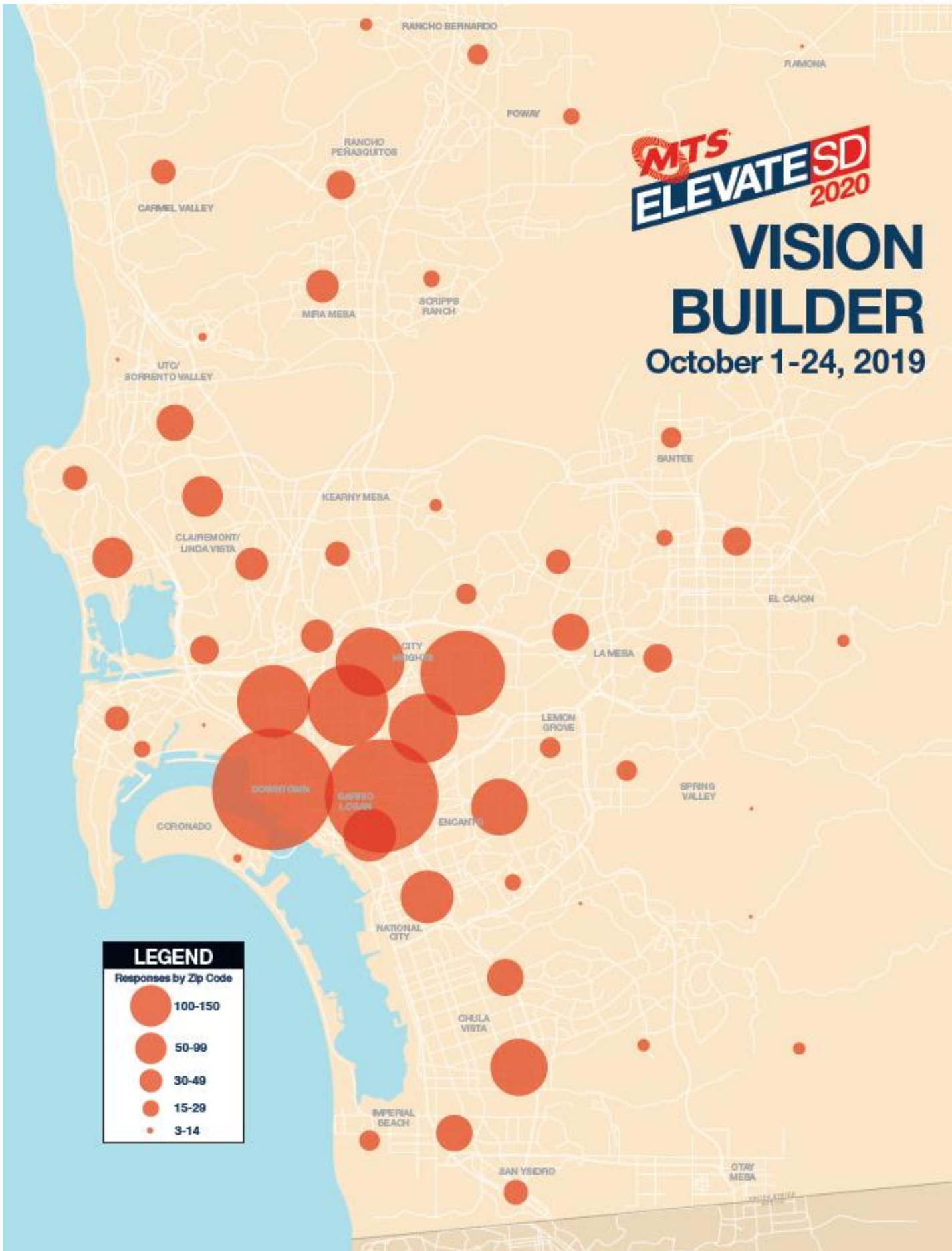
# PUBLIC ENGAGEMENT TO-DATE



## LEGEND

- Community Forum
- Community Outreach Event
- Vision Builder Pop-Up
- Community Advisory Committee Meeting
- Working Group/Workshop









# COMMUNITY OUTREACH EVENTS

Carmel Valley Family Movie Night

RB Alive!

Asian Cultural Festival

SD Chamber Mixer

Santee Street Fair

Clairemont Family Day

America on Main Street  
SD Chamber Mixer

Art Around Adams

SDSU Sustainability Day

Pride

- World Refugee Day  
- Transit & Tacos

Ocean Beach Street Fair

US Sand Sculpting

SD Chamber Mixer

Juneteenth

Diamond Street Festival

Navy Bay Bridge Run

- City of National City Breakfast  
- Lions Club 4th of July  
- Olivewood Day of Play  
- EHC Placemaking

Lemonfest

Harborfest

- Imperial Beach Sun & Sea Festival  
- Councilmember Aguirre Workshop

From May through September 2019, MTS staff attended nearly 30 community outreach events throughout the service territory. At these events, attendees were invited to participate in two interactive feedback activities. Each person was given stickers to identify their top values as it relates to transit, and the types of projects they would like to see prioritized.

In total, more than 2,100 people engaged with MTS at 28 outreach events. Input received at these events is reflected in the following pages.

## SUMMARY OF COMMUNITY OUREACH EVENT PARTICIPATION

Timeframe: May 2019 through September 2019

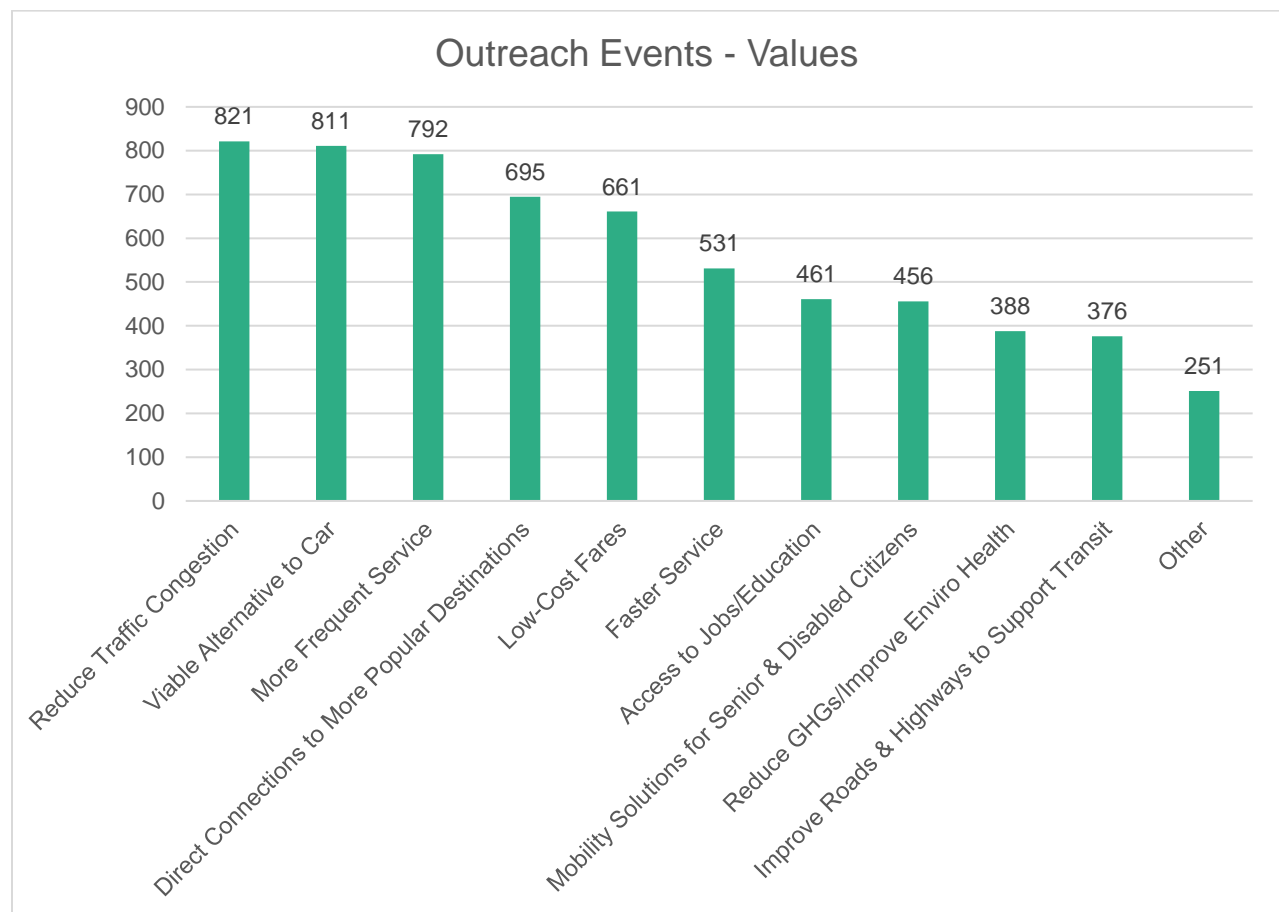
Total Events: 28

Total Estimated Attendance: 2, 237

At each outreach event, attendees were invited to participate in an interactive feedback element to help identify their priorities for transit.

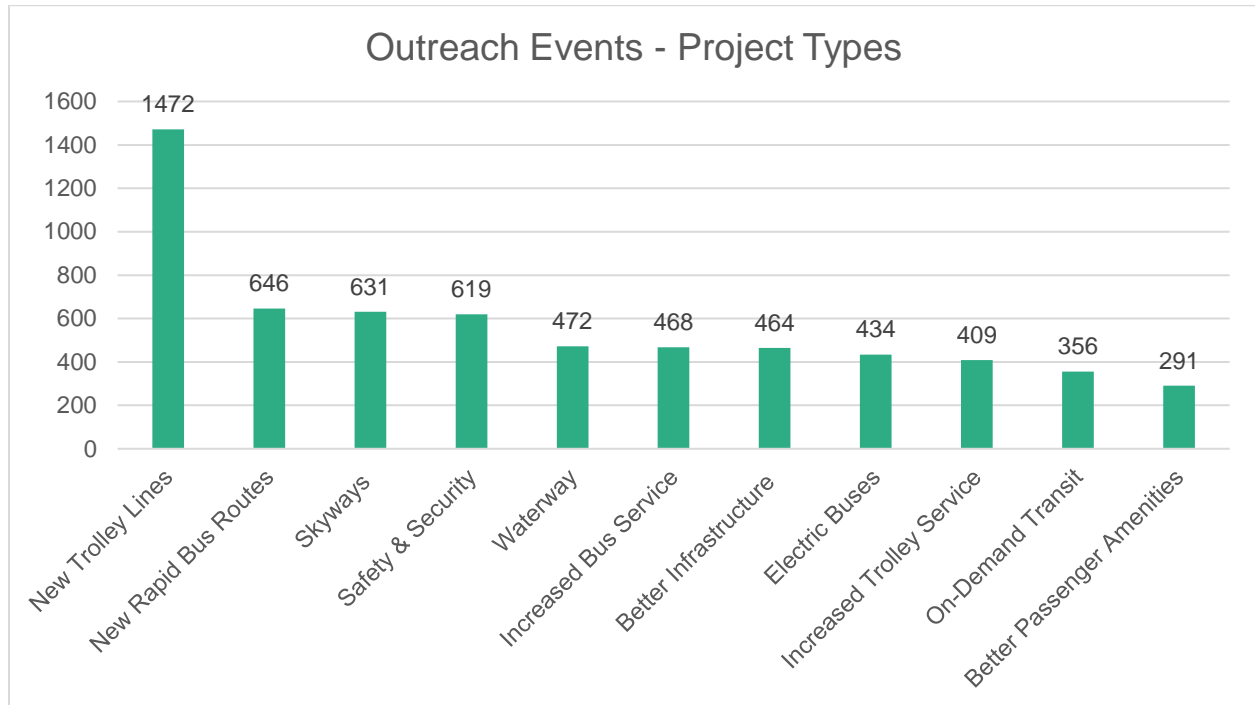
Participants were asked to identify what values they believe were most important when looking at potential projects. Essentially, what values should drive the types of projects MTS considers?

Reducing traffic congestion was the top identified priority, with approximately 13.2% of the total votes; followed closely by making transit a viable alternative to the car (13.0%) and more frequent service (12.7%). Individual events responses for 'other' are included where available in the individual event summaries that follow; however, the top three items include Youth Opportunity Passes (61), extended service hours (54) and the Airport (25).



Participants were also asked to identify what types of transit projects they would like to see more invested in. New Trolley lines far outpaced other project types, totaling 23.5% of the total votes, more than double the next closest project type.

The next three most popular project types were all fairly close in results, including new Rapid bus routes (10.3%), skyways (10.1%), and safety and security (9.9%).



\*For the first community outreach event, the Asian Cultural Festival (Mira Mesa), participants did not have the option to distinguish between new Trolley/bus routes and increases to existing services.

### MEAN VALUE

In addition to the raw data, below is the mean total for each value. The mean is used to evaluate each value's ranking, regardless of community outreach participation. The mean calculates each value's ranking from 1 to 11, and then takes the average score of its rank across all events. The lower the mean, the higher the value was ranked across all events.

VALUES	Asian Cultural Festival	America on Main Street	Navy Bay Bridge Run	Santee Street Fair	Art Around Adams	RB Alive	National City Breakfast	Aquire Event	Juneteenth	SD Chamber – EC	World Refugee Day	OB Street Fair	NC Fourth of July	IB Sun & Sea	Pride	SD Chamber -UTC	Olivewood Day of Play	Carmel Valley	Clairemont Family Day	Lemon Fest	SD Chamber - Downtown	Harbor Fest	Transit & Tacos	Diamond Festival	SYDRO Music Festival	US Sand Sculpting	EHC Placemaking	SDSU Sustainability	MEAN SCORE
More Frequent Service	3	2	2	2	2	2	1	6	3	8	1	1	7	3	2	5	9	2	4	7	5	3	4	1	1	1	1	2	3.21
Reduce Traffic Congestion	2	3	1	1	3	4	2	3	7	1	5	6	3	2	3	1	4	4	1	2	1	5	3	8	7	4	4	6	3.43
More Direct Connections to Popular Destinations	5	5	3	4	4	3	2	3	4	6	5	3	7	5	10	2	1	3	3	3	4	1	10	6	3	2	7	2	4.14
Low-Cost Fares	10	1	9	5	7	7	2	3	1	7	8	4	5	1	1	8	5	8	9	1	6	2	2	2	2	5	2	5	4.57
Viable Alternative to Car	1	3	4	6	1	1	9	10	10	2	1	2	9	11	8	2	6	1	2	9	2	4	4	8	10	3	3	4	4.86
Faster Service	6	9	5	2	6	9	8	1	2	5	4	5	4	4	4	9	6	7	7	5	6	6	4	6	3	7	9	6	5.54
Mobility for Senior & Disabled Citizens	8	6	10	7	10	5	2	8	5	3	5	9	2	6	7	4	8	5	8	7	3	7	9	5	5	6	8	6	6.21
Access to Jobs/ Education	9	7	8	8	8	8	2	6	5	8	3	8	1	7	8	5	1	6	6	6	9	8	7	4	6	9	5	10	6.36
Reduce GHGs/ Improve Enviro Health	7	10	6	10	5	10	2	8	9	10	9	7	9	9	11	11	1	10	10	4	8	9	8	11	9	10	5	1	7.82
Improve Roads & Highways to Support Transit	4	8	7	9	9	5	9	10	11	4	9	11	6	9	6	5	10	8	5	11	10	10	11	10	8	8	10	6	8.18
Other	N/A	11	11	11	11	11	11	2	8	11	11	9	11	8	4	9	11	11	11	10	11	11	1	3	11	11	11	11	9.33

America on Main Street (El Cajon) - Values		America on Main Street (El Cajon) - Project Types	
Low-Cost Fares	37	New Trolley Lines	61
More Frequent Service	32	Safety & Security	33
Viable Alternative to Car	32	Increased Trolley Service	26
Reduce Traffic Congestion	32	New Rapid Bus Routes	25
Direct Connections to More Popular Destinations	28	Better Passenger Amenities	21
Mobility Solutions for Senior & Disabled Citizens	25	Skyways	20
Access to Jobs/Education	22	Better Infrastructure	17
Improve Roads & Highways to Support Transit	20	On-Demand Transit	15
Faster Service	19	Increased Rapid Bus Service	10
Reduce GHGs/Improve Enviro Health	11	Waterway	9
Other	5	Electric Buses	7
	263		244
Other:			
Security (2)			
Bring back transfers			
Park & Ride			
<b>Approx. Participants: 88</b>			
<b>Comments:</b>			
More late-night rides for the Clairemont areas on Convoy Street for working staff. Also late night for El Cajon city. Love that you increased better frequent transit times for the 815!			
More and better service to and from Balboa Park			
I would like the service to be later because sometimes I need service later			
Bus unreliable and unsafe. Trolleys do not go from back of El Cajon to Sorrento Valley in under one hour. Most people who rely on Trolley service including your own employees get off at midnight but no eastbound service after they get off. A direct Trolley line from El Cajon to Sorrento Valley			
52 from Santee to La Jolla			
More Park & Ride with city limits (San Diego). Shuttle from La Jolla Village Drive to UTC for Trolley/transit center access. Don't charge for Compass Card itself, just money/products loaded. Make it easier to get a Compass Card.			
Add direct Rapid commute lines from hub to hub, then bus/normal Trolley lines to beach out from the hubs. (Drawing with hubs indicated at downtown, Torrey Pines, Poway, La Mesa, Santee, El Cajon, Lakeside)			
Please bring viable transit options to Lakeside and east of there.			



Clean bathrooms, USB charging ports
A bench on Mollison near Pepper Drive. Route 833 both sides.
We live in Jamul and need buses too. We have one bus that comes twice a day and no weekends. Not good. We need more buses throughout the day and weekends.
Stroller options - make it more easy to get on and off with strollers
Currently, if I took Trolley to COASTER, only 2 morning northbound coasters; in evening only 2 southbound. The earliest northbound coaster and latest southbound do not allow me to be at work for 8 hours! Cannot take public transportation to work. (Help reduce congestion on 52, 5)
More nights and weekend service.
More \$ for roads (staff transcribed)
Time it takes to get places (staff transcribed)
Works great for me as it is
More express trains! Or stop every other stop. (staff transcribed)
Coordinate with bike lanes; reduce traffic (staff transcribed)
Homeless on Trolley - have security keep them off (staff transcribed)
Windows rattle too much (staff transcribed)
Wifi on the Trolley (staff transcribed)
Trolley to the Airport (staff transcribed)
Trolley to the Airport (staff transcribed)
Stroller options

Art Around Adams (Normal Heights) - Values		Art Around Adams (Normal Heights) - Project Types	
Viable Alternative to Car	129	New Trolley Lines	209
More Frequent Service	87	New Rapid Bus Routes	83
Reduce Traffic Congestion	77	Skyways	61
Direct Connections to More Popular Destinations	67	Better Infrastructure	55
Reduce GHGs/Improve Enviro Health	61	Electric Buses	52
Faster Service	54	Increased Bus Service	52
Low-Cost Fares	53	Safety & Security	42
Access to Jobs/Education	51	Increased Trolley Service	40
Improve Roads & Highways to Support Transit	23	On-Demand Transit	32
Mobility Solutions for Senior & Disabled Citizens	23	Waterway	27
Other	22	Better Passenger Amenities	25
	647		678
Other:			
Youth Opportunity Pass (16)			
Earlier bus service (2)			
More bike capacity (2)			
Late-night service (1)			
Additional COASTER NB at 6:50 (1)			
<b>Approx. Participants: 226</b>			
<b>Comments</b>			
Free/no cost passes for youth in the community			
Youth opportunity passes. And the Purple Line.			
I would like MTS to prioritize free youth opportunity passes as part of our transportation system. I would also like to see money going towards the Purple Line!			
Youth opportunity passes - no cost transit passes for youth under 24 years old			
Youth opportunity passes to allow youth to ride at no cost in order to be able to get to school, work and internships. All of this without the burden of parents or youth having to worry about costs.			
[UCSD staff rep on transit committee] What are the solutions for connecting Trolley extension to COASTER? Wants better solutions to campus from COASTER for employees (staff transcribed)			
More dedicated bus lanes - Balboa Avenue and Clairemont Mesa Avenue (South to Linda Vista/Normal Heights/Kensington)			

Free public transit. Tax the corporations who have profited on workers who use public transit to pay for a Rapid expansion of bus service.
Real-time GPS bike racks. Replace/renew bus transfers.
One-way for Trolley/bus on mobile app. Improve line management after events such as Padres games. Peak service should be improved. Improved last mile service; can't get from Trolley to office. Bike parking garages at stations.
No motorized vehicles (except buses) on 30th Street (entire!) And bring the Trolley back to Adams Street!
Free cost fares - youth opportunity passes
I think the buses should run 24/7 because people get off of work late and it can attract the night-life people to not drive drunk. (Uber gets expensive.)
Low-cost fares. Youth opportunity passes.
I would like to see MTS prioritize no cost bus passes for youth in City Heights. It's important to distinguish low-fare from no-cost. We want no-cost bus fares and we predominantly want them for youth 12 - 24.

Asian Cultural Festival (Mira Mesa) - Values		Asian Cultural Festival (Mira Mesa) - Project Types	
Viable Alternative to Car	66	Light Rail	85
Reduce Traffic Congestion	62	Bus Rapid Transit	55
More Frequent Service	27	Better Infrastructure	35
Improve Roads & Highways to Support Transit	25	Electric Buses	27
Direct Connections to More Popular Destinations	24	Safety & Security	26
Faster Service	20	Skyways	16
Reduce GHGs/Improve Enviro Health	17	On-Demand Transit	13
Mobility Solutions for Senior & Disabled Citizens	16	Waterway	8
Access to Jobs/Education	15	Better Passenger Amenities	5
Low-Cost Fares	13		
	285		270
<b>Approx. Participants: 95</b>			
<b>Comments:</b>			
Reach all neighborhoods in SD County like BART. Reach east and north counties so any place is reachable in reasonable time.			
We need Trolley access E-W on 52 between Santee to La Jolla. I spend up to 2 hours commuting every day on 52 and it sucks!			
Currently impossible to take transit to work. Would love possible transit routes between MS High School to the Torrey Highland area (7535 Torrey Santa Fe)			
More roads to east San Diego, by the 52 freeway. More routes going south to avoid congested freeways during the hours of 3 p.m. and 7 p.m.			
Make it like Japan rail please :)			
More Trolley lines east of the 5			
Purple Line expansion. Blue and Orange Line stations are too far from where I live (Paradise Hills).			
I would love to see a single bus route all the way down Mira Mesa to connect to the COASTER/Trolley to downtown. My current drive is about 15 minutes, if I took a bus, I would have to transfer twice last I checked.			
If we could get the Trolley somewhere in Mira Mesa that would be awesome (staff transcribed)			
I think one of the main issues is an option to the airport, because right now it's only Uber (staff transcribed)			
Have a better way of communicating where the incoming buses are, and when there are service interruptions. Too many people use 110, 921 and half hour service is too infrequent.			



We need a transit system that is preferable to personal transit - similar or less expensive, +/- 20% time to travel, little or no need to schedule trips. In other words, like NYC or any other world class city!

More variability or travel: skyway, waterway, more Trolley lines, more time runs

Trolley up the I-15 instead of the HOV lanes. Connect to major boulevards and run high-frequency buses to those stops. "I would use that." (staff transcribed)

From Seaport Village to Santee - the trip is too long, even though there is a direct connection, more express (staff transcribed)

Carmel Valley Movie Night (Carmel Valley) - Values		Carmel Valley Movie Night (Carmel Valley) - Projects	
Viable Alternative to Car	31	New Trolley Lines	30
More Frequent Service	21	New Rapid Bus Routes	22
Direct Connections to More Popular Destinations	19	Increased Bus Service	17
Reduce Traffic Congestion	18	Electric Buses	15
Mobility Solutions for Senior & Disabled Citizens	15	On-Demand Transit	11
Access to Jobs/Education	12	Safety & Security	8
Faster Service	9	Skyways	7
Low-Cost Fares	6	Better Infrastructure	5
Improve Roads & Highways to Support Transit	6	Increased Trolley Service	4
Reduce GHGs/Improve Enviro Health	4	Waterway	3
Other	0	Better Passenger Amenities	1
	141		123
<b>Approx. Participants: 47</b>			
<b>Comments:</b>			
Extensive long-term sustainability incorporated into new systems, such as solar power/electric transportation			
Connecting I-5 to I-15 via CA-56. North-south connecting corridor from I-5/CA-56 to UTC.			
Public transit to downtown and Del Mar track on weekends.			

Clairemont Family Day (Clairemont) - Values		Clairemont Family Day (Clairemont)- Projects	
Reduce Traffic Congestion	36	New Trolley Lines	61
Viable Alternative to Car	35	Better Infrastructure	34
Direct Connections to More Popular Destinations	27	Skyways	29
More Frequent Service	24	Increased Bus Service	27
Improve Roads & Highways to Support Transit	22	Safety & Security	23
Access to Jobs/Education	18	Waterway	23
Faster Service	16	On-Demand Transit	22
Mobility Solutions for Senior & Disabled Citizens	14	Increased Trolley Service	22
Low-Cost Fares	11	New Rapid Bus Routes	20
Reduce GHGs/Improve Enviro Health	7	Better Passenger Amenities	16
Other	6	Electric Buses	13
	216		290
Other:			
Trolley to the Airport			
More parking at transit stations			
Separated bike lanes			
Trolley connection			
Run Route 27 on Sundays			
Lane beside express lane for large trucks only			
<b>Approx. Participants: 97</b>			
<b>Comments:</b>			
Service to the beach (like skyways) (staff transcribed)			
More service to OB, especially on the weekends (staff transcribed)			
Mobility-on-demand/service for Tierra Santa (staff transcribed)			
More frequent stops on 30 (passengers have to walk uphill) (staff transcribed)			
Service from Bonita up I-15: save \$6 billion from the Purple Line and do express buses (staff transcribed)			
Solution for military- front load waterway (staff transcribed)			
Increase bus service to Barrio Logan (staff transcribed)			
Getting senior/disabled passes more convenient/easier (many find it hard to get to the Transit store) (staff transcribed)			
Update status on the new Trolley lines and construction timelines			

Re-evaluating bus routes - Milton Street has no access to the bus
More frequent service to college, more parking space, amenities at stops (bathrooms), one pass for all system, phone kiosk charging at stops, discount transit pass.
Fix and maintain One Bus Away and at Trolley stations



<b>Councilmember Aguirre Transit Forum (Imperial Beach) - Values</b>	
Faster Service	13
Other	9
Viable Alternative to Car	7
Direct Connections to More Popular Destinations	7
Reduce Traffic Congestion	7
More Frequent Service	6
Mobility Solutions for Senior & Disabled Citizens	6
Improve Roads & Highways to Support Transit	2
Access to Jobs/Education	2
Low-Cost Fares	1
Reduce GHGs/Improve Enviro Health	1
	61
Other:	
Bold New transportation ideas	
Hop on/off circulator in IB	
MTS Access	
Last mile mobile app	
Transit for night/concerts	
Education - Transit 101	
Takes 4 hours on weekends from Normal Heights to Del Mar Fair	
Takes 2 hours Normal Heights to IB	
Validated transit	
<b>Approx. Participants: 13</b>	

Diamond Festival (Southeast) - Values		Diamond Festival (Southeast) - Projects	
More Frequent Service	22	New Trolley Lines	13
Low-Cost Fares	21	Waterway	13
Other	12	Safety & Security	12
Access to Jobs/Education	11	Increased Trolley Service	11
Mobility Solutions for Senior & Disabled Citizens	10	New Rapid Bus Routes	10
Direct Connections to More Popular Destinations	7	Better Passenger Amenities	10
Faster Service	7	Increased Bus Service	9
Viable Alternative to Car	6	Skyways	8
Reduce Traffic Congestion	6	On-Demand Transit	6
Improve Roads & Highways to Support Transit	5	Electric Buses	5
Reduce GHGs/Improve Enviro Health	3	Better Infrastructure	3
	110		100
Other:			
Extended hours (4)			
More weekend/Sunday service (4)			
Better connections with bus and Trolley (3)			
Driver respectability on buses (1)			
<b>Approx. Participants: 37</b>			
<b>Comments:</b>			
Sunday service in Emerald Hills			
DART service in community			
Community upset about 11/12 split			
Have all Route 12s go to Skyline (vs every other one)			
Better connections between bus and Trolley (especially for routes that are only hourly)			

EHC Placemaking (National City) - Values		EHC Placemaking (National City) - Projects	
More Frequent Service	15	Increased Trolley Service	16
Low-Cost Fares	14	New Rapid Bus Routes	15
Viable Alternative to Car	10	Skyways	13
Reduce Traffic Congestion	9	Safety & Security	11
Access to Jobs/Education	8	Waterway	11
Reduce GHGs/Improve Enviro Health	8	Electric Buses	9
Direct Connections to More Popular Destinations	7	Better Passenger Amenities	9
Mobility Solutions for Senior & Disabled Citizens	6	New Trolley Lines	5
Faster Service	4	Increased Bus Service	4
Improve Roads & Highways to Support Transit	2	Better Infrastructure	4
Other	1	On-Demand Transit	2
	84		99
Other:		Notes:	
Have transit run later		Trolley Line - Purple Line (1)	
		New Rapid Routes - I-5 Freeway (2)	
<b>Approx. Participants: 33</b>			
<b>Comments:</b>			
Please prioritize low-cost projects that could be immediately implemented without new infrastructure. Things like higher frequency, prolonged service hours, and lower fares. These will immediately provide a benefit to transit dependent communities while also making transit more desirable for choice riders. Expensive projects should connect people to jobs.			
We ask for free rides for students. (illegible - something about security at stations?)			
Direct service - more bus stops that allow people to get closer to their destination that reduces their walking distance. Free fares for all, please!			

Harbor Fest (Chula Vista) - Values		Harbor Fest (Chula Vista) - Projects	
Direct Connections to More Popular Destinations	55	New Trolley Lines	102
Low-Cost Fares	53	New Rapid Bus Routes	50
More Frequent Service	44	Skyways	49
Viable Alternative to Car	41	Safety & Security	40
Reduce Traffic Congestion	37	Waterway	35
Faster Service	31	Better Infrastructure	29
Mobility Solutions for Senior & Disabled Citizens	28	Increased Bus Service	27
Access to Jobs/Education	27	Increased Trolley Service	26
Reduce GHGs/Improve Enviro Health	25	Electric Buses	25
Improve Roads & Highways to Support Transit	22	Better Passenger Amenities	25
Other	4	On-Demand Transit	17
	367		425
Other:			
Late-night service (2)			
Longer service			
Transit to Temecula			
<b>Approx. Participants: 142</b>			
<b>Comments:</b>			
There needs to be an east-west Trolley that is adjacent to the 54 and going south adjacent to the 125			
Across the border service (staff transcribed)			
Airport transit station (staff transcribed)			
South Bay is lacking passenger amenities (ex: benches and shelters) (staff transcribed)			
Accurate times on bus apps			



IB Sun & Sea Festival (Imperial Beach) - Values		IB Sun & Sea Festival (Imperial Beach) - Projects	
Low-Cost Fares	37	New Trolley Lines	36
Reduce Traffic Congestion	33	Increased Bus Service	23
More Frequent Service	32	Safety & Security	21
Faster Service	27	Waterway	21
Direct Connections to More Popular Destinations	24	Skyways	19
Mobility Solutions for Senior & Disabled Citizens	23	New Rapid Bus Routes	17
Access to Jobs/Education	17	Electric Buses	17
Other	15	Better Passenger Amenities	14
Reduce GHGs/Improve Enviro Health	11	Increased Trolley Service	11
Improve Roads & Highways to Support Transit	11	On-Demand Transit	6
Viable Alternative to Car	10	Better Infrastructure	4
	240		189
Other:			
Trolley to the airport (6)			
More destinations (4)			
Security (2)			
Free shuttles for events & SD Fair (2)			
Cross-border transportation			
Kearny Mesa transportation from Qualcomm Trolley stop			
<b>Approx. Participants: 80</b>			
<b>Comments:</b>			
Trolley to the Airport			
I would like easier access to the airport via ferry, Trolley or bus			
Better weekends and holiday service			
Rapid trains to California cities			
East County opportunities need to expand. Connect the 15 to the 5 with fast service.			
You just keep doing what you are doing. Much love!			

Juneteenth Celebration (Sherman/Logan Heights) - Values		Juneteenth Celebration (Sherman/Logan Heights) - Projects	
Low-Cost Fares	26	New Trolley Lines	18
Faster Service	20	Safety & Security	10
More Frequent Service	15	Waterway	9
Direct Connections to More Popular Destinations	14	Increased Trolley Service	8
Mobility Solutions for Senior & Disabled Citizens	13	Increased Bus Service	8
Access to Jobs/Education	13	New Rapid Bus Routes	5
Reduce Traffic Congestion	11	Electric Buses	5
Other	10	Skyways	4
Reduce GHGs/Improve Enviro Health	9	Better Passenger Amenities	4
Viable Alternative to Car	8	On-Demand Transit	3
Improve Roads & Highways to Support Transit	6	Better Infrastructure	2
	145		76
Other:			
Better trained drivers and officers			
Run the 60 Bus longer/ 7 days a week			
Longer service on Sunday for the 916/917			
Service to the amphitheater in Chula Vista			
24 Hour Trolley Service			
More Kid Friendly			
More protected bike parking in IB and Palm Avenue			
<b>Approx. Participants: 49</b>			

Lemon Fest (Chula Vista) - Values		Lemon Fest (Chula Vista) - Projects	
Low-Cost Fares	69	New Trolley Lines	82
Reduce Traffic Congestion	57	Safety & Security	49
Direct Connections to More Popular Destinations	45	New Rapid Bus Routes	46
Reduce GHGs/Improve Enviro Health	44	Skyways	45
Faster Service	43	Waterway	44
Access to Jobs/Education	40	Better Infrastructure	36
More Frequent Service	39	Electric Buses	34
Mobility Solutions for Senior & Disabled Citizens	39	Increased Bus Service	31
Viable Alternative to Car	36	Better Passenger Amenities	27
Other	29	On-Demand Transit	26
Improve Roads & Highways to Support Transit	24	Increased Trolley Service	22
	465		442
Other:			
Pay your drivers better (18)			
Airport transportation (4)			
Better bicycle accommodation (3)			
Ability to pay fare inside Trolley cars			
H Street & Palomar Bridge for Trolley to help with traffic			
Unknown (2)			
<b>Approx. Participants: 155</b>			
<b>Comments:</b>			
Luggage rack on the bus and Trolleys for more room, similar to the Sprinter			
Improve safety of people on and off the Trolley			
Bus service of weekends to Point Loma National Park			
Eastern Trolley line from Otay Mesa border crossing to El Cajon, running north-south through Eastlake, La Mesa, El Cajon. Runs parallel to 125.			
Improve passenger amenities for routes 7, 4, 8, 9, 44, 929. Speakers too loud.			
Better all-around combining of bus/Trolley and bicycles; easier on-and-off, no limits on the # of bikes. Access without encroaching on other passengers, lanes that can meet - separation from auto traffic. Really encourage to go GREEN			

National City Breakfast (National City) - Values		National City Breakfast (National City) - Project Types	
More Frequent Service	6	Waterway	11
Viable Alternative to Car	5	Increased Trolley Service	7
Direct Connections to More Popular Destinations	5	Skyways	7
Reduce Traffic Congestion	5	New Rapid Bus Routes	6
Improve Roads & Highways to Support Transit	5	New Trolley Lines	3
Mobility Solutions for Senior & Disabled Citizens	5	Increased Bus Service	3
Access to Jobs/Education	5	Safety & Security	3
Faster Service	3	Better Infrastructure	2
Low-Cost Fares	2	Electric Buses	1
Reduce GHGs/Improve Enviro Health	2	On-Demand Transit	0
Other	0	Better Passenger Amenities	0
	43		43
<b>Approx. Participants: 15</b>			



NC Fourth of July Carnival (National City) - Values		NC Fourth of July Carnival (National City) - Projects	
Access to Jobs/Education	19	Safety & Security	22
Mobility Solutions for Senior & Disabled Citizens	14	Skyways	17
Reduce Traffic Congestion	13	Waterway	14
Faster Service	12	New Trolley Lines	13
Low-Cost Fares	11	Electric Buses	9
Improve Roads & Highways to Support Transit	9	Better Infrastructure	8
More Frequent Service	8	Increased Trolley Service	7
Direct Connections to More Popular Destinations	8	New Rapid Bus Routes	5
Viable Alternative to Car	5	Better Passenger Amenities	5
Reduce GHGs/Improve Enviro Health	5	On-Demand Transit	4
Other	2	Increased Bus Service	3
	106		107
Other:			
Longer service			
Easier transfers			
<b>Approx. Attendees: 36</b>			

Navy Bay-Bridge Run (Coronado) - Values		Navy Bay-Bridge Run (Coronado) - Project Types	
Reduce Traffic Congestion	63	Skyways	64
More Frequent Service	50	New Trolley Lines	51
Direct Connections to More Popular Destinations	31	Waterway	39
Viable Alternative to Car	26	Safety & Security	35
Faster Service	20	Better Infrastructure	24
Reduce GHGs/Improve Enviro Health	19	New Rapid Bus Routes	19
Improve Roads & Highways to Support Transit	18	Increased Trolley Service	16
Access to Jobs/Education	15	Electric Buses	10
Low-Cost Fares	11	On-Demand Transit	8
Mobility Solutions for Senior & Disabled Citizens	4	Increased Rapid Bus Service	8
Other	3	Better Passenger Amenities	7
	260		281
Other:			
More bikes			
Park & Ride facilities (Old Town)			
More service to Borrego			
<b>Approx. Participants: 94</b>			
<b>Comments:</b>			
New Trolley routes: 1. Direct link from downtown to cruise ship terminal, airport, Navy Base Point Loma, Seaworld. 2. Link with downtown to SD Zoo, University Avenue, SDSU, Route 15, Tierrasanta, Miramar. 3. Link from downtown to Otay Mesa.			
More routes, bus & Trolley should have road right of way. A bus every half hour is too little. Later bus transit (i.e. past 10/11 on all bus routes). It doesn't matter if the neighborhood is an affluent suburb. People still would use the system if it were efficient and readily available.			
237 Rapid route used to run from Rancho Bernardo to UCSD. The route was cut so the bus now runs from Miramar to UCSD. This route now requires a transfer from 235 to 237 making my commute an extra 30 minutes longer waiting for the transfer bus. Please bring back the 237 Rapid route to go up to Rancho Bernardo again.			
If there were a Trolley to the Airport everyone at my office would use that. I mean, hundreds of us (staff transcribed)			
Airport ferry - we would love that (staff transcribed)			
Right here (pointing to CA-56 on map), that's where you need service. And Sorrento Valley, that's be great. (staff transcribed)			
Service on base - why did they cut it? I would use that (staff transcribed)			
Why does Trolley not go to airport? We need that. (staff transcribed)			

Three Pacific Beach residents loved the skyway idea. Need PB to La Jolla (Scripps) connection (staff transcribed)
More service on Convoy/Kearny Mesa are. Convoy is becoming more like downtown. Parking in evenings & weekends and lunchtime is worse than downtown. More night/weekend service Clairemont Mesa/Convoy/Balboa. So many restaurants and hospitals. (staff transcribed)

OB Street Fair (Ocean Beach) - Values		OB Street Fair (Ocean Beach) - Projects	
More Frequent Service	64	New Trolley Lines	120
Viable Alternative to Car	62	Increased Bus Service	51
Direct Connections to More Popular Destinations	59	New Rapid Bus Routes	44
Low-Cost Fares	55	Safety & Security	39
Faster Service	44	Skyways	36
Reduce Traffic Congestion	43	On-Demand Transit	31
Reduce GHGs/Improve Enviro Health	38	Electric Buses	31
Access to Jobs/Education	27	Increased Trolley Service	27
Mobility Solutions for Senior & Disabled Citizens	26	Better Infrastructure	24
Other	26	Waterway	23
Improve Roads & Highways to Support Transit	25	Better Passenger Amenities	12
	469		438
Other:			
Increase bike lanes (11)			
Trolley stations not marked for disabled doors (3)			
More available bus routes in remote areas (ex: North Park) (2)			
Autonomous vehicles (2)			
Support electric (2)			
More lanes for vehicles			
Better bus routes			
Keep the 923 on weekends			
Repave/repaint [lanes] for roller skaters			
<b>Approx. Participants: 157</b>			



Olivewood Day of Play (National City) - Values		Olivewood Day of Play (National City) - Projects	
Direct Connections to More Popular Destinations	16	New Trolley Lines	30
Reduce GHGs/Improve Enviro Health	16	Safety & Security	19
Access to Jobs/Education	16	Increased Bus Service	19
Reduce Traffic Congestion	15	Better Passenger Amenities	19
Low-Cost Fares	13	Electric Buses	15
Faster Service	12	Waterway	14
Viable Alternative to Car	12	New Rapid Bus Routes	13
Mobility Solutions for Senior & Disabled Citizens	11	Skyways	13
More Frequent Service	8	Better Infrastructure	11
Improve Roads & Highways to Support Transit	6	Increased Trolley Service	10
Other	2	On-Demand Transit	1
	127		164
Other:			
More parking at transit stations			
Express Trolley			
<b>Approx. Participants: 55</b>			
<b>Comments:</b>			
It costs too much for casual use. 2 people to Fashion Valley = \$10. I can drive quicker and cheaper. Maybe try a free weekend or do a survey on price point of what people would pay to get them on the bus and Trolley.			
Speakers on Trolley need to be lower. Speakers can go in the back of bus.			

Pride (Hillcrest, Two Days) - Values		Pride (Hillcrest, Two Days) - Projects	
Low-Cost Fares	66	New Trolley Lines	64
More Frequent Service	43	Safety & Security	40
Reduce Traffic Congestion	40	Waterway	36
Faster Service	29	New Rapid Bus Routes	36
Other	29	Better Infrastructure	34
Improve Roads & Highways to Support Transit	27	Electric Buses	30
Mobility Solutions for Senior & Disabled Citizens	25	Increased Trolley Service	26
Access to Jobs/Education	22	Increased Bus Service	24
Viable Alternative to Car	22	On-Demand Transit	24
Direct Connections to More Popular Destinations	20	Skyways	19
Reduce GHGs/Improve Enviro Health	14	Better Passenger Amenities	17
	337		350
Other:			
Late-night service (28)			
Better benefits and opportunities for employees			
<b>Approx. Participants: 117</b>			
<b>Comments:</b>			
Weekend service should be longer			
I love the 215. Bus service from Kensington to Imperial Marketplace.			
More express lanes.			
Sunday service for 965. More Rapid service.			
Trash cans at bus stops.			
The 12th & Imperial Station is usually backed up when I get off the Green Line and I can't make it to the 12 in time because the Trolley is in the way.			
Partner with long-distance transportation companies to improve connectivity to distant cities. Have a multi-model transit hub where all companies (bus, train, etc.) can operate.			
The transit cops at University Trolley Stop are too aggressive. Fix the bathroom at the El Cajon and University Express Stop.			

RB Alive Street Fair (Rancho Bernardo) - Values		RB Alive Street Fair (Rancho Bernardo) - Project Types	
Viable Alternative to Car	71	New Trolley Lines	97
More Frequent Service	49	New Rapid Bus Routes	47
Direct Connections to More Popular Destinations	37	On-Demand Transit	37
Reduce Traffic Congestion	36	Increased Bus Service	24
Improve Roads & Highways to Support Transit	17	Better Infrastructure	18
Mobility Solutions for Senior & Disabled Citizens	17	Better Passenger Amenities	12
Low-Cost Fares	16	Electric Buses	11
Access to Jobs/Education	12	Safety & Security	11
Faster Service	11	Increased Trolley Service	9
Reduce GHGs/Improve Enviro Health	7	Skyways	8
Other	5	Waterway	7
	278		281
Other:			
Sunday Service			
More weekend service (especially in summer) to Rapid Centers			
More Sunday service			
More capacity during the weekdays			
<b>Approx. Participants: 94</b>			
<b>Comments</b>			
Focus on a fair and equitable treatment for roads and highways. A large majority of people will always use cars, especially people with disabilities for whom transit can only partially help and cars are always needed.			
Trolley to airport, but need connections from North County - Trolley on I-15 (staff transcribed)			
[Employee at Rady Children's] More direct connections to Kearny Mesa. Better service for inland North County (Rancho Bernardo). Service to the beach. (staff transcribed)			
Service to big events - sports, parades, races			

San Diego Chamber Mixer (Downtown) - Values		San Diego Chamber Mixer (Downtown) - Projects	
Reduce Traffic Congestion	15	New Trolley Lines	15
Viable Alternative to Car	14	Skyways	13
Mobility Solutions for Senior & Disabled Citizens	10	On-Demand Transit	12
Direct Connections to More Popular Destinations	9	Waterway	7
More Frequent Service	7	Safety & Security	6
Low-Cost Fares	6	Better Infrastructure	6
Faster Service	6	New Rapid Bus Routes	6
Reduce GHGs/Improve Enviro Health	4	Increased Bus Service	5
Access to Jobs/Education	3	Increased Trolley Service	4
Improve Roads & Highways to Support Transit	1	Electric Buses	3
Other	0	Better Passenger Amenities	2
	75		79
<b>Approx. Participants: 27</b>			

San Diego Chamber Mixer (East County) - Values		San Diego Chamber Mixer (East County) - Projects	
Reduce Traffic Congestion	28	New Trolley Lines	37
Viable Alternative to Car	23	Skyways	19
Mobility Solutions for Senior & Disabled Citizens	16	Better Infrastructure	13
Improve Roads & Highways to Support Transit	12	Safety & Security	12
Faster Service	10	On-Demand Transit	10
Direct Connections to More Popular Destinations	9	Waterway	9
Low-Cost Fares	6	Increased Bus Service	9
More Frequent Service	4	New Rapid Bus Routes	9
Access to Jobs/Education	4	Better Passenger Amenities	8
Reduce GHGs/Improve Enviro Health	3	Increased Trolley Service	5
Other		Electric Buses	5
	115		136
<b>Approx. Participants: 46</b>			

San Diego Chamber Mixer (UTC) - Values		San Diego Chamber Mixer (UTC) - Projects	
Reduce Traffic Congestion	36	New Trolley Lines	41
Viable Alternative to Car	24	Safety & Security	26
Direct Connections to More Popular Destinations	24	Skyways	14
Mobility Solutions for Senior & Disabled Citizens	19	Better Infrastructure	14
Improve Roads & Highways to Support Transit	17	On-Demand Transit	14
More Frequent Service	17	Electric Buses	13
Access to Jobs/Education	17	New Rapid Bus Routes	9
Low-Cost Fares	15	Better Passenger Amenities	9
Faster Service	14	Increased Bus Service	8
Other	14	Increased Trolley Service	8
Reduce GHGs/Improve Enviro Health	8	Waterway	7
	205		163
Other:			
- Airport/Trolley to the Airport (14)			
<b>Approx. Participants: 69</b>			



Santee Street Fair (Santee) - Values		Santee Street Fair (Santee) - Project Types	
Reduce Traffic Congestion	41	New Trolley Lines	75
More Frequent Service	33	Skyways	42
Faster Service	33	Waterway	40
Direct Connections to More Popular Destinations	30	Safety & Security	35
Low-Cost Fares	29	Increased Trolley Service	29
Viable Alternative to Car	27	Increased Bus Service	24
Mobility Solutions for Senior & Disabled Citizens	22	New Rapid Bus Routes	20
Access to Jobs/Education	20	Better Infrastructure	19
Improve Roads & Highways to Support Transit	17	Electric Buses	16
Reduce GHGs/Improve Enviro Health	14	Better Passenger Amenities	12
Other	1	On-Demand Transit	10
	267		322
<b>Approx. Participants: 108</b>			
<b>Comments:</b>			
Ferry/waterways to Chula Vista Marina!			
Train to San Diego (commuter from Escondido)			
A Trolley from San Diego to Escondido			
Trolley to Beach from East County			
Need to go to Miramar from UTC on weekends- there is no service. Projects: To Mira Mesa via Miramar or to Poway			
More frequent Orange Line service. Lakeside- Bring back 854 service for seniors + disabled. Escondido - Bus route for seniors by golf course			
Be great to have buses run the 52 to UTC or Kearny Mesa			
More buses run on weekends			
MTS took away my bus route! (Santee to SDSU) Why call the non-existence Blue Line "UCSD Line" when the Green Line is not call "SDSU Line"			
Use opposite freeway lanes to reduce rush hour traffic. Especially from East County 52 fwy to VA/UCSD. Many veterans live in East County and show up at the 5am for a 9am appointment just to miss rush hour. This is such a burden for our veterans.			
I work at MCRD (chow hall/mess attend.) I live off of College & University. Rt 10 on weekdays, it takes about 1 hr to get home, but on Sunday is take OVER two hours to get home as Rt 10 only goes to I-15 transit plaza, so I have 1/2 hour wait for Rt 7. I would like to see Rt 10 service College & University 7 days a week.			

Parallel to I-8: Expansion of Rapid bus or light rail transit. I would definitely appreciate seeing more frequent service - 8 - 10 minutes or less for a Trolley and certainly more frequent bus service. Based on my observations of the Rapid 235 corridor lanes on the I-15, I'd be interested in seeing bus or train lanes between major freeways to reduce congestion and ease commuter anxiety - simple stops could be located beneath various street overpasses. And finally, after observing Phoenix and San Francisco, I would be interested in seeing an airport people mover or train system connecting the Trolley right at Middletown Station to the airport. (I am student at SDSU studying City Planning with an interest in working with MTS.)
More frequent Sunday service
Since 874 lost the Granite Hills loop, the closest bus route is 815, I have to walk 5 blocks to Foothills Adult Center.
Trolley down Hwy 15 corridor
Later Trolley for people who are drinking
Have the Trolley run 24 hr. Route 955 need to run later like Saturday on Sunday or longer. 916/917 run on Sunday. Very important to have 60 bus run 7 days a week both ways.
We want rail service to Las Vegas. Your PR Reps are fantastic!

SDSU Sustainability Day (College Area) - Values		SDSU Sustainability Day (College Area) - Projects	
Reduce GHGs/Improve Enviro Health	20	New Trolley Lines	24
More Frequent Service	19	Better Infrastructure	15
Direct Connections to More Popular Destinations	19	Increased Trolley Service	12
Viable Alternative to Car	14	Skyways	11
Low-Cost Fares	10	Increased Bus Service	11
Reduce Traffic Congestion	5	Safety & Security	9
Mobility Solutions for Senior & Disabled Citizens	5	Electric Buses	9
Faster Service	5	New Rapid Bus Routes	8
Improve Roads & Highways to Support Transit	5	On-Demand Transit	6
Access to Jobs/Education	4	Better Passenger Amenities	2
Other		Waterway	1
	106		108
<b>Approx. Participants: 36</b>			
<b>Comments:</b>			
More direct/faster service from Otay Ranch/east Chula Vista to SDSU			
Direct service (Trolley) from Rancho Bernardo/Mira Mesa to SDSU			
Improved service in Mira Mesa: service on Mira Mesa and Miramar Blvd.; later/extended service hours; faster service (1.5 hours to SDSU)			

SYDRO Music Festival (San Ysidro) - Values		SYDRO Music Festival (San Ysidro) - Projects	
More Frequent Service	20	Safety & Security	22
Low-Cost Fares	19	New Trolley Lines	18
Direct Connections to More Popular Destinations	15	New Rapid Bus Routes	15
Faster Service	15	Increased Bus Service	15
Mobility Solutions for Senior & Disabled Citizens	14	Increased Trolley Service	14
Access to Jobs/Education	12	Better Passenger Amenities	14
Reduce Traffic Congestion	10	Skyways	10
Improve Roads & Highways to Support Transit	9	Waterway	6
Reduce GHGs/Improve Enviro Health	6	On-Demand Transit	6
Viable Alternative to Car	3	Better Infrastructure	3
Other	0	Electric Buses	1
	123		124
<b>Approx. Participants: 42</b>			

Transit & Tacos (City Heights) - Values		Transit & Tacos (City Heights) - Projects	
Other	45	New Trolley Lines	25
Low-Cost Fares	15	Increased Bus Service	22
Reduce Traffic Congestion	13	Electric Buses	21
More Frequent Service	12	New Rapid Bus Routes	19
Viable Alternative to Car	12	Better Infrastructure	16
Faster Service	12	Safety & Security	13
Access to Jobs/Education	10	Waterway	9
Reduce GHGs/Improve Enviro Health	8	Skyways	7
Mobility Solutions for Senior & Disabled Citizens	7	On-Demand Transit	4
Direct Connections to More Popular Destinations	6	Increased Trolley Service	3
Improve Roads & Highways to Support Transit	5	Better Passenger Amenities	3
	145		142
Other:			
Youth Opportunity Passes (45)			
First-mile/last-mile service in Carmel Valley			
<b>Approx. Participants: 49</b>			
<b>Comments:</b>			
More service in Carmel Valley for jobs - first and last mile connections to jobs (staff transcribed)			
More bike capacity (staff transcribed)			
Security at bus stations at night (downtown, more lighting) (staff transcribed)			
Bathrooms near stops (staff transcribed)			
Extended hours of service (staff transcribed)			
Later service on 110 Express - to 6 or 7 p.m. (staff transcribed)			
Better service from City Heights to community colleges (students can access City and Miramar, but not Mesa or Cuyamaca and they aren't that far); and better access to job centers (Kearny Mesa) (staff transcribed)			



US Sand Sculpting Event (Downtown) - Values		US Sand Sculpting Event (Downtown) - Projects	
More Frequent Service	74	New Trolley Lines*	159
Direct Connections to More Popular Destinations	71	Skyways	80
Viable Alternative to Car	66	Safety & Security	52
Reduce Traffic Congestion	63	Electric Buses	50
Low-Cost Fares	38	Waterway	46
Mobility Solutions for Senior & Disabled Citizens	33	Increased Trolley Service	46
Faster Service	31	New Rapid Bus Routes	42
Improve Roads & Highways to Support Transit	29	On-Demand Transit	36
Access to Jobs/Education	26	Increased Bus Service	34
Reduce GHGs/Improve Enviro Health	17	Better Infrastructure	33
Other	8	Better Passenger Amenities	12
	456		590
Other:		*Include Airport (12), Kearny Mesa/I-15 (4), Sorrento Valley/CA-56 (2), Balboa Park (1) and North County (1)	
Extended hours (1)			
More places to buy passes (1)			
Enable Wifi (2)			
Bus/Trolley to Beach (1)			
Transit to businesses from station (1)			
More places to buy fares (1)			
Clarity on how prices work (1)			
<b>Approx. Participants: 197</b>			
<b>Comments:</b>			
Trolley designed to where people cannot put feet on seats (staff transcribed)			
More service east/west from La Jolla			

World Refugee Day (City Heights) - Values	
More Frequent Service	14
Viable Alternative to Car	14
Access to Jobs/Education	13
Faster Service	11
Direct Connections to More Popular Destinations	10
Mobility Solutions for Senior & Disabled Citizens	10
Reduce Traffic Congestion	10
Low-Cost Fares	8
Reduce GHGs/Improve Enviro Health	6
Improve Roads & Highways to Support Transit	6
Other	3
	105
Other:	
More service - Extend Trolley east of Spring Street in Spring Valley	
Use/develop tech to gather more data about travel patterns to make more informed planning decisions	
More amenities - phone chargers and wifi inside buses and Trolleys	
<b>Approx. Participants: 35</b>	



## SUMMARY OF COMMUNITY FORUM PARTICIPATION

Timeframe: June and July 2019

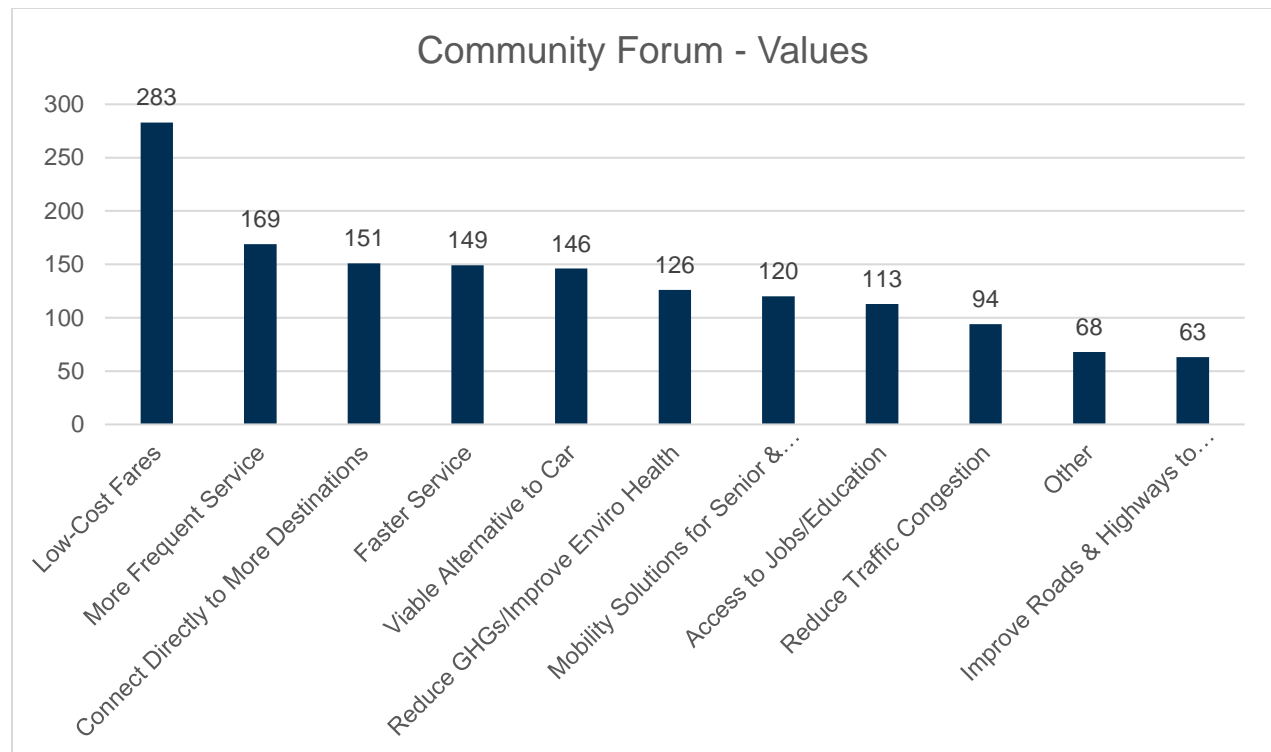
Total Events: 11

Total Estimated Attendance: 345

Community forums offered residents the opportunity to hear more about the current state of transit in the region, the opportunity presented to MTS with AB-805, as well as types of projects that might be funded under a transit-only ballot initiative. Participants were also asked to participate in the dialogue through a values of transit activity and round-table discussions.

During the values activity, participants were asked to identify what values they believe were most important when looking at potential projects.

Low-cost fares were the top identified priority, with just over 19% of the total tallies (about 50% of the low-cost fare total came from the City Heights community forum, where the majority of those responses specified youth opportunity passes). The next following priorities include more frequent service (11.4%), connecting more directly to destinations (10.2%) and faster service (10.1%).



Participants also broke into small groups to discuss and brainstorm how they would like to see transit improve, and to identify what values and/or types of projects were the highest priority for them/their community (i.e. Top Three Takeaways). In total, there were 51 small groups across the 11 forums. The most frequently cited 'top three takeaways' for MTS were increased service (24 - includes frequency and span), low-cost fares (23) and fast/direct service (16).

**MEAN VALUE**

In addition to the raw data, below is the mean total for each value. The mean is used to evaluate each value’s ranking, regardless of community outreach participation.

The mean calculates each value’s ranking from 1 to 11, and then takes the average score of its rank across all events.

The lower the mean, the higher the value was ranked across all events.

Values	National City	Carmel Valley	Linda Vista	East County	Chula Vista	Poway	San Ysidro/ Imperial Beach	Southeast/ Lemon Grove	Downtown	City Heights	Barrio Logan	Mean Score
Low-Cost Fares	3	11	4	7	1	6	2	1	3	1	1	3.64
More Frequent Service	7	5	1	3	2	2	9	2	5	3	2	3.73
Connect Directly to More Destinations	5	2	3	1	7	1	4	2	4	10	4	3.91
Faster Service	2	7	5	3	9	3	3	9	2	2	6	4.64
Provide Viable Alternative to Car	5	1	10	1	4	4	1	9	7	3	8	4.82
Mobility Solutions for Senior & Disabled Citizens	3	9	2	3	3	N/A*	7	4	8	7	4	5.00
Access to Jobs/Education	1	8	8	9	5	5	8	5	9	6	6	6.36
Reduce GHGs/Improve Enviro Health	8	4	8	6	10	7	10	5	5	5	2	6.36
Reduce Traffic Congestion	9	2	11	7	8	N/A*	5	5	9	8	10	7.40
Other	11	10	5	11	11	N/A*	5	9	1	8	9	8.00
Improve Roads & Highways to Support Transit	10	6	5	9	5	N/A*	11	5	11	10	11	8.30

\*Four of the values posters from the Poway community forum were not calculated. The mean for those values has been divided by 10; the seven values with a total for Poway were divided by 11



## **Elevate SD 2020: Barrio Logan Community Forum – Executive Summary**

Date: Tuesday, July 30, 2019  
Location: San Diego Continuing Education – Cesar Chavez Campus  
Attendees: 39

### **Overview:**

In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### **Top Values:**

Participants were given five stickers, and asked to identify their top values that should help shape the future of transit. Below are the results\*:

1. Low-cost fares (41)
  - Includes one for no cost youth, and one seniors ride free with SS
2. More frequent service (22)
3. Reduce greenhouse gas emissions/improve environmental health (22)
4. Mobility solutions for senior and disabled citizens (21)
5. Connect directly to more destinations (21)
6. Faster service (13)
7. Access to jobs/education (13)
8. Provide viable alternatives to a car (10)
9. Other (9):
  - Safety (8) – Everyone/general (6) and students (2)
  - Bus shelters
10. Reduce traffic congestion (6)
11. Improve roads and highways to support transit (2)

### **Round-Table Summaries:**

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share what their transit priorities were, and what values/projects were most important to their communities. The following themes emerged among the six small groups:

- As reflected in the values activity, low-cost fares were a top priority for attendees. All six small groups discussed low/no-cost fares (target rider groups varied), with four of the groups citing it as a top three takeaway.
- Increased frequency, including expanded span of service, was also discussed by all six small groups, with half of the groups citing it as a top takeaway for MTS.
- Five of the six groups also discussed security; with four small groups wanting increased safety and security measures, and two groups citing a desire for improved/changed security practices.
- Four of the groups also discussed various customer amenities, from bathrooms and shelters to drinking fountains and bike lockers.



### **Top Three Takeaways:**

At the conclusion of the round-tables, each group was asked to identify their 'top three takeaways' for MTS based on their group's discussions (i.e. of everything discussed at the event, identify what the three most important priorities/ideas were). Below is a summary of those priorities.

- Low/no-cost fares (4):
  - Free fares for all
  - Lower fares
  - Low-cost fares (youth/seniors)
  - Lower fares (youth free; seniors/low-income)
- Increase frequency (3)
  - More frequency
  - Frequency
  - Frequency
- Senior/disabled rider accessibility (2):
  - Accessibility (listen to needs of senior/disabled riders, waiting for SDM riders to board)
  - Improve facilities for ADA riders/amenities (shelters)
- Security (2):
  - More security
  - Too much security/need training
- More direct service (faster)
- Bathrooms at stations
- Expand outreach process to include/prioritize other ideas
- Reducing GHGs/environmental considerations
- Destinations
- Viable alternative to the car
- Mobility hubs (shuttles, bike lockers)
- Free fare on Chicano Park Day and shuttle services from Park & Ride locations

A full report of the small group discussions, and open comment is included below.

Round-Table 1
Affordable fares across the board (all age ranges) - incentive to drive less
Free fares for low income (3)
Pay attention to needs of seniors/riders with disabilities
Higher frequency service (2) - ex: National City Route 968
Circulating routes (Trolley)
Introduce a time-based fare (ex: 3-hours unlimited transfers)
More direct service to 2- and 4-year colleges (including for binational commuters)
Make easier access to reduced fare passes (where to buy)
Electric buses
First/last mile (reduce walking to destinations)
Better amenities (shelters, lighting)
Safety & security at stations
Top Three Takeaways:
1. Free fares for all
2. More direct service (faster)
3. Accessibility (listen to needs of senior/disabled riders, waiting for SDM riders to board)
4. Free fares, again
Round-Table 2
More frequency
Lower fares (lower incomes, students, seniors, add more years to free youth passes)
More security
Late-night service
More Trolley connections between North and South County
More shelters
Advertisements about social services
Wider and more comfortable seats
More bigger buses
Bathrooms at main stations
More weekend service
Top Three Takeaways:
1. Lower fares
2. Bathrooms at stations
3. Tie between more frequency and more security
Round-Table 3
Reduced fares (free for students)
Discounted/free passes for children (over age 6 can pay adult rates)
More security presence on vehicles/stations

Faster/frequent service
Introduce smaller vehicle fleet
Different training for security (from checking fares to enforcement)
Collaboration with SDSU social workers for behavioral outreach (mental health assessments/recommendations)
Improved facilities maintenance (clean/wash/sanitize stations)
More partnerships with community for Chicano Park Day
More schedules posted on stations
Reduction on fare evasion policing
Top Three Takeaways:
1. Expand the outreach process to include/prioritize other ideas
2. Improve facilities for ADA riders/amenities (shelters)
3. Free fare on Chicano Park Day and shuttles services from Park & Ride locations
<b>Round-Table 4</b>
Reducing congestion
Alternative to cars
Reducing GHGs/environmental considerations (building. Materials), (3)
Helping seniors with mobility
Low-cost fares (youth/seniors) (3)
Space for cargo
Bay ferry okay, but Bay needs cleanup
Build green the first time
Increasing frequency/span/updated study
Too much security; need training
Skyways - problematic
Mobility hubs - scooter issues, charging for other devices
EV charging not a priority
Accommodation for pets
Bikes - electric/fat tire
Drinking fountains
Top Three Takeaways:
1. Reducing GHGs/Environmental Considerations
2. Low-cost fares (youth/seniors)
3. Too much security/need training
<b>Round-Table 5</b>
Buses need to go where people want to go
Need faster Trolley
More frequent/faster/better service
More destinations

More frequency (2)
Viable alternative to car (2)
Local service vs. regional/longer trips
Accessibility
Fare reductions - students, SDM, youth
Coordinated signals
Free transit days
Fast implementation
Updated fare system
Public outreach of changes/impacts
Dedicated guideways
Top Three Takeaways:
1. Frequency
2. Destinations
3. Viable alternative to car
<b>Round-Table 6</b>
More direct service
Mobility hubs - shuttles - instead of parking include bike lockers
Reduce congestion
Lower fares - youth free; seniors/low-income
GHG reduction
Time competitive
Customer amenities - shelters, bike lockers
Frequency to help overcrowding; longer span, 24/7 service
Security- late-night
Partner with developers for passes
Rail projects
Top Three Takeaways:
1. Lower fares (youth free; seniors/low-income)
2. Mobility hubs (shuttles, bike lockers)
3. Frequency



## **Elevate SD 2020: Carmel Valley Community Forum – Executive Summary**

Date: Tuesday, June 11, 2019  
Location: Carmel Valley Recreation Center  
Attendees: 52

### **Overview:**

In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### **Top Values:**

Participants were given five stickers, and asked to identify their top values that should help shape the future of transit. Below are the results:

1. Provide viable alternatives to a car (35)
2. Connect directly to more destinations (27)
3. Reduce traffic congestion (27)
4. Reduce greenhouse gas emissions/improve environmental health (25)
5. More frequent service (22)
6. Improve roads and highways to support transit (13)
7. Faster service (13)
8. Access to jobs/education (12)
9. Mobility solutions for senior and disabled citizens (11)
10. Other (8)
11. Low-cost fares (6)

### **Round-Table Summaries:**

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share what their transit priorities were, and what values/projects were most important to their communities. The following themes emerged among the six small groups:

- Need service, period. Carmel Valley is currently not served by public transit, and the primary takeaway was that the community wants transit options
- Most conversations focused on bus service as a solution, including the use of smaller vehicles/shuttles, circulator routes and along major corridors (ex: Del Mar Heights Road)
- Access/connections to destinations was popular, with five of the six groups mentioning the Airport specifically
- Four of the six groups discussed need for future transit service to connect to major transit hubs in the region (the Sorrento Valley COASTER Station and future Mid-Coast Trolley extension at UTC)
- Half of the small groups also mentioned service for youth/to local schools

### Top Three Takeaways:

At the conclusion of the round-tables, each group was asked to identify their 'top three takeaways' for MTS based on their group's discussions (i.e. of everything discussed at the event, identify what the three most important priorities/ideas were). Below is a summary of those priorities.

- Add (bus) service (7):
  - Need service in Carmel Valley/Sorrento Valley
  - Expand bus/Trolley service
  - Bus on Del Mar Heights Road
  - Bus service to schools
  - Bus service to Carmel Valley with frequency, connections to schools, jobs, Torrey Pines to Del Mar + coast
  - More service in areas not being served/underserved (Carmel Mountain/Valley; Balboa Park; Del Mar; Kearny Mesa; Miramar; Airport)
  - Service on El Camino Real/Del Mar Heights Road
- Connections to transit hubs (2):
  - Sorrento Valley COASTER and Mid-Coast extension/UTC
  - Bus to UC San Diego Blue Line
- Small vehicles for service (2):
  - Smaller vehicles (suburban appropriate, design of stations need to fit with community)
  - Small, van sized
- Fast and direct service (2):
  - Faster/more direct service (E-W connections 52/56 – possible Rapid Express on 56 median?)
  - Better connections and high frequency of service
- Quality of life (2):
  - Congestion/speeding, walkability + bike/pedestrian safety, options for seniors/limited mobility, cost/access
  - Protected bike lanes
- Mobility hubs in Carmel Valley (and city-wide)
- Reducing greenhouse gas emissions, electric buses
- Affordability (options for students and seniors)

A full report of the small group discussions, and open comment is included below.



Round-Table 1
Service to schools for youth (Torrey Pines, CCA, etc.) - and connections to 2/4 year colleges
Transit connections to Sorrento Valley COASTER
We need service, period (alternatives to car)
Not a fan of big buses (like electric Trolley cars/shuttles)
Connections to future Mid-Coast extension
Transit has to be easier
Faster connections (takes 3 hours now)
E-W connection on 56 (huge median) - 52 too
Skyways for I-5/I-805
Resistance to urbanization of our neighborhoods
Top Three Takeaways:
1. Want service, but smaller vehicles (suburb appropriate, design of stations need to fit with community)
2. Connections to transit hubs (specifically Sorrento Valley COASTER and Mid-Coast extension/UTC)
3. Faster/more direct service (E-W connections 52/56 - Rapid Express on 56 median?)
Round-Table 2
Increased frequency of buses
Affordable rates, promotional prices
Added Trolley cars/expansion
Connection Carmel Valley, Sorrento, Kearny Mesa, Miramar
Start with a bus in this area - El Camino Real, Del Mar Heights, Carmel Mountain Road; connect to Route 101 (NCTD service); connect to Balboa Park
Protected bike lanes in service routes
Better Park & Ride areas; centralized parking
Airport Trolley
Top Three Takeaways:
1. Better connections and high frequency of service
2. Expand Trolley/bus services
3. More service in areas that are currently not being served/underserved (Carmel Mtn/Valley; Balboa Park, Del Mar, Kearny Mesa, Miramar, Airport)
Round-Table 3
Absence of bus service in Carmel Valley (less costly but will alleviate traffic along Del Mar Heights Road and El Camino Real to the coast/SV COASTER)
Transit hub in Point Loma/Old Town with lots of parking (get bus service all the way down Rosecrans)
Buses should be more frequent, especially rush hour times
Adjust infrastructure for added buses (includes drawing with curbside cut-out for bus parking)

Prioritize bus service over expensive long-range alternatives (more buses, SMALLER buses, para-transit buses)
Climate Action plan goals - Electric buses
Buses to airport
Clarification with fares
Top Three Takeaways:
1. Buses (small, van-sized) in Carmel Valley
2. Mobility hubs in Carmel Valley (and city-wide)
3. Reducing greenhouse gas emissions, electric buses
<b>Round-Table 4</b>
Bus on Del Mar Heights Road (Torrey Pines High School, Canyon Crest High School, the beach/Pacific Coast Highway)
Bus to Sorrento Valley COASTER station
Bus to UC San Diego Blue Line Trolley
Community circulator routes
Service to schools
Trolley to Airport and Old Town
Top Three Takeaways:
1. Bus on Del Mar Heights Road
2. Bus to UC San Diego Blue Line
3. Bus service to schools
<b>Round-Table 5</b>
Mobility for seniors
Reduce traffic congestion
Mobility options besides the car
On-demand service
Expanded paratransit territory
Commute "emergency ride" options
Better real-time information
Beach connection
Trolley to the airport
Connection between Carmel Valley and UC San Diego
Walkable communities
Service on Del Mar Heights Road --> Pacific Highlands Ranch
Top Three Takeaways:
1. Bus service to Carmel Valley with frequency, connections to schools, jobs, Torrey Pines to Del Mar + Coast

2. Quality of life - congestion/speeding, walkability + bike/pedestrian safety, options for seniors/limited mobility (micro/on-demand), cost/access
3. Affordability (options for students and seniors)
<b>Round-Table 6</b>
Convert highways to transit lanes/not add
Bike lanes - protected (not just transit, but make it easier to get to transit)
Habitat preservation
Better connections to the airport
No one single road going east/west in Carmel Valley area
Use elementary schools as a trip indicator
Pilot to the beach
Need any service in Carmel Valley/more service in Sorrento Valley
Del Mar Heights - big location for service (three high schools/elementary schools)
Fare discounting for students
Stack service
Localized bus service just for this area
Smaller buses - neighborhood routes
Top Three Takeaways:
1. Need service in Carmel Valley/Sorrento Valley
2. Protected bike lanes
3. Service on El Camino Real/Del Mar Heights Road

<b>Open Comments</b>
Reduce congestion on the road to Camino del Mar. Looking for Transit to reduce/slow down traffic to make it more pedestrian /bicycle friendly and safer
Bus service needed along the entire length of Del Mar Heights Road to get students to school and shoppers to all the shopping areas: One Paseo, Del Mar Highlands and Highlands Place. Service to beaches, Balboa Park, service to airport from Del Mar Heights.
We need our transit systems to easily connect. We need connections to the airport.
Walking/biking to be protected by shade trees
One central app for all modes of transport: Bike, walk scooter, bus, smart parking.
Back up/emergency pick up when buses are tardy (>30 min late)
A bus between Carmel Valley and Del Mar
Connect Carmel Valley, particularly south of 56
There is zero service in CV near me. Eastbound 56 connect to 5, such poor signage now. Transit east/ west on Del Mar Heights Rd from beaches to Del mar Penasquitos. Transit North south Carmel Valley has created two generations of people who are dependent on their cars. Any more public transportation will need to be super sexy. When 56 was built there was no bike path connection to proposed high school. There was space, but this was a failure of planners. MTS should work with planners/ developers in areas of open land/development.

I would like to see the further expansion of your Trolley and bus system from downtown through Balboa park to Kearny Mesa and North to the Miramar College Transit Station. I think a trolley to the airport would be also useful. I would also like more pedestrian and bike lanes.
Bus along Del Mark Heights Rd. from 101 & beach to TPMS to Canyon crest school Transit to UCSD Hub: Sorrento Valley, University Towne Center, One Paseo, Del Mar Highlands Mall, Pacific Highlands Mall.
Extend immediately trolley up to Via de la Valle. Development of technology with US companies. Tunneling to go between Mesas or trolley lines. Trolley between stops must go 100 MPH.
We NEED BUS SERVICE in Carmel Valley, particularly along Del Mar Heights RD and El Camino Rd. There are three large high schools on Del Mar Heights Rd and bus service could do a lot to relieve traffic congestion. My neighborhood was part of the plan approved by the city back in 1981 for a future transit center, and it's been 38 years and we still do not have bus service. We've waited long enough!
We have no bus service at all on the east side of the freeway leaving workers and kids landlocked with no way of getting to our beaches and schools. I would like to have: 1. Bus route from 101 to CCA (end of Del Mar heights Rd) 2. Transportation to coaster stations in Sorrento Valley 3. Smaller commuter buses for connections to larger bus hubs.
Shuttles to transport people and schools, and Vans to transport hubs (coaster, UTC Trolley)
Connect DM Beach across Del Mar Highway Rd to 56 at CV road and all the way to Sabre Springs transit center. Connect mid coast trolley to Sorrento Valley Connect UCSD through Sorrento Valley from I-5, then along 56 to sabre springs. Create more "no right on red" lights along 56 bike path. eg. at CV road and I-5 at both Northbound and Southbound I-5 traffic lights. Segregated bike lane from Sorrento Valley along SV and Mira Mesa Blvd. all the way to the 15 and Mira Mar Transit Center.
Huge reduction in private car use. Also consider "tandeming" delivery trucks and use ONLY truck lanes.
MTS Electric buses need to cover Del Mar heights, El Camino Road and Carmel Valley Road/ Carmel Creek corridor, even Carmel 17th Rd that would take a huge amount of cars off the hwy, would enhance overall quality and improve quality of life for Carmel Valley and Del Mar residents!
1. Bus service from Old Town transit center or other hub to the end of the Rosecrans. 2. Traffic congestion is terrible in morning hours and afternoon. Adequate parking at old town hub so people can park there and take the bus to work at naval facility at the end of Rosecrans. 3. More frequent bus service. 4. Smaller buses (van-size) in areas of lighter ridership (less carbon emissions and cheaper to operate) 5. Bus service to airport.
In the 36+ people in attendance the 2 major take aways were: 1. Mass transit service to CV period. 2. Mass Transit connection to hubs.

Public Transit East + West on Del Mar Heights Rd from 4th street in Del Mar through to Carmel Valley Rd. This would cut down congestion to 3 High schools (Torrey Pines, Cathedral, Canyon Crest) Would also allow families to conveniently access three + shopping centers (Beachside Del Mar, One Paseo, Del Mar Highlands, Pacific Highlands Ranch and more) Connect the neighborhoods provide teens + youth safe method to get to school , work , food + shopping. So many walking along DMHS Rd, which is not safe (Carbon unsafe crossing, etc) and some /many underage teens resorting to use uber to other ride services which is neither legal nor safe. As a parent, I'd feel much more confident letting my teens ride the bus, trolley, other AND willing to pay for it. There are thousands of students at the 3 DMH Rd high schools and zero school buses.
Make communities more walkable and transit accessible. We need to plan for inevitable growth in the region and have sustainable growth plans. Make it easier to get around without a car.
Connectivity with Carmel Valley, Sorrento & Del Mar
Transit east west on Del Mar Heights road with greater frequency at school start times and school release times. Being able to put a bike on a bus. That is sometimes available and needs to be consistent.
Start service ASAP, at least a pilot program for this summer!
At least a bus to the coaster station in SV buses transport that goes where people want to go.
We would like to see MTS on Sorrento Valley Blvd. Camino Santa Fe, Vista Sorrento pkwy. Sorrento Valley is so congested.
1. Direct train trolley service to airport. 2. Del Mar Fairgrounds event train station 3. Trolley Service to Fairgrounds 4. Trolley Service to Sorrento Valley business/ Mira Mesa Blvd
Use a stored Value System of trolley so it can be used as needed, the current system does not encourage frequent users. 5. Trolley should go straight up the I-5 corridor, current plan I-5 are consuming that limited land resource for trolley.
Combine busses with schools to be more efficient.
Bus to Carmel Valley and Sorrento Valley to get to high school Please connect us to the mis coasts trolley and I will use it to commute to work and fight climate change and allowing me to multitask like when I lived in NYC. Also my mom (79) can't drive much longer. Doing this for my son, mom and me, Thanks for listening to us today!



## **Elevate SD 2020: Chula Vista Community Forum – Executive Summary**

Date: Thursday, June 27, 2019  
Location: Chula Vista Library, Civic Center Branch  
Attendees: 27

### **Overview:**

In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### **Top Values:**

Participants were given five stickers, and asked to identify their top values that should help shape the future of transit. Below are the results:

1. Low-cost fares (19)
  - 13 specified as free youth/student passes
2. More frequent service (18)
3. Mobility solutions for senior and disabled citizens (13)
4. Provide viable alternatives to a car (12)
5. Access to jobs/education (11)
6. Improve roads and highways to support transit (11)
7. Connect directly to more destinations (10)
8. Reduce traffic congestion (9)
9. Faster service (8)
10. Reduce greenhouse gas emissions/improve environmental health (7)
11. Other (6):
  - 24-hour service/more late-night (2)
  - Mobility hubs in other places
  - Better amenities (lighting at stops)
  - Mobility on demand
  - Blue Line passenger load too heavy 3 – 6 p.m.

### **Round-Table Summaries:**

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share what their transit priorities were, and what values/projects were most important to their communities. The following themes emerged among the four small groups:

- Low-cost fares emerged as a primary topic among groups. Two groups discussed low-cost fares for senior and disabled riders, while three groups discussed no cost passes for youth/students. Three of the groups also had low/no-cost fares as a top priority.
- Desire for more direct connections and less transfers – all four groups discussed this topic, with two groups listing it as a top priority
- All four groups also discussed extended hours of service, specifically late-night and 24-hour service. This was listed as a top priority for two groups.



- While it was not a top priority of takeaway for any group, three groups discussed improving access/mobility for senior and disabled riders.

### **Top Three Takeaways:**

At the conclusion of the round-tables, each group was asked to identify their 'top three takeaways' for MTS based on their group's discussions (i.e. of everything discussed at the event, identify what the three most important priorities/ideas were). Below is a summary of those priorities. (Only three of the four groups listed takeaways.)

- Low/No-Cost Fares (3)
  - Free student passes/low-income passengers
  - Low-cost fares (senior, disabled, youth – including community college students)
  - Free youth passes – equity, opportunity, accountability (volunteer hours?)
- Expand service hours (2)
  - 24-hour service
  - Extended hours of service (especially late-night)
- More direct connections (2)
  - Be time competitive with driving – direct connections, fewer transfers
  - More direct connections/less transfers
- More network coverage – more destinations, first/last-mile solutions, micro-mobility
- Purple Line addition/continue to connect South Bay to north cities

A full report of the small group discussions, and open comment is included below.

Round-Table 1
More direct connections to destinations
Provide access for senior and disabled people
Jobs & Education
Low-Cost Fares
More frequency
24-hour service
Top Three Takeaways:
1. 24-hour service
2. Free student passes/low-income passengers
3. Purple Line addition/continue connection South Bay to north cities
Round-Table 2
Like skyways and ferry - will it be fast enough?
Extended hours of service - late-night
More frequency
Ease process to get SDM fares (timeliness) - send notice to SDM riders before pass expiration
Mobility on demand - specifically door-to-door, smaller vehicles
Connections between community colleges
More direct connections, less transfers
Mobility hubs for more seamless transfers
No cost passes for youth (including community colleges)
Top Three Takeaways:
1. More direct connections/less transfers
2. Extended hours of service (especially late-night)
3. Low-cost fares (senior, disabled, youth - including community college students)
Round-Table 3
Blue Line overcrowded
Safety on bus, driver intervention
Lower fares for people who show proof of vehicle ownership
Trolley to Virginia Avenue
Park Trolleys at San Ysidro to start earlier service
More density near transit, Palm Avenue TOD
Downtown needs smaller Trolleys
Senior/disabled mobility issues, ADA compliance on vehicles/stops
Low fares for senior/disabled riders
Safety on Trolley/bus - solar lighting at stops
24 hours service
Electric vehicles

Driver sensitivity training
Better connectivity
(No Top Three Takeaways identified)
<b>Round-Table 4</b>
Youth mobility - no cost passes
Environmental benefit
Equity for disadvantaged communities
More late-night service
Time competitive with car - fewer transfers
Partners within community
Mobility hubs in suburbs
Service to Olympic Training center
First/last-mile connections
More capacity
Express links to major destinations
Electrification
Faster, transfer-free crosstown connections (Rapid 709)
More FRED-like service
Top Three Takeaways:
1. Be time competitive with driving - direct connections, fewer transfers
2. Free Youth Passes - equity, opportunity, accountability - volunteer hours?
3. More network coverage - more destinations, first/last-mile solutions, micro-mobility

<b>Open Comment</b>
Youth mobility - free youth passes. Equity for disadvantage communities. Connectivity/Time Competitive/ First and last mile
Better service, more routes on the eastern side of 805 in South Bay.
Better South Bay service east of 805. Ability to buy day passes off stored compass value. Incentives to business to work with MTS before moving to unserved/underserved areas. Can 4th car be added to Blue Line during heavy volume? Add plain clothes officers to trolley lines for added security.
Starting ASAP (Don't waste time) Every other Rapid Bus starting at the border and going through Otay Ranch to I-805 should continue north on 805 to I-15 & stop in Mid-City. It could stop here or continue north to Kearny Mesa or UTC area or other employment area. Do not waste time studying this to death. Not everyone living in east CV work in downtown. They need to go north. Use contra flow for BRT on SR-94 and F & G Streets.

<p>To get drivers out of their vehicles allow them to pay 1/4 of full rate if they can show proof of insurance &amp; registration. Was at public hearing held on the proposal 20 years ago to re-route trolley over I-5 to Virginia Ave at the border. Why not park a Trolley near the border in that MTS bldg? Park the trolley for a few hrs and get about a 1/2 hr earlier start. Put houses in that vast underutilized parking lot at Palm Ave. Trolley station. The claim by MTS recently that a similar construction site could not be economically built higher does not make sense: don't projects get more economically viable the higher you go, usually? Have shorter trolleys in compliance w/ Horton blocks- stop blocking traffic! My email: nearborder@hotmail.com</p>
<p>Skyway practical for tourists [Map drawn Starting at Airport, to Star of India, to S.P.V to Convention Center, to Petco (12th &amp; Imperial) then to 14th Street to Plaza de Panama]</p>
<p>Bay Ferry access yes. More safety on bus - Trolleys. Connect more with jobs in UTC Hillcrest to hospitals.</p>
<p>I would like to see the third rail for our Blue Line Trolley. I'm also very interested in the ferry service. Whatever we can do to make our transit better for the environment. More people on the buses and trolleys (less cars on the road). A program to get people short distances faster. More safety personal on trolleys and buses. More guided bus ways (take a lane in the freeway). Purple line.</p>
<p>Kathy from City Heights/National City: "Grown-up" cities - 8th largest in the nation - have 24-hour transit service! Logical targeted stops: grocery stores (shopped by workers after shift hours - ie SDSU lab workers get off at 9pm, #10 bus doesn't stop at accessible stop for Food4Less shoppers on return trip, nor does it run on weekends!), hospitals, adult ed centers, Greyhound, and airports. Electric buses and small shuttle linkage between El Cajon Blvd. and University Avenue. Increase safety: solar lighting at all bus stops; improve response for assaults on bus/Trolley; record/ID all incidents. Better notice of Public Forums - nothing on daily bus about this forum! Disabled and seniors and caretakers need better low fares, access arrangements on buses design of seating needs better brainstorming with senior centers input invited. And grandchildren, friends &amp; Family holiday rates. Driver sensitivity training. Bilingual important, several languages. Not insulting to passengers, some disabilities are not visible. Re-learning disabilities. Know directions in city.</p>
<p>More frequency. Discounts for students. Training to be more sensitive with all people (translated from Spanish)</p>
<p>Purple Trolley line. Better weekend/holiday services. More languages on ticket vending machines. Public restrooms at transit centers. 24-hour service. Rural service improvements. Property tax.</p>
<p>No cost transit passes for youth, more routes, more frequency.</p>



## **Elevate SD 2020: City Heights Community Forum – Executive Summary**

Date: Wednesday, July 24, 2019  
Location: East African Community and Cultural Center  
Attendees: 84

### **Overview:**

In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### **Top Values:**

Participants were given five stickers, and asked to identify their top values that should help shape the future of transit. Below are the results:

1. Low-cost fares (147)
  - Includes 121 no-cost youth-specific
2. Faster service (39)
3. More frequent service (30)
4. Provide viable alternatives to a car (30)
5. Reduce greenhouse gas emissions/improve environmental health (26)
6. Access to jobs/education (23)
7. Mobility solutions for senior and disabled citizens (19)
8. Other (16):
  - Youth opportunity passes (6)
  - More no/low-cost fares for all riders (2)
  - Airport Trolley/train/people mover
  - Address over-policing
  - Better onboard bus announcements at all Trolley Stations (human recorded voice)
  - Get the University & ECB plaza decks running
  - Santee: they cancelled all of Prospect Avenue side but not Santana, West Hills – our Prospect side has been stopped weekends event Mission Gorge to Fanita (2)
9. Reduce traffic congestion (16)
10. Connect directly to more destinations (9)
11. Improve roads and highways to support transit (9)

### **Round-Table Summaries:**

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share what their transit priorities were, and what values/projects were most important to their communities. The following themes emerged among the nine small groups:

- As evidenced by the values activity, low and/or no-cost fares was a top priority among the attendees. All nine round-table groups had low/no-cost fares as a top priority, with six groups prioritizing youth passes, two groups prioritizing income-based passes and one group who wanted low-cost fares in general.
- Adding frequency was a close second, with eight on the nine small groups listing it as a top priority.

- More than half of the groups (5) mentioned faster/more direct service in discussions, and five groups also discussed equity and prioritizing needs of communities currently using transit.
- Nearly half of the groups (4) discussed access to jobs as a value/focus; a desire for more safety and security on board; and prioritizing environmental health/benefits.

### **Top Three Takeaways:**

At the conclusion of the round-tables, each group was asked to identify their 'top three takeaways' for MTS based on their group's discussions (i.e. of everything discussed at the event, identify what the three most important priorities/ideas were). Below is a summary of those priorities.

- Low/no-cost fares (9):
  - Lower-cost fares (income-based)/No-cost youth passes
  - Low-cost fares
  - Youth opportunity passes
  - Income-based discounted fares
  - Low-cost passes for youth (emphasis on age instead of income)
  - Youth opportunity passes
  - No-cost/free for youth
  - Low-cost/no-cost fares (youth, including college students)
  - Youth opportunity passes, senior discounted passes
- Increase frequency (8)
  - More frequent service
  - More frequency/routes
  - Frequency increased
  - Frequency/faster/MTS efficiency
  - Greater level of bus around school bell times
  - More frequency, night/weekend service
  - Higher frequency
  - More frequency and better connections
- Amenities (2):
  - Amenities (benches/shelters/cleanliness)
  - Improved amenities (shelters, benches, more bike capacity)
- Equity (2):
  - Consider equity
  - Improve service where riders already are
- Alternative to a car
- Enhanced customer experience (wayfinding)
- Increase fixed rail – Purple Line!
- More direct connections
- More security in buses, Trolleys and stations

A full report of the small group discussions, and open comment is included below.



Round-Table 1
Faster service
Frequent service
Connect residents to jobs (hotels in Del Mar/Sorrento Valley)
No-cost youth passes (middle/high school students)
Better real-time information at rail stations
More announcements at stations for safety
Lower-cost fares (income-based discounts)
Focus on people without smartphones
Security at stops/comfort with loitering
More direct service
Improve service where riders already are
More mobility on demand for riders with special needs
Airport connection (people mover to Trolley station)
Top Three Takeaways:
1. Lower-cost fares (income-based)/No-cost youth passes
2. More frequent service
3. Improve service where riders already are
Round-Table 2
Alternatives to car
Access to jobs
Low-cost fares (people without cars; free youth)
Faster service
Frequent service
Mobility for disabled
Transit security/policing concerns
Park n Ride options
Community colleges
Proximity to transit stops
Top Three Takeaways:
1. Low-cost fares
2. Alternative to car
3. More frequency/routes
Round-Table 3
Values: GHGs (2), lower fares (4), bus frequency, electrify buses, more direct service in communities, youth (jobs, other comm, school, peer influence)
Mobility hubs (2) - good entry point for transit
Lower fares - no cost youth (2)
Purple Line

Bus-only lane connectors
Bus on shoulder
Sorrento Valley connections
Connecting to job centers
Make it cool!
Wifi
A system to make youth earn a pass - volunteer
High-speed grade separation
Wayfinding, numbering
Top Three Takeaways:
1. Youth opportunity passes
2. Enhanced customer experience (wayfinding)
3. Increased fixed rail - Purple Line!
<b>Round-Table 4</b>
Free transit service - income based subsidy/income based-fares
Monthly free ride days
All passes available for purchase on mobile app
More bike racks on buses and at transit centers, rail stations, bus stops
Frequency (2)
Span of service (2)
More direct connections (2)
More weekend service (2)
Dedicated bus lanes
Security
Lower-fares
Free rides for students
Easier to understand routes
First/last mile
More routes
Direct service from communities to beaches in summer
Smaller buses at night but more frequent
Cleaner buses
Quieter buses
Electric buses
Transfer at no cost
Top Three Takeaways:
1. Frequency increased
2. More direct connections

3. Income-based discounted fares
<b>Round-Table 5</b>
Consistent service/changes
Lower cost or no cost (student discounts) (2)
Reduce greenhouse gas emissions
Convenience for seniors
To know which buses are or are not
Frequency/faster service/MTS efficiency
Benches/shelters/cleanliness
Youth passes (emphasis on age instead of income)
Be fair to needs of everyone in the community
Special service/stops/fares for students/age
Safety
Clean spaces frequently for next riders
Top Three Takeaways:
1. Low-cost passes for youth (emphasis on age instead of income)
2. Frequency/faster service/MTS efficiency
3. Amenities (benches/shelters/cleanliness)
<b>Round-Table 6</b>
More transit service in East County
Youth opportunity passes to give them access to jobs/school/extracurriculars
More service to meet the demand
Greater level of bus around school bell times
Not interested in skyways
More service to the beaches
We need to consider equity
Top Three Takeaways:
1. Greater level of bus around school bell times
2. Youth Opportunity Passes
3. Consider equity
<b>Round-Table 7</b>
Low-cost and no-cost for youth
More routes connecting communities
More frequency
Transportation hubs (Miramar College)
Youth outreach to middle/high school
Late-night/weekend service
Access to jobs and education

Affordable housing in underused real estate
Transit not as a last resort but a viable choice
Last mile connections (transit hubs)
Frequency, nights/weekends, fuller service
Weekend service - 916/917 on Sundays
MTS impressions: Been improving in reliability/dependability, unsatisfactory frequency/speed, more info at stops, more seating
Prioritize our needs in our communities that will improve day-to-day life (vs big projects, awareness/education about routes that are expensive and lengthy)
Top Three Takeaways:
1. No cost/free for youth
2. More frequency, night/weekend service
<b>Round-Table 8</b>
Dependability with arrivals and departures
Support for limited mobility riders (benches/amenities, shade/shelter)
Invest in technology (fare)
Bus-only lanes
Increased frequency
Low-cost fares (youth opportunity passes) - encouraging youth ridership
Mobility hubs (first/last mile)
Smaller circulator routes
Prioritize service south of I-8
More direct connections: City Heights to...US-Mexico border, Kearny Mesa/Clairemont (jobs), beach communities
Electric buses
Improving roads (including bus lanes)
Top Three Takeaways:
1. Low-cost/no-cost fares (youth, including college students)
2. Higher frequency
3. Improved amenities (shelters, benches, more bike capacity)
<b>Round-Table 9 (Translated from Spanish)</b>
More frequency and better connections
Free for children 12 & under
More security in buses, Trolley and stations
Longer destination routes and faster (La Jolla to La Mesa, Rancho Bernardo to South County, El Cajon to Chula Vista)
More service on weekends
Late night service, at least to 1 or 2 a.m.
Automatic payment or prepaid card
Better infrastructure, pedestrian bridges

More shelters
Bathrooms at main stations
Top Three Takeaways:
1. Youth opportunity passes, senior discounted passes
2. More frequency and better connections
3. More security in buses, Trolley and stations

Open Comments
I would like to us youth get no-cost + youth opportunity bus passes. I also would like for MTS to prioritize what communities need more than just buildings like such as condos, housing, many more. Please give us the improvements that we need on the roads better transportation. Help the areas that need services on the weekend, help out with fixing late-night routes or Trolleys.
No-cost transit passes for youth, to address the transit needs of inner-city youth, and create life-long public transit riders.
1. I think we should have youth opportunity bus passes so our youth have the opportunity to get to school on time. After school activities. Also make the pass low cost.
2. The Purple Line Trolley. So far it is 42 years. It will be a great connector. 3. Buses and Trolley running on time. 4. On the SR-15 we need electric signs telling when the next bus is coming. 5. Plaza decks need to be up and running.
PLEASE prioritize free transit for youth (up to 24 years old)!!! PLEASE invest in increasing frequency & routes!!
NO-cost youth opportunity passes are a priority for City Heights specifically because a lot of youth in this community are bussed out to other high schools/rely on transit to get to work/school & being unable to afford these passes becomes a huge barrier in their path to success. City Heights is a transit dependent community so their needs should be prioritized over these expensive projects like gondolas. That would be appreciated, but not needed, by more affluent communities who don't ride transit as often. We also need more routes, more frequencies, & weekend service.
YOP! More frequency, more routes.
Youth Opportunity Passes at low cost or NO COST. More buses around school bell times. Expand more electric buses to cut carbon. More frequent buses from 20 mins to 10 mins. Expand to East County (due to no buses)
Ensure walkability
Addressing the toxic policing/harassment of patrons AKA decriminalizing the poor. Training MTS personnel to not be transphobic/homophobic. Youth opportunity pass.
NO COST bus passes for the youth -> youth opportunity passes. Extended hours. Specific stops and routes and time efficiency. Seniors.
More frequent routes; including weekends. Longer hours of service. Youth opportunity passes - free for youth/students, lower/discounted for everyone else. Electric buses.
Passes for students, free for high school children and also for minors (translated from Spanish)

I would like to see bus only lanes for the Rapid 215 & 235. Once they leave the transit hubs they end up getting stuck in traffic. I would like to see Youth Opportunity Passes for our youth. These are no-cost bus passes for youth. Specifically from ages 12 - 24 y/o. Lastly, we need more frequency in our City Heights neighborhoods. More frequency in our transit lines.
More frequency. Free youth passes. More direct connections.
Please focus on projects that will provide immediate relief to environmental justice communities/transit-dependent communities. Projects like enhanced service, increased frequency and lower fares. More large projects should also connect underserved communities to high paying job centers like Sorrento Valley and Kearny Mesa. Thank you!
We need no cost passes for youth!
I want to see more frequent service and low-cost youth passes. Also for more buses so people won't miss anything important. And lastly, more connecting routes. For example is you live in City Heights and need to get to Mission Gorge then you don't have to hurry.
I think MTS has an opportunity to make a real impact with youth opp. passes at no cost. You can help kids be able to attend school, lower drop out rates, less gang activity. This will effect the most people! You can truly make a difference!
Youth opportunity passes.
I would like to have youth passes free or very low cost. Make taking the bus "cool" campaign. It is our duty to ride bus - climate action. Build housing over the bus yard.
Youth Opportunity Passes! Focus on climate change impact. Converting choice riders - improving speed and frequency. Electrifying buses or just using rail instead! Subway = great option.
1. Connect to job centers - I wanted to sell my car and really only had two places I could live in all of San Diego and still be able to get to work (Sorrento Valley) - either downtown or Old Town. Blue Line extension should extend to Sorrento Valley. The various job centers in Sorrento Valley also need better connection to the COASTER and/or Blue Line. Two buses don't go everywhere and they didn't event service all the COASTERS that come to the station. 2. Transportation hubs simplify transit - reduce barrier to entry of learning the web of routes if they know they just need to get to the nearest hub. Fixed rail creates natural hubs. 3. Better connection to the beaches from downtown, especially weekends (no current buses to PB or OB on the weekend!) Ferry plan would help with this and make transit fun and interesting.
Below ground heavy rail for downtown and Mid-City. Priority at stoplights for Trolley and bus. Gondola Fashion Valley to North Park/Hillcrest. More fare boxes, more places to get Compass Cards. WAYFINDING is incomprehensible as it is today - major initiative is needed to help people find their way. Train bus drivers to kick our abusive riders. Improved bus stops - today many are unshaded, colonized by vagrants, have no wayfinding, have no way to know when the next bus is
Bus-only lanes/Rapid buses. Prioritize buses over S.O.V. Last mile solutions to transit: safe streets for bikes and scooters. Housing near transit. Congestion pricing to pat for above.
The most important is (illegible) bus, it needs to be free for our youth. Also, we need low-cost bus for (illegible) to have access for job and other needs.

1. Youth and senior access to bus passes. 2. Clean and safe bus/Trolley rides. 3. Program implemented and that they (illegible) more than 1 year. 4. Change of culture to ride the bus/Trolley start with youth. 5. Invest more than 1/8 of 1/2 cent on transportation. Need 1 cent.
More benches for disabled persons who cannot walk or stand for long periods of time. Also better structures to wait under when there are rainy days.
1. Better bus routes. 2. Benches at bus stops in City Heights. 3. I do feel for drivers they are just doing their jobs. 4. SD is behind time this is 21st century.
More frequent service on bus/Trolley. Better real-time display signs at Trolley stations. Arrival announcements for all Trolley lines (preferably human voice). Better voice announcements on buses (preferably recorded human voice). Highway Rapid buses with right-of-way lanes. Accommodations for riders who do not or cannot use the app. Call boxes at Trolley stations and certain Rapid bus stops. Airport train connecting Trolley to airport terminals.
More shade at bus stops. Who maintains bus stops? At Euclid at Landis - it's a mess. Seniors/disabled also need sidewalks that are not broken. Many broken sidewalks. Also see Euclid near Landis. Sometimes I have to get off the bus because somebody on the bus smells so bad. I love how often bus 7 runs. How about more direct routes to the beach with frequent weekend services? My senior mom rides the 7 and says they need new socks. She gets bruises because the ride is so bumpy. Mobility hubs and support facilities need bathrooms that are monitored.
1. No cost bus passes for youth - Youth Opportunity Passes. 2. Extended services. 3. Increased security at transit stations.
1. Low-cost/no-cost fares 2. Higher frequency
I would like to see bus fleet electrification as well as fare discounts. I also want to see less MTS officers. Free passes for youth up to 26 yrs.
In 2015-2016 I worked for an organization that provided no-cost bus passes to high school students. What I noticed was that youth in the program gained a great amount of value from it. Youth increased their mobility and used their passes more frequently for things that they originally did not think they would. A great majority used public transportation after they stopped receiving them.
Outreach in multi-languages that mirror the SD County Registrar of voter's office: Filipino, Vietnamese and Chinese. Create more opportunities for faster service by providing frequent pick-ups in densely populated neighborhoods to take riders to bus stops and/or Trolley stations.
MTS city bus 834 canceled all our side of Santee. Weekdays we've been totally cancelled out. Meaning all Prospect Avenue and housing off ETC, all our side. Plus won't even take us up Mission Gorge toward Fanita Dr stop on weekends! (We're cancelled on weekends even) on our whole side of Santee. Note: they take people home on Santana High School (weekdays and weekends 832 route). 5 family members dies - dad just died 5-6-19 so I have no way around (I live alone). It's totally wrong having to ride in the hot sun! I have seizures. Our west end of Prospect Avenue has a new neighborhood event (Camdon Drive area). Areas get bigger while route gets smaller in Santee ZIP 92071. I'm handicapped and work at one of those centers. Trolley goes to Gillespie that would only be good for citizens who live on Olive Lane or part of Atlas View. Part of east side too.





## **Elevate SD 2020: Downtown San Diego Community Forum – Executive Summary**

Date: Tuesday, July 23, 2019  
Location: MTS Offices  
Attendees: 14

### **Overview:**

In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### **Top Values:**

Participants were given five stickers, and asked to identify their top values that should help shape the future of transit. Below are the results\*:

1. Other (11)
  - Safety & security (6)
  - Did not specify (5)
2. Faster service (10)
3. Low-cost fares (9)
4. Connect directly to more destinations (8)
5. More frequent service (7)
6. Reduce greenhouse gas emissions/improve environmental health (7)
7. Provide viable alternatives to a car (6)
8. Mobility solutions for senior and disabled citizens (3)
9. Access to jobs/education (2)
10. Reduce traffic congestion (2)
11. Improve roads and highways to support transit (0)

### **Round-Table Summaries:**

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share what their transit priorities were, and what values/projects were most important to their communities. The following themes emerged among the three small groups:

- One key takeaway was a desire for faster, more direct service. All three groups discussed a system with fewer transfers and/or better connectivity, including two groups who listed it as a top takeaway.
- All three groups also discussed a desire for more frequency in the system, including at night and on weekends, and two groups had improved frequency as a top takeaway.
- Each group also mentioned integrating better technology and improving technology for the rider experience.
- Two of the three groups expressed a desire for more safety and security; and two of the three groups mentioned dedicated bus lanes.

**Top Three Takeaways:**

At the conclusion of the round-tables, each group was asked to identify their 'top three takeaways' for MTS based on their group's discussions (i.e. of everything discussed at the event, identify what the three most important priorities/ideas were). Below is a summary of those priorities.

- More direct service (2)
  - Improved/faster service (less transfers, more direct)
  - More direct service/fewer transfers
- Expand bus and Trolley service (2):
  - Late-night, weekend, more frequency, special events/key destinations
  - Better connections/frequency on popular routes
- Low-cost fares
- Focus on existing service and make it better
- Help us improve air quality in downtown – benefit the environment
- Incorporate more technology/apps into riding experience

A full report of the small group discussions, and open comment is included below.

Round-Table 1
Connect directly - less transfers (think everyday destinations: doctor's, social service centers, Joan Kroc Center, etc.)
Before changes made - consider destination (tied to point above)
Faster trolley service - less stops/more express service
More frequent bus and Trolley service
More weekend service
Don't want to have to check schedules
South Bay to Clairemont connection (more direct/frequent service, especially weekends)
Low-cost fares across the board; work with companies to incentivize transit use
More mobility hubs in region
Improved real-time tech (2-3 people echoed)
Improved transfer times/coordinated schedules
Build out Rapid network
Dedicated bus lanes
More security (at night; at bus stops)
Top Three Takeaways:
1. Expanded service for bus and Trolley (late-night; weekend; more frequency; special events/key destinations)
2. Low-cost fares
3. Improved/faster service (less transfers, more direct)
Round-Table 2
Downtown security prevents more people from riding
Frequency - Green Line only 30 minutes at night - major inconvenience
Privatized system - MTS not looking after passenger
Bad connections system-wide
Values are all inter-connected
Connected service very important
Connectivity is key
Security is key - not-family friendly
Grade separation on Blue Line is big
No skyways in PB (tough to get community behind, time issue, Sorrento- maybe)
Dedicated bus lanes - do it. Important to viable option to car
Get better at what you have - think of the basic
Next arrival signs not accurate - need better technology
Better communication with passengers
OBA not good on Trolleys
Signal prioritization - too much traffic for buses and Trolleys on Blue Line
Third track on Blue Line
Mobility hub - San Ysidro

Top Three Takeaways:
1. Security
2. Focus on existing service and make it better
3. Better connections/frequency on popular routes
<b>Round-Table 3</b>
Plenty of Trolley, but reduced bus service (Route 11)
More bus service
Should be more direct service (North to South, ex: Cortez Hill to Convention Center takes two transfers)
Better on-time performance
Improve downtown air quality (benefit the environment/reduce GHGs)
From the ground up MTS app for next-time arrivals
Make the Silver Line a regular service downtown loop
Streamlined fares
Top Three Takeaways:
1. More direct service/fewer transfers
2. Help us improve air quality downtown - benefit the environment
3. Incorporate more technology/apps into riding experience

<b>Open Comments</b>
More youth involvement. Change the car culture early. Seems like an easy way to address increased ridership.
Dedicated bus lanes (El Cajon Blvd., University Avenue, Broadway, Grand Avenue). Increased frequency. Grade separations (H Street, E Street, Palm Avenue, Palomar Street, 8th Street, Taylor Street and Friars Road especially). Long-term plans for subterranean sections in downtown and new routes through Kearny mesa and Mid-City. Relocation of San Ysidro Station and realignment of tracks behind coach service area.
Great session! Youth outreach is critical. School districts are cutting funding for transportation - immediate need. Gamification, tech that engages them. The environment is a major interest to them as well.
Provide better rider info, especially for new riders. When I arrived in SD last year and got a monthly pass, no info was provided by MTS about establishing auto pay monthly pass fare. NCTD seems to do a far better job of this. I've learned much about riding MTS by actually reading NCTD's site.
Seeing that the objective of ElevateSD2020 is to get a measure on the ballot, I think we need to elevate the importance of transit to the broader community! My personal priority (low fares, faster service) seems irrelevant in one sense. What's going to get a 2/3s yes vote? What about more coordination with the COASTER? The COASTER could increase its frequency.
Timely accurate real-time status of arrival is so important. It's been my experience and was a big topic at tonight's meeting. Re: low-cost fares. Qualifying for senior pass was a night vs day change in my attitude: I ride more than twice as much based on fares alone.
Please bring back Route 11 to Market Street, Tenth avenue and Imperial Transit Center.



## **Elevate SD 2020: East County Community Forum – Executive Summary**

Date: Thursday, June 13, 2019  
Location: El Cajon Library  
Attendees: 9

### **Overview:**

In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### **Top Values:**

Participants were given five stickers, and asked to identify their top values that should help shape the future of transit. Below are the results:

1. Provide viable alternatives to a car (7)
2. Connect directly to more destinations (7)
3. More frequent service (5)
4. Faster service (5)
5. Mobility solutions for senior and disabled citizens (5)
6. Reduce greenhouse gas emissions/improve environmental health (4)
7. Low-cost fares (2)
8. Reduce traffic congestion (2)
9. Access to jobs/education (1)
10. Improve roads and highways to support transit (1)
11. Other (1)
  - Skyway/tram downtown/to airport

### **Round-Table Summaries:**

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share what their transit priorities were, and what values/projects were most important to their communities. There were two small groups at the El Cajon forum, and the following ideas were identified by both:

- Both groups identified safety and security as a priority
- Both groups also identified electric vehicles/environmental benefit as a priority
- Both groups discussed greater service coverage in the area, with one group discussing need for better first-mile/last-mile solutions

### **Top Three Takeaways:**

At the conclusion of the round-tables, each group was asked to identify their 'top three takeaways' for MTS based on their group's discussions (i.e. of everything discussed at the event, identify what the three most important priorities/ideas were). Below is a summary of those priorities.

- Safety/security (2)
- Environmental benefit/electric vehicles (2)
- First-mile/last-mile solutions (mobility on demand, smaller vehicles, neighborhood circulators)
- More frequent service
- Skyway/monorail

A full report of the small group discussions, and open comment is included below.

Round-Table 1
More frequent service
Connecting seniors to health care centers
Travel time
Connecting Lakeside to downtown
More service coverage
Safety - more staff/security
Environment
Top Three Takeaways:
1. Safety/security
2. More frequent service
3. Environmental benefit
Round-Table 2
Mobility on demand - neighborhood services/circulators, smaller vehicles
Skyways
First-mile/last-mile solutions (mobility hub with autonomous vehicles)
Transit-oriented developments (low-cost)
TOD with restaurants at stations
Better connections to airport
Better amenities at bus stops (benches and shelters)
Reduce greenhouse gas emissions, use of electric vehicles
Security (and better training)
Top Three Takeaways:
1. First-mile/last-mile solutions (mobility on demand, smaller vehicles, neighborhood circulators)
2. Skyway/monorail
3. Safety
4. Electric vehicles
Open Comments
Connections from transit centers to precise destination (e.g. place of work, airport) with fleet of self-driving smart cars. I love the idea of a skyway, especially in "tourist" areas (e.g. Port of San Diego, MB/PB, Balboa Park, etc.) Also love the ferry idea (not just to naval base, but possibly to Oceanside Pier?) Seems it would be more cost efficient to use touring vans for most local bus routes.
I think that if people don't have time to eat a meal before they leave to their destination or after they should have a restaurant transit stations.

1. Please put your "safety" officers through extensive sensitivity training - I have seen some of them grab passengers (who may not have a ticket) and stand over them as if they had nabbed an enemy. Ex-mariners need extra training. All people need to be treated with respect. 2. Students need to ride free, as they do in several cities. 3. Change to electric buses as fast as possible - "natural" gas is a fossil fuel = not clean. 4. Can huge railroad-car trucks be phased out? Before they hot our freeways, could their content be transferred to smaller (electric, preferably) trucks and thus avoid some major accidents. 5. During the day, I see buses with 2 or 3 passengers. Could urban areas use small vans to get people to buses/Trolleys? 6. Don't take over uber or lyft - thy belong to huge companies, their workers are "contractors," thus have no rights, are paid poorly, have no health insurance or pensions, and we end up with more cars, more greenhouse gases. Local taxis should have preference. Let them do some of the Uber/Lyft work. 7. In Lima, Peru + Mexico City, individual cars drive the same routes as the buses, but take on and drop off passengers anywhere along the route, take up to 5 passengers at a time and charge fees slightly higher than buses. 8. Support low-cost housing near public transit. 9. Make the freeway fast lanes available for Rapid transit at times. 10. Work with SANDAG's vision for the future.





## **Elevate SD 2020: Linda Vista Community Forum – Executive Summary**

Date: Wednesday, June 12, 2019  
Location: Linda Vista Library  
Attendees: 22

### **Overview:**

In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### **Top Values:**

Participants were given five stickers, and asked to identify their top values that should help shape the future of transit. Below are the results:

1. More frequent service (15)
2. Mobility solutions for senior and disabled citizens (14)
3. Connect directly to more destinations (12)
4. Low-cost fares (11)
5. Faster service (8)
6. Improve roads and highways to support transit (8)
7. Other (8)
  - Feeder lines
  - Filling in first and last mile
  - Easier app for disabled riders
  - Public-private partnership/economic development
  - Gondola to Balboa and beach
  - Emergency option (alternative if no bus fare)
8. Access to jobs/education (7)
9. Reduce greenhouse gas emissions/improve environmental health (7)
10. Provide viable alternatives to a car (4)
11. Reduce traffic congestion (2)

### **Round-Table Summaries:**

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share what their transit priorities were, and what values/projects were most important to their communities. There were two small groups at the Linda Vista forum, and the following ideas were identified by both:

- Both groups identified more direct connections/streamlined connections as a priority for MTS
- Both groups also had low-cost/discounted fares as a priority (conversation included family fares, free transfers and general low-cost fares)
- Both groups discussed better connection options to the Airport (with one group noting it is also an important job center)
- Both groups also mentioned dedicated bus lanes/right-of-way as a solution



### **Top Three Takeaways:**

At the conclusion of the round-tables, each group was asked to identify their 'top three takeaways' for MTS based on their group's discussions (i.e. of everything discussed at the event, identify what the three most important priorities/ideas were). Below is a summary of those priorities.

- Improved and direct connections (2)
  - More direct connections
  - Improving connections/transfer times (more frequency, faster/more direct service)
- Low-cost/discounted fares (2)
- Faster and frequent service (dedicated bus lanes, on-time performance)
- Feeder service to main transit lines (service into neighborhoods; shuttles; smaller vehicles)

A full report of the small group discussions, and open comment is included below.

Round-Table 1
Connect to more destinations (destinations/priorities vary by demographic)
Filipino Americans --> Trolley to airport (job center)
Less transfers - more direct service
Travel time less of an issue with direct connections (40 minutes on Trolley not as bad) - productivity
Increase walkability to mobility hubs
Hubs need to be in existing central locations
All-door boarding/dedicated right of way
Extend family weekends promotions to rest of week
Lower fares
Free transfers
One-way fares expensive for short local rides
Top Three Takeaways:
1. More direct connections
2. Discounted fares
3. Faster and frequent service (dedicated bus lanes, on-time performance)
Round-Table 2
Connection between Blue Line at UTC/SV COASTER
Connection option to the airport
Better connection to jobs (Miramar, Sorrento Mesa)
More connections in Serra Mesa
Transit oriented development - needs to reflect community, have community ownership
Low-cost fares
Mobility for senior/disabled citizens - smaller shuttles for mobility on demand for neighborhoods to connect to main transit lines
Mission Bay and Balboa - separated grade
Dedicated bus lanes (I-15 near college, 52)
Route 44 on-time performance issues/missed connections (shorten route to improve travel time to Old Town)
Improve transfers for Trolleys
Dedicated bus lane on Linda Vista Rd? (but bike lane might be coming)
Security enforcement relax (more training)
More locations to get bus passes
Trial pass (free for people to try)
Top Three Takeaways:
1. Improving Connections/Transfer Times (more frequency, faster/more direct service)
2. Low-Cost Fares
3. Feeder service to main transit lines (service into neighborhoods; shuttles; smaller vehicles)

Open Comment
<p>1. Add a new bus route taking people directly between Tierrasanta and UCSD for commuting  2. Grade separation for bus and Trolley  3. Support facilities  4. Increase convenience and safety in walking per bus to transit hub  5. more bus-only lanes and fare stations  6. discounted fares for short distances  7. More direct buses between popular destinations  8. Make it more convenient to obtain a Compass Card  9. Expand the 25 bus and travel in to San Diego Mesa College and other popular destinations  10. Inclusive of up to 4 bikes per bus instead of two. Bikes inside the bus!</p>
<p>Trolley to the airport - add airport as job center zone. Major community request for Filipino-American airport employees. Add more destination for Mesa College and other nearby areas.</p>
<p>Bay ferry concept - please tell me more. What is skyways? I have to get up at 4:30am to make it to Faith Community Church by 8am. I have to go out of my way to be on time. 5:30am Trolley from 70th Street to get to the 6:30am 120 bus to walk 2.5 miles to make it to church by 8am because the 928 doesn't run before 9am.</p>
<p>1. Integrated projects between NCTD, SDT and South Bay  2. Rail line up to Escondido  3. Rail line connection Escondido to Encinitas (little transit in North County)  4. Turn carpool lanes into mass transit lanes  5. Connect communities north of 8 with better transit from RB/Escondido through Carmel Valley and Sorrento, Miramar, Scripps Ranch etc.  6. Company partnerships</p>
<p>Reduce the number of stops/bus only lane on 44. Large amounts of delays due to back-up/traffic on Convoy - add a bus only lane. Increase frequency. Cable transit with canyons. All door boarding. Bus only lanes last half mile to Trolley stations. When the Trolley is in view and the bus is stuck in traffic, really bad marketing.</p>
<p>More bus service, better connections - dedicated bus lanes? Frequency, frequency.</p>
<p>Airport connection. Gap transit solutions i.e. peak time shuttles (7-9a/5-7p) from suburbs (San Carlos, Del Cerro, Allied gardens) to Grantville Trolley. Light rail on Mission Gorge Road from Mission Trails Park to Grantville Trolley.</p>
<p>Why does it take 2 hours on the bus to get from PB to Noble &amp; 805? It's 20 minutes by car. Cross-border issues. We need direct service from Pacific beach to Sorrento Valley/Sorrento Mesa. Focus on short-distance vs. long distance travel. Mobility on demand should be a phone - call and pick-up scheduled within 2 hours. Compass Cards should be sold in more places. Special pricing w/in communities. For example, it costs me \$5 round-trip to go 1 mile to th beach.</p>



## **Elevate SD 2020: National City Community Forum – Executive Summary**

Date: Thursday, June 6, 2019  
Location: South County Regional Education Center, National City  
Attendees: 41

### **Overview:**

In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### **Top Values:**

Participants were given five stickers, and asked to identify their top values that should help shape the future of transit. Below are the results:

1. Access to jobs/education (31)
2. Faster service (30)
3. Mobility solutions for senior and disabled citizens (23)
4. Low-cost fares (23)
5. Connect directly to more destinations (22)
6. Provide viable alternatives to a car (22)
7. More frequent service (21)
8. Reduce greenhouse gas emissions/improve environmental health (20)
9. Reduce traffic congestion (19)
10. Improve roads and highways to support transit (15)
11. Other:
  - Consider land value recapture
  - Affordable housing clusters
  - New CEO
  - Give buses cool names
  - Put beautiful cultural art in outside of bus and at stops

### **Round-Table Summaries:**

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share what their transit priorities were, and what values/projects were most important to their communities. The following themes emerged among the seven small groups:

- Increased capacity and faster service (including direct connections)
- Youth (including college students) and seniors were discussed as two target audiences, and how to best support access to transit for them (examples included free or reduced fares, passenger amenities, access to schools, etc.)
- More than half of the groups discussed access to jobs and/or education (including the Navy, which is a major employer in National City)
- Safety and security discussed in approximately half of the groups – both increased security and improved relations with riders

### **Top Three Takeaways:**

At the conclusion of the round-tables, each group was asked to identify their 'top three takeaways' for MTS based on their group's discussions (i.e. of everything discussed at the event, identify what the three most important priorities/ideas were). Below is a summary of those priorities.

- Increased frequency and service (4)
  - On bus and UC San Diego Blue Line
  - UC San Diego Blue Line
  - Higher capacity vehicles and frequency at peak times
  - Faster, more frequent service
- Accessibility/support for seniors (2)
- Clean vehicles – electric buses / reduce greenhouse gas emissions (2)
- More security presence (2)
- Improve amenities (2)
  - Public bathrooms, public art
- Pedestrian/cyclist consideration (2)
  - Pedestrian protection
  - More bikeways
- Deal better with cargo
- Needs to be practical
- Like the Bay Ferry Concept – good for Navy (but have questions re: how much capacity/how fast)
- Skyways
- Connect more directly to destinations
- Connect with jobs/schools
- Incentivize behavior and/or companies
- Better educate youth – they are the future transit riders

A full report of the small group discussions, and open comment is included below.

Round-Table 1
Express service
Crowded buses
Better organization of buses
Ambassadors to help with crowds
Affordability cost for all families
Time, frequency
All seniors should ride free (students too, i.e. Grossmont college students)
Electric buses/ferries
Shuttles for Navy
Incorporate pedestrian plans (important connections)
Top Three Takeaways:
1. Amenities (public bathrooms, more public art)
2. Pedestrian protection
3. Deal better with cargo
4. Needs to be practical
Round-Table 2
Hub in National City for access to passes (especially for seniors)
Passenger amenities - shelters & lighting
Access to grocery stores, schools, shopping, church, healthcare
Better last mile connections (mobility on demand, but also integrate w/ micro-mobility like FRED, bikes, scooters)
Bay Ferry - like it, economic development opportunity & for tourism; add IB as stop?
Increased frequency on the UCSD Blue Line - maximize where people are riding
HOV lanes on I-5 for transit - express to downtown
Longer cars between border and downtown
Job center connections - Navy and hospitals = major employers
Travel training for youth
Top 3 Takeaways:
1. Accessibility for seniors
2. Like Bay Ferry Concept, good for Navy (how much capacity?)
3. Increased frequency on bus service and UCSD Blue Line
Round-Table 3
We need faster and more frequent service
Sometimes it takes me close to 2 hours to go from Lemon Grove to National City
Costs need to be lower, we need cheaper fares
We need cleaner/electric vehicles - NC already has very polluted air, being enclosed by freeways, so need zero-emission vehicles
More security presence



TVMs don't always work (problem when can't afford to miss train, risk ticket) - need security at TVMs to assist when machines are down
Implement a rider etiquette/educational campaign (similar to Medellin's Cultural Metro)
We need immediate solution
Implement improvement in phases so that the community can start seeing benefits in the short terms
Increase number of vehicles in fleet to provide more frequent service
In some areas consider Express Service from A to B without stops
Top Three Takeaways:
1. Faster, more frequent service
2. Cleaner vehicles, electric bus
3. More security presence
<b>Round-Table 4</b>
Get to work on time - express lanes/buses/freeway dedicated lanes for bus
Extended hours on Trolley
Security vs. checking tickets
Reduced fares for seniors
More frequency
Consolidated operations (MTS/NCTD/contractors)
Scooters/bikes - mobility hubs
Top Three Takeaways:
1. Security/clean
2. Skyways
3. Better amenities
4. More bikeways
<b>Round-Table 5</b>
Fare discounting (transfer, youth, low-income, extra fare for airport transit)
Skyways especially (ferries too)
Low-frequency service in eastern areas
Affordable housing on transit lots
Top Three Takeaways:
1. Connecting directly to more destinations
2. More capacity & frequency at peak times (+ higher capacity vehicles)
3. Reduce greenhouse gas emissions
<b>Round-Table 6</b>
Buses don't go where I need to go
Flexible routes
Free rides for seniors 70+ and students/youth

Too many transfers, no direct South Bay to Kearny Mesa service
Trolley transfers a challenge
Sync traffic signals + roundabouts
Bus + car conflicts
Flexible lanes for peak flow
Bus real-times information
Last-mile
Restrooms
Wheelchair space on bus
Managed, shared HOV lanes only
(No Top Three Takeaways Specified)
<b>Round-Table 7</b>
Connection to jobs and schools
Effort to get more students on buses/see what bus service they use/need (Sweetwater Unified cut funds for transportation)
Connect students with routes; familiarity for younger students
Focus more on students - transporting college students
Elimination of Route 963 route to Granger Middle made no sense
Add Trolley cars to each set on the Blue Line
Company sponsored/military provide shuttles; Allow employers to receive tax credit if they do
Build more employment centers in the South Bay to accommodate population clusters
Create markets/stores on routes or transit centers so passengers can purchase item & MTS gets revenue so fares can be less
Top Three Takeaways:
1. Making connections with jobs/schools
2. Being accessible
3. Incentivizing behavior and/or companies
4. Better educating our youth - they are the future transit riders
5. Support seniors more

<b>Open Comments</b>
I, along with 300 people, are employed at 3666 Kearny Villa Rd. Every day at 4pm, I ride bus 44, to bus 60, to El Cajon Blvd, to catch Rapid 235 to downtown. A Rapid bus 120 would relieve us, and many, many, many more would commute rather than drive.
Accelerate transition to electric buses. Military must provide shuttle/bus service from military housing to bases. Reduce congestion on local roads. Mobility on demand for disabled/seniors without extra cost. Clean bus stops! Give prizes.
Reduce greenhouse gas emissions.

Free vouchers for students to get to school/work. Company sponsored transit routes to major employment centers (provide tax incentives). Safety – kid watch program (paid/verified/certified escorts to accompany youth on public transit). Trolley-bus-bike-shuttle accessibility (make connections available). Mandated relief days like Mexico City. Build job centers to population clusters. Privately funded transit to increase efficiencies (ex Lebanon)
Security not checking tickets. A new CEO with vision.
Synchronize traffic signals. More roundabouts. Moveable lanes (like on the bridge). Bathrooms. Last mile vehicles. Fix the roads, add freeway lanes (5, 805)
Changing demographics (e.g. increased electric wheelchairs riders require additional - more than 2 - harnesses on buses). I am concerned that limiting input to "likely voters" does not serve this process. Please include bus drivers. Trolley drivers, and union members. Please put placards in buses and Trolleys, or at least at high visibility transit centers. Thank you for the chance to be heard!
Electric buses. Build shelters at stops - quality/dignified experience. Continuous rider-focused service improvements, and public policy - equitable access to quality transit. Seattle's Sound Transit - low-income housing development and LA Metro offers low-interest loans to low-income housing developers. Skyways!! Target underserved areas (East County, etc.), density, predicted ridership. Incentives to train youth + young adults (alter culture). All routes should automatically stop at all colleges/universities in county (Southwestern CC to CSU San Marcos)
More frequent service in evenings. I wish the 929 would go back to City College Transit Station. Going that extra half mile or so allows those riders to transfer to a lot more lines. I think it is important that all our residents feel they are being treated fairly. Originally, we needed more transit in South Bay + Mid-City/downtown but now North County/Mira Mesa + UTC need more mass transit too. It's important because we are all in on this 0 this comment is generally directed more towards SANDAG and I don't drive to those locations so I really don't know what their demand is.
My priority is the security when people travel in the Trolley
Safety and security are #1 priority; there's too many incidents of violence and unlawful behaviors for all users of MTS system, especially youth and seniors. My mother (senior) uses MTS frequently and concern of her safety. Reduce greenhouse gas; better, healthier environment necessary for children and adults, especially those with asthma like myself.
Bus express I think is the most important. Example: National City to La Jolla. Less expensive.
Put efficient and educated drivers who greet and wait to pick up passengers (translated from Spanish)
Clean, frequent, affordable transit
Reduce greenhouse gases by investing in electric buses, the bay ferry (with Navy parking structures) and better pedestrian access. Please build a pedestrian bridge from the 24th Street Trolley Station over I-5 for residents & workers in the Harbor District of National City. Please remove the MTS-owned-derelict train tracks in the middle of Cleveland Ave in National City.
skyways; Rapid bus projects (translated from Spanish)

Transit is a lifestyle. Take this meeting for example. There is a bus within a 10 minute walk from my house with the 962, a straight path to this location! I want to attend but I also want to go for a run after, I chose my truck. I thought about this the whole way her. What I realized is that transit is more than the typical bullet points. Transit is a way of life that dictates your movements. That lack of control and uncertainty is, in my opinion, the challenge of converting an auto-centric urban culture into a transit based one. Could it be that our focus needs a slight adjustment? The transit needs to be a brand, It needs to be cool. Not a thing that you ride when you don't have a car. How do you stitch together a fractured work live urban situation? Is transit ridership a cultural issue rather than a planning issue? Skyway in PB - totally awesome! Ferry - yes (need to limit stops...needs to be express). In LA they have DASH - it costs \$0.35. Understanding that LA has a larger budget to accommodate this cost - can SD "Dart" be \$0.50? Dash routes are short cyclical routes but connect through transfer. Every community can have a "Dart." Facilities tied in with new Trolley projects? Amenities? Training for children through schools to promote a change in culture of transit ridership (school outreach). Times and frequency are important.



## **Elevate SD 2020: Poway Community Forum – Executive Summary**

Date: Wednesday, June 26, 2019  
Location: Poway Library  
Attendees: 27

### **Overview:**

In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### **Top Values:**

Participants were given five stickers, and asked to identify their top values that should help shape the future of transit. Below are the results\*:

1. Connect directly to more destinations (20)
2. More frequent service (17)
3. Faster service (12)
4. Provide viable alternatives to a car (10)
5. Access to jobs/education (4)
6. Low-cost fares (2)
7. Reduce greenhouse gas emissions/improve environmental health (1)
8. Mobility solutions for senior and disabled citizens (Unknown) – High-priority
9. Reduce traffic congestion (Unknown) – Low-priority
10. Other (Unknown)
11. Improve roads and highways to support transit (Unknown)

\*Not all data for Poway values posters is available. Four of the seven values poster tallies are missing. Based on a media report from the event, it is assumed that mobility solutions for senior and disabled citizens would be in the top four values, and reducing traffic congestion is a low-priority.

### **Round-Table Summaries:**

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share what their transit priorities were, and what values/projects were most important to their communities. The following themes emerged among the five small groups:

- One of the greater themes was a desire for more/restored service. Groups discussed restoration of service to parts of Poway (East Poway), as well as increasing the span of service, particularly later in the evening and on weekends.
- Several groups discussed improved amenities for stations, including restrooms and more shelters.
- A desire for service (and more direct service) to more destinations (other than downtown) was also mentioned by several groups, including Mission Valley, employment/entertainment centers, Airport, etc.
- In addition to service outside of Poway, three groups also had neighborhood-focused ideas as priorities (mobility on demand, neighborhood circulators).

### **Top Three Takeaways:**

At the conclusion of the round-tables, each group was asked to identify their ‘top three takeaways’ for MTS based on their group’s discussions (i.e. of everything discussed at the event, identify what the three most important priorities/ideas were). Below is a summary of those priorities.

- More direct service (3):
  - Transit as a viable alternative to driving (frequency increased, span/weekend service, coverage increase in I-15 communities)
  - Better direct connections from I-15 corridor (to Green Line in Mission Valley, employment/entertainment destinations)
  - More express bus service to other destinations than just downtown
- Expand service (3):
  - Restore service (Route 944, Garden Road, Floral Avenue, East Poway)
  - Extended hours of service (especially later at night and weekend service)
  - Access to transit (low-income riders to jobs, Poway Industrial complex, Garden Road, Pomerado North)
- Neighborhood focus (3):
  - Neighborhood buses (circulators)
  - Focus on occasional riders – neighborhood service/community connections
  - We like mobility on demand (at low cost)
- Use smaller/mini buses, run more frequently
- Deliver on what you promise (distrust of how government uses funds)
- Intermodal connectivity (bikes, park & ride, etc.)
- Local improvements (bus service on Sunday, amenities, security)
- Technology – app-based/uber-like bus tracking; bathroom access for riders only; make it easier to buy fares
- Skyways (Sorrento Valley from UTC, Pacific Beach from Mid-Coast Balboa Station)

A full report of the small group discussions, and open comment is included below.

Round-Table 1
Neighborhood buses (circulators)
Trolley to Airport
Scripps Ranch - transitional housing but no bus access
MTS Access
Service to Sabre Springs Park & Ride from Poway (instead of driving there)
Instead of empty arctics (60ft buses) use smaller buses/mini buses frequently
Sales tax measure to use for transit and not road/highway
General distrust of government on how they are using the funds- deliver what you promise! (1)
Connect to destinations (vs GHG Benefit)
Top Three Takeaways:
1. Deliver on what you promise (distrust of how government uses funds)
2. Use smaller/mini buses, run with frequency
3. Neighborhood buses (circulator)
Round-Table 2
Access to jobs/education (esp low-income riders to jobs; Poway Industrial Complex)
Access to transit (Garden Road area, Pomerado North area)
Intermodal connectivity (bicycles, park & ride, etc.)
More bus-bike capacity
Bus stop amenities/restrooms
Employee transportation data is important
Mobility for disabled riders
Security (access control at some stations)
Marketing/system image improvement
Local transit/bus improvements (Sunday service in Poway!) - amenities, security
Top Three Takeaways:
1. Access to transit (low-income riders to jobs, Poway Industrial complex, Garden Road, Pomerado North)
2. Intermodal connectivity (bikes, park & rides, etc.)
3. Local improvements (bus service on Sunday, Amenities, security)
Round-Table 3
Bus service that goes somewhere - downtown only, more service to other places (Airport/Fashion Valley/Airport)
Fares - charge separately for each ride- eliminate transfer fee
Day Pass is too complex to buy
Direct service - no more than one transfer
Cost issue
Express service is great



Gear more toward occasional user
Better neighborhood service - community connections
Don't lose sight of choice riders
Improve technology to avoid bus pass-bys
Uber-like app features - seeing where bus is
Overnight parking options at Park & Rides
Compass Card access for bathrooms
Top Three Takeaways:
1. More express bus service to other destinations than just downtown
2. Focus on occasional riders - neighborhood service/community connections
3. Technology - app-based/uber-like bus tracking; bathroom access for riders only; make it easier to buy fares
<b>Round-Table 4</b>
Solutions for senior and disabled citizens (important for social activity, improve wheelchair capacity)
Restore service (Route 944, Garden Road, East Poway, Floral Avenue)
Extended hours of service (later at night, weekend)
More frequent service (dependability)
Mobility on demand - have it be more flexible for day-of plans
Low-cost fares
Better amenities - more shelters, restrooms at transit centers,
Top Three Takeaways:
1. Restore service - Route 994 -> Garden Road, East Poway, Floral Avenue
2. Extended hours of service (especially later at night and weekend service)
3. We like mobility on demand (at low cost)
<b>Round-Table 5</b>
Transit as viable alternative to driving in communities
Bus service on Sundays
Span if service increased
Increased service frequency
Better connections between communities and frequent, crosstown transit experience
South Poway and East Poway bus service needed
Larger buses on Route 945
Direct connection between I-15 corridor and Green Line Trolley in Mission Valley
More direct connection between I-15 corridor and employment/entertainment destinations
Skyway between Balboa Trolley Station and Pacific Beach
Skyway between Mid-Coast Trolley stations in University and Sorrento Valley
Restrooms at transit centers
Enforce no smoking law

Top Three Takeaways:
1. Transit as a viable alternative to driving (frequency increased, span/weekend service increased, coverage increase in I-15 communities)
2. Better direct connections from I-15 corridor (to Green Line in Mission Valley, employment/entertainment destinations)
3. Skyways (Sorrento Valley from UTC, Pacific Beach from Mid-Coast Balboa Station)
<b>Open Comment</b>
1. Transit implementation in northern areas: Carmel Valley, Black mountain Ranch, Torrey Highlands, Pacific Highlands Ranch; HS Ranch, Del Sur, Santa Luz Del Mar Heights, and Fair banks Ranch + RSF 2. Improved connections between routes at transit centers, fewer missed connections. 3. Improved commute times between destinations (more frequent service) more reliability.
Sunday Service is #1. Larger buses (New housing for individuals with special need opening in Poway, Villa de Vida - over 50 units. Many individuals with special needs will rely on public transit their entire lives.) Better designed buses so that riders can see upcoming stops. Go back to areas that have been eliminated.
1. Connect the Rancho Bernardo transit station to the new Palomar College site via a shuttle or existing bus route to enable students to get to school via transit. 2. Provide a rapid bus route from Rancho Bernardo or Sabre Springs to a convenient trolley connection so users have multiple connection options. 3. Not everyone works in Downtown. That is why #2 is important.
1. Restroom facilities or at least porta potties at transit centers. I understand that there are problems and expenses associated with that, but the lack of facilities is a concern for me. 2. People camping out in bus shelters stand alone ones or at transit centers. I feel for those folks, but they often trash the place and mess up the seats. Furthermore they too need restroom facilities and must be taken care of it somewhere around. 3. I could not take the bus to this meeting. There was no bus scheduled after 7pm. I understand the dilemma, if you build it they will come if they come you will build it. I think more public awareness of the transit system may help get more riders, to that end it needs to be an effective campaign that includes how to use the system. 4. Cigarette smoking at the stops and transit centers even off the grounds can be a problem if there smokers are on a sidewalk. A few months ago there was a mulch fire from a discarded cigarette at Miramar College 921 stop and we the riders had to extinguish it. 5. <b>PLUSES:</b> The vast majority of drivers are very friendly and helpful. The buses and transit centers are almost always clean, there are occasional problems. Email contact people at SDMTS respond quickly and are helpful. <b>SUGGESTION:</b> Set up Compass Card issuing at street fairs and such. Make it easier for those of us who need to include photograph such as for my senior pass.
More service (daytime) 290 Sabre Springs to downtown (Not peak) Direct service Twin Peaks to Sabre Springs Transit Ctr-Poway. Plan for hi-speed transit (100 mph). Consider if new Trolley lines are best future. Poway mobility hub.
Route 944 Service= Please cover Garden Rd Floral Ave/v important. 2. Mobility on demand/ Service for seniors 3. Increase frequency of service (Sundays too!)/dependable. Please bring Route 944 bus up to Floral Ave. So many seniors totally depend on this service.
Mobility - Buses for Scripps. LNG conversions

Return of Poway MTS route that goes through Garden Rd. Ability to return home later than 6:45 p.m. weekend MTS access service. Extend MTS access so I can come home from SDSU @ nights 9-11pm. Better suspension on buses so I don't get bounced around in my wheelchair. I get whiplash when drivers turn or break to fast.

More park and rides, high quality like Sabre Springs. Interconnecting routes between park rides. Better digital technology - service alerts. Strategic bike lockers for the last mile. Hub and spoke integration of park ride, bus, trolley and bike parking. All buses should be able to carry 4 bicycles. AM Express Trolley Orange Line reduced stops.

Though it maybe difficult I would like the 944 buses to make a return to the Garden Road area, so that it could be accessible for anyone who lives around these parts of Poway.

Mobility on demand service for seniors - 67 to 85 yrs old. How much do you charge an older adult to pick from house to appointment. These seniors gather from their house to a facility and back on regular basis senior cannot walk to bus stops houses for from us route. My email is [jbambalan@upacsd.com](mailto:jbambalan@upacsd.com)



## **Elevate SD 2020: San Ysidro/Imperial Beach Community Forum – Executive Summary**

Date: Tuesday, June 25, 2019  
Location: Southwest High School, San Ysidro  
Attendees: 18

### **Overview:**

In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### **Top Values:**

Participants were given five stickers, and asked to identify their top values that should help shape the future of transit. Below are the results:

1. Provide viable alternatives to a car (18)
2. Low-cost fares (14)
3. Faster service (9)
4. Connect directly to more destinations (8)
5. Reduce traffic congestion (7)
6. Other (7):
  - Community development/validate transit (sense of place)/people-centered infrastructure (5)
  - Last-mile solutions (2)
7. Mobility solutions for senior and disabled citizens (6)
8. Access to jobs/education (6)
9. More frequent service (5)
10. Reduce greenhouse gas emissions/improve environmental health (3)
11. Improve roads and highways to support transit (0)

### **Round-Table Summaries:**

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share what their transit priorities were, and what values/projects were most important to their communities. The following themes emerged among the five small groups:

- Transit as a viable, competitive alternative to the car, including faster/more direct service, was discussed in three of the small groups.
- Three of the four groups also discussed low-cost fares for all riders/in general terms.
- Three of the four groups also discussed a need for greater service coverage in some way (i.e. new service in area, area to specific locations, first/last-mile, etc.)

### **Top Three Takeaways:**

At the conclusion of the round-tables, each group was asked to identify their 'top three takeaways' for MTS based on their group's discussions (i.e. of everything discussed at the event, identify what the three most important priorities/ideas were). Below is a summary of those priorities.

- Safety/Security (2)
- Low-cost fares (2)

- Provide low-cost fares for low-income riders
  - Discounted/low-cost fares
- More direct service (2)
  - Faster more frequent service, less transfers
  - More direct connections between housing and job centers
- San Ysidro Intermodal Transportation Center
- Blue Line Express Trolley
- Skyway in Imperial Beach
- Find ways to improve community partnerships
- More bus service to local high schools
- Helping senior and disabled riders/improve access
- Viable, competitive alternative to driving

A full report of the small group discussions, and open comment is included below.

Round-Table 1
Viable alternative to a car - commute time. Express Trolley service as a solution.
Low cost fares for everyone
Somewhat competitive with car for special events downtown
San Ysidro ITC - mobility hub
Security
Smaller van like service for neighborhoods - last mile
IB Skyway
East Chula Vista transit
Top Three Takeaways:
1. San Ysidro ITC
2. Blue Line Trolley Express
3. Skyway in IB?
4. Security
Round-Table 2
Infrastructure/stations/hubs needs community buy-in
Grade separation in South Bay for Trolley (ex: Dairy Mart grade crossing gates can be along wait/cause traffic)
Low-cost fares
Introduce free fares (give back some of additional funding from measure with low-cost/free fares)
More service in San Ysidro
Bus service to San Ysidro High School
More bus shelters
Top Three Takeaways:
1. Provide low-cost fares for low-income riders
2. Find ways to improve community partnerships
3. More bus service to local high schools
Round-Table 3
Faster, more frequent service, fewer transfers
Helping senior/disabled riders - improve access (more routes, low fares, more access to their medical appointments)
Providing access to jobs/education (Mid-Coast)
Express Service
Connect to more destinations directly/fewer transfers
Safety/security - More security personnel
Top Three Takeaways:
1. Helping senior/disabled riders/improve access

2. Faster/more frequent service, less transfers
3. Safety/security
<b>Round-Table 4</b>
Viable (competitive) alternative to car
Discounted/low-cost fares
Coverage
Span of service
Frequency
More direct connections
Event service
Road improvements
Service/infrastructure to connect to Riverside County
Top Three Takeaways:
1. Viable, competitive alternative to driving
2. Discounted/low-cost fares
3. More direct connections between housing and job centers
<b>Open Comments</b>
Otay Mesa new 15,000 new homes (40K people) need to plan right for future MTS transportation. Help with San Ysidro High School (Year 2019-2020) for student to transport themselves to and from school. 6:30 to 8:30 a.m. 3:30 to 4:30 p.m.
Later bus at night on Sundays on Route 933-934 after 9p.m.
I would like to see grade separations and a more reliable alternative to cars.
Regional connections -Map 7 is missing - the large residential zone in Escondido CA> Temecula! The I-15 is heavily congested! Don't forget people commuting from North County to Vista. San Marcos / Escondido. We need to address the regional issues and coordinate with interregional agencies to address lack of transit in North County San Diego. Riverside to SD County > many elected officials just say that is Riverside's issues.
Discussion group breakout. My suggestion. More frequent/faster service. Better access to medical facilities. Take aways> Improve access and fares for seniors, medical facilities, Providing access to jobs, better security at stations, more frequency, faster service.
Connection of South to North County. Seniors & service - disability fares. 2 - 4 a.m. no Trolley, no buses late evening.





## **Elevate SD 2020: Southeast San Diego/Lemon Grove Community Forum – Executive Summary**

Date: Thursday, June 20, 2019  
Location: Diamond Cowork, Lincoln Park  
Attendees: 12

### **Overview:**

In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### **Top Values:**

Participants were given five stickers, and asked to identify their top values that should help shape the future of transit. Below are the results:

1. Low-cost fares (9)
2. More frequent service (7)
3. Connect directly to more destinations (7)
4. Mobility solutions for senior and disabled citizens (5)
5. Reduce greenhouse gas emissions/improve environmental health (4)
6. Access to jobs/education (4)
7. Improve roads and highways to support transit (4)
8. Reduce traffic congestion (4)
9. Provide viable alternatives to a car (2)
10. Faster service (2)
11. Other (2)
  - Credit/debit on buses
  - Routes on suburban streets

### **Round-Table Summaries:**

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share what their transit priorities were, and what values/projects were most important to their communities. There were two small groups at the Southeast San Diego Forum. The following items were discussed by both small groups:

- Both groups identified more service as a priority, including frequency and span of service
- Both groups discussed transit solutions for youth. One group focused on free passes for youth, while the other discussed service to a local high school/field trip coordination with schools.
- Both groups also discussed facility/accessibility improvements for disabled and limited mobility passengers



### **Top Three Takeaways:**

At the conclusion of the round-tables, each group was asked to identify their 'top three takeaways' for MTS based on their group's discussions (i.e. of everything discussed at the event, identify what the three most important priorities/ideas were). Below is a summary of those priorities.

- More service (2)
  - Increased frequency/span
- More transit centers/hubs
  - Passenger amenities/shelters
- Accessibility improvements
- Free service for youth
- Employment destinations in joint development projects

A full report of the small group discussions, and open comment is included below.

Round-Table 1
More service
More service options - Hillcrest/North Park (light rail)
Massachusetts Avenue Trolley to University Avenue (connecting route, Helix High)
College Grove Transit Center
Bus ramps can be too steep in certain areas for senior/disabled riders
Driver training
Field trip planning/coordination with school admins
Increased Trolley service
Undergrounding - priority signal downtown for Trolley
Electric too expensive?
Top Three Takeaways:
1. More transit centers/hubs (passenger amenities/shelters)
2. More service
3. Accessibility improvements
Round-Table 2
Frequency/span
Youth fares fully subsidized
Improve travel times
Rapid bus in District 4 (Imperial, Skyline, along 805)
Arterial dedicated transit lanes
Freeway transit lanes
Employment at joint development
Improve safety (more ambassadors/less enforcement)
Not the airport connection
Facility improvements for disabled/limited mobility passengers
Top Three Takeaways:
1. Increased frequency/span
2. Free service for youth
3. Employment destinations in joint development projects
Open Comments
I think the system works pretty good/fair, but the weekends are very rough and confusing with the time schedules. And will the electric vehicles have more endurance then its predecessors.
Trolley to the Airport. Trolley into Hillcrest/North Park - uptown is one of the densest, fastest growing areas outside downtown and needs higher capacity service.
[Hand drawn map of proposed Route 854] Route starts at Grossmont Community College, runs along Lake Murray Blvd, connects with the Green Line Trolley, runs along 70th Street, turns east on University to Massachusetts Avenue, to Canton, turns south on Skyline/Cardiff, and terminates on Deep Dell Road

Help Lemon Grove! Need a bus route from Massachusetts Avenue Trolley Station to University Avenue. This will help alleviate traffic congestion and pollution taking children to and from Helix Charter High. Buena Vista Avenue gets backed up south of Pacific Avenue. As well as High Street, Mass. to Waite Drive. University Avenue is also affected E and W bound. Thousands of children are transported singularly by car because of lack of public transportation. We live two miles south of Helix yet most days it can take me 40 minutes to take children to Helix High. Walking is unsafe because of halfway houses and lack of sidewalks. Currently, if my child used public transportation, it would take her over two hours to get to school. Crazy right? Please support a turnaround bus line from Mass. Ave Trolley Station to University Avenue and back. Help: fight pollution, save time, make students more independent, fight traffic congestion & insanity. When kids or classes are using bus for field trips, pick them up - don't just drive past them. Also - stations need to be safer. Security needs to be taken seriously. Currently "security" is a joke. They are inattentive and don't look trustworthy. When will a Trolley go from Santa Fe to the Airport? Reduce prices for high school students. Senior service is expensive - \$10 right? Lots of waiting.



## SUMMARY OF COMMUNITY ADVISORY COMMITTEE MEETINGS

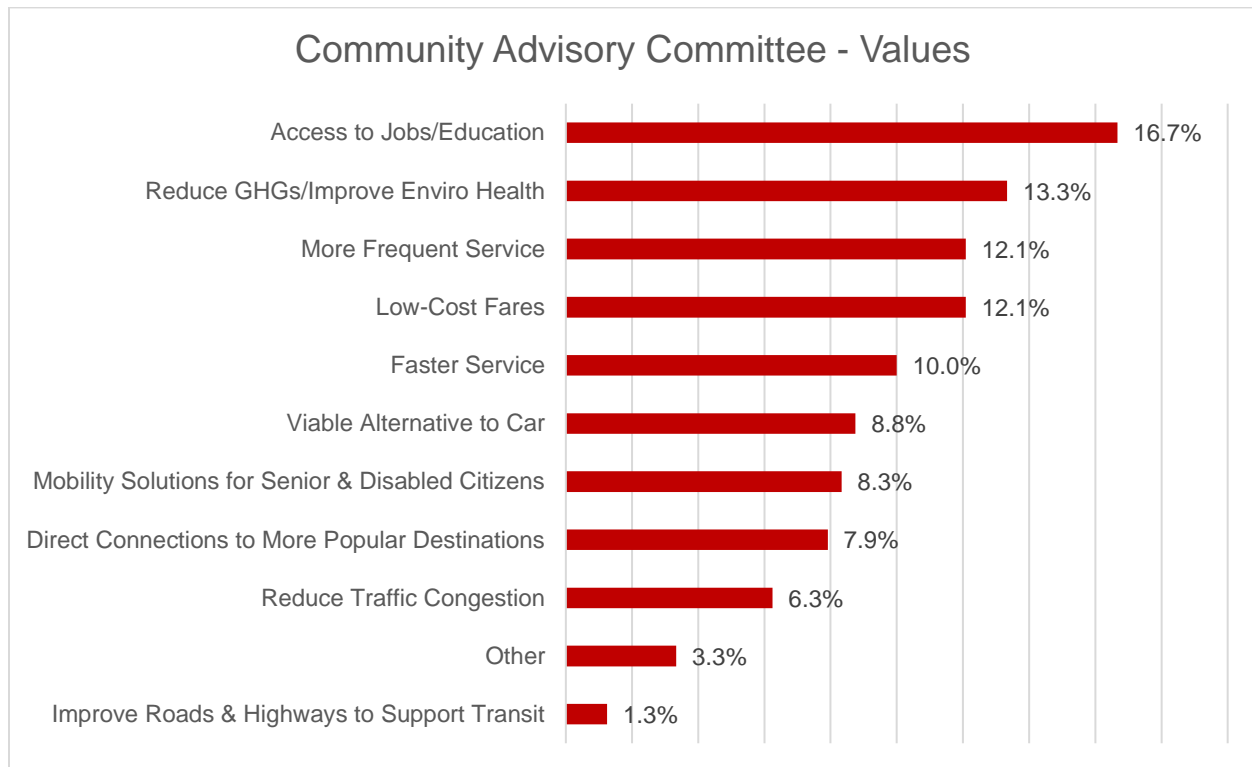
More than 75 community-based organizations, advocacy groups and other transportation stakeholders were invited to participate in the Elevate SD 2020 Community Advisory Committee (below). The Community Advisory Committee (CAC) was formed to help build regional consensus from the outset of the potential sales tax effort.

Able Disabled Advocacy	La Mesa Conversations	San Diego Regional Chamber of Commerce
Access to Independence	Linda Vista Town Council	San Diego State Associated Students
ARC of San Diego	Little Saigon Foundation	San Diego Taxpayers Association
A Reason to Survive	Logan Heights CDC	San Diego WIC
Associated General Contractors	Mid-City CAN	San Ysidro Health
Balboa Park Conservancy	Mira Mesa Town Council	SAY San Diego
California Restaurant Association	North West San Diego Transit Subcommittee	Scripps Ranch Civic Association
Casa Familiar	Oak Park Community Council	SD & Imperial Counties Labor Council AFL-CIO
Center on Policy Initiatives	Ocean Beach Town Council	Second Chance
Chula Vista Community Collaborative	Olivewood Gardens & Learning Center	Serra Mesa Town Council
Circulate San Diego	Pacific Beach Town Council	Sorrento Valley Town Council
City Heights CDC	PANA	South Bay Community Service
Clairemont Community Planning Group	Price Philanthropies	South County EDC
Clairemont Town Council	Rancho Bernardo Community Council	Talmadge Community Council
Cleveland National Forest	Rancho Penasquitos Town Council	The Church of Salvation
College Area Community Council	San Carlos Area Council	The Foundation for Economic Justice
Community Housing Works	San Diego 350	Think Dignity
Deaf Community Services	San Diego Center for the Blind	Tierrasanta Community Council
ElderHelp San Diego	San Diego CHIP	UC San Diego Associated Students
Endangered Habitats League	San Diego Climate Action Campaign	University City Community Association
Environmental Health Coalition	San Diego County Bicycle Coalition	University Heights CDC
Father Joe's Villages	San Diego County Building and Construction Trades Council	Urban Collaborative Project
Greater Golden Hill CDC	San Diego Food Bank	Urban Land Institute
Highway 52 Coalition	San Diego Gas & Electric	YMCA of San Diego County
Hillcrest Town Council	San Diego HIV Planning Group	
Housing You Matters	San Diego LGBT Center	
IBEW 465 + 569		
Imperial Beach Collaborative		
La Jolla Town Council		

The first CAC meeting was held on April 30, 2019. At the meeting, participants heard about the current state of transit (challenges and opportunities) in the region from CEO Paul Jablonski, how AB-805 opened the door for a transit-only sales tax, as well as some basic transit network planning information from Director of Planning, Denis Desmond. Participants were also asked to participate in the dialogue through a values of transit activity and round-table discussions.

During the values activity, participants were asked to identify what values they believe were most important when looking at potential projects.

Compared to the general public outreach (community events and forums), the CAC placed higher value (approximately twice the percentage) on access to jobs and education (#1, 16.7%) and reducing greenhouse gas emissions (#2, 13.3%). More frequent service and low-cost fares tied for third with 12.1% of total tallies.



Participants also broke into small groups to discuss and brainstorm how they would like to see transit improve, and to identify what values and/or types of projects were the highest priority for them/their community. The following themes emerged among the seven round-tables:

- Six of the seven groups said that transit system should focus on access to jobs and education, including community colleges.
- Five of the seven group discusses making sure MTS served populations that need transit (lower- and middle-income, youth), and to consider lowering fares if needed.
- Five of the seven groups also expressed need for service improvements, including speed, frequency and reliability, to make transit a viable option for meeting everyday travel needs. Some specific feedback in these areas included extended service hours, better connections between trips, more vehicles for increasing frequency and separating transit from regular traffic.
- While environmental benefit was selected as the second highest value, it was not identified frequently by the small groups as a focus for future investment. (Two tables mentioned investing in electric buses, and another group discussed any increases in transit use benefit the environment.)



Forty-five people attended the second CAC meeting in June 2019. At this meeting, members received an update on public outreach to-date, got initial feedback on 18 project concepts MTS was considering, and was asked to provide input on those project concepts.

Attendees were broken into small groups, and were asked for initial impressions of the project list and to identify what projects they thought might be missing. Each group also was also given two to three of the projects, and were asked to list potential pros and cons for each project.

Meeting minutes for both CAC meetings follow.





**ELEVATE SD 2020  
COMMUNITY ADVISORY COMMITTEE  
MEETING #1  
APRIL 30, 2019, 4:30 P.M.  
SAN DIEGO CITY COLLEGE**

**Meeting Summary**

**1. Welcome/Call to Order**

Kristen Byrne, one of the two facilitators of the Elevate SD 2020 Community Advisory Committee (CAC) called the meeting to order at 4:35 p.m. She introduced herself and Sean Connacher, the second group facilitator. She thanked the group for their participation and their importance in the Elevate SD 2020 Public Participation Program. After a few brief announcements she introduce MTS Board Chair Georgette Gomez to provide opening remarks.

**2. Opening Remarks**

MTS Board Chair Georgette Gomez provided opening remarks to the CAC. She discussed the importance of public transit to San Diego's future and stressed the importance of public participation to help develop a program to improve the region's public transit system. She shared that this meeting of the CAC was the kick-off to an inclusive public process that MTS would conduct to ensure all voices are heard in the development of a plan for increased investment in transit.

**3. CAC Mission and Principles of Participation**

Sean Connacher shared the hashtag #ElevateSD2020 with the group and encouraged them to use it when they discuss transit and their participation in this process. This hashtag will help spread the word to others on social media, making for a more inclusive process.

Kristen Byrne discussed the role that she and Sean will play as independent facilitators and reviewed the mission of the Elevate SD 2020 CAC:

*To advise the Metropolitan Transit System Board and its Ad-Hoc Ballot Committee on priorities for projects to be included in a funding package within a sustainable budget for a transit-specific ballot measure for the 2020 election cycle.*

Sean reviewed the Principles of Participation for the CAC with the group. Both the Mission and the Principles of Participation are posted on the Community Advisory Committee online forum.

Kristen reviewed the meeting agenda and the goals for today's meeting: 1) provide members with a foundation of information about MTS and transit network planning, 2) identify key transit values and attributes to inform future discussions about potential projects, and 3) gain initial input about key priorities for future transit investment.

**4. Transit 101 Quiz**

Sean Connacher led the group through a brief quiz to share some information about MTS services and funding.

*Question 1:* How many trips are taken by passengers each weekday?



A: 50,000      B: 150,000      C: 300,000      (Answer: 300,000)

*Question 2:* MTS (and direct public transportation predecessors) have been carrying people in San Diego since:

A: 1886      B: 1910      C: 1940      (Answer: 1886)

*Question 3:* Los Angeles transit is funded in part by a 2-cent local sales tax. That means, for every dollar a person spends, and additional two cents is added that goes to transit. How much does MTS receive from the local TransNet sales tax?

A: Zero      B: 1/8 cent      C: 1/2 cent      (Answer: 1/8 cent)

*Question 4:* About how many vehicles does MTS put into service every morning?

A: 450      B: 925      C: 1250      (Answer: 925)

*Question 5:* On average, about how many people does each MTS bus carry per hour during an entire service day?

A: None – all I see are empty buses      B: 12      C: 33      (Answer: 33)

## **5. Transit in San Diego: Challenges and Opportunities**

Sean introduced MTS CEO Paul Jablonski. Mr. Jablonski provided an overview of MTS services in San Diego, highlighting what the agency does well and the challenges it has in some aspects of service due to limited resources. He talked about the opportunities that additional resources for the agency could provide to improving the transit system to better serve our region in the future.

## **6. Transit Values Exercise**

Kristen Byrne introduced an activity designed to gain input from the CAC and the public about the values and attributes that they would like to see the transit system provide. Before the group considers potential projects and transit investments, it is important to determine what we want transit to accomplish. She explained that not all of these values are mutually exclusive, but there are some investments that will achieve some of these values better than others. Each CAC member was given five dot stickers to place on posters that represented a particular transit value. There was also an “other” poster to capture additional values and attributes for transit. Members of the public attending the meeting were invited to complete a workshop indicating their top priorities for transit in the region.

The results of this exercise were as follows:

1. Provide Access to Jobs/Education – 17%
2. Reduce GHGs/Benefit the Environment – 13%
3. Provide More Frequent Service – 12%
4. Provide Low Cost Fares – 11%
5. Provide Faster Service – 10%
6. Provide Viable Alternatives to the Car – 9%
7. Help Seniors/Disable with Mobility – 9%
8. Connect Directly to More Destinations – 8 %
9. Reduce Traffic Congestion – 6%
10. Improve Roads/Highways to Support Transit – 1%

In addition to the results above, CAC members offered the following additional ideas about important transit values:

- Equity and Fairness
- Create Good, Local Jobs
- Achieve 30% Transit/Bike/Walk Mode Share
- Encourage Housing in Urban Areas
- Support and Enhance a Multi-Modal and Sustainable Transportation Network
- Accessibility for ALL
- Improve East County Access
- Provide Additional Funding with Congestion Relief Pricing
- Work/Coordinate with SANDAG for Airport Access
- Youth Opportunity Passes

## **7. Elevate SD 2020 Community Survey**

Sharon Cooney, Chief of Staff at MTS, provided a summary of a recent community survey conducted to assess attitudes about transit and the willingness to increase sales tax to help pay for it. The survey questioned 834 registered voters within the MTS survey that were deemed likely to vote in the 2020 election. Interviews were conducted online and by phone in both English and Spanish. The survey had a margin of error of +/- 3.5%. Key findings of the survey included:

- MTS has strong name recognition and a strong favorability rating.
- Seven in ten voters would support a possible half-cent sales tax measure for increased transit investment.
- Support for this measure is high across the service area, especially in San Diego.
- Voters prioritized improving roads to support transit services, connecting transit to the airport, and projects that make transit more accessible to all.
- Projects that focus on specific routes are not often ranked as extremely important.
- Support cuts across nearly all demographic subgroups of the electorate, save for more conservative voters.
- It is particularly broad and strong among transit users, younger voters, renters, communities of color, and more progressive voters.

Sharon shared that next steps are to engage in broad public participation to gain feedback on a plan for an expanded transit network, and to conduct additional focus groups and surveys.

## **8. Transit Network Planning**

Paul Jablonski returned to provide information about MTS transit network planning. He shared the key principles that MTS abides by in planning transit services:

- Provide better connections for disadvantaged neighborhoods
- Improve access for seniors and people with disabilities
- Utilize existing infrastructure to make immediate improvements
- Be time-competitive with the auto
- Provide fast and dependable service for “choice” and “dependent” riders
- Longer-term high-investment infrastructure

He shared a map of the region indicating primary areas where people live and areas where there are high concentrations of employment. In considering transit to serve the population, MTS undergoes the following process:

- Listen to the community's ideas
- Analyze universe of projects from various sources
- Delete or modify projects as appropriate for MTS jurisdiction needs
- Build on recent MTS market research and analysis
- Utilize outside planning experts for industry best practices
- Add other projects of interest for evaluation
- Understand revenue limitations

Mr. Jablonski shared a map indicating the primary north-south and east-west connections that would help bridge the residential-employment gap. He then introduced Denis Desmond, MTS Director of Planning, to share information about potential project ideas that could help meet the needs identified.

Mr. Desmond shared that there are several types of transit that can be considered for various corridors. These include: 1) Light Rail Transit, 2) Bus Rapid Transit, 3) Skyway, 4) Streetcar, and 5) Automated People Mover. He shared some projects that have been discussed to date to help meet our transit needs, including:

- San Ysidro to Kearny Mesa (BRT or LRT)
- Stadium – Pacific Beach (BRT or LRT)
- Kearny Mesa – Pacific Beach (BRT or LRT)
- Downtown/Old Town – Airport (BRT or LRT)
- UTC – Sorrento Mesa (Skyway)
- Mid-Coast – Pacific Beach (BRT, LRT or Streetcar, Skyway)

He also discussed a potential transit connection to the airport, additional *Rapid* services and facilities to serve these routes, and a bay ferry service concept. Finally, he shared some other ideas for transit investments that help to enhance existing services including improved safety and security, mobility hubs, bus fleet electrification, mobility on demand for seniors/disabled community, increased frequency, fare discounts, grade separations, and investments in support facilities.

## **9. Group Discussions about Potential Transit Investments**

The CAC broke into small groups to conduct facilitated discussions to gain preliminary input about priorities for transit investments. They were asked to consider the following three questions to spur discussion (but were not limited to these questions in their input):

- Which of the ideas discussed do you think would best address the top three values that we identified in the earlier activity?
- What ideas do you think are most important to the communities you serve? Which are most important from a regional perspective?
- How important is it for you to have a project or projects that benefit your community specifically? How important is it to ensure that the measure includes projects that address regional issues?

Notes from the small group discussions are below. Each group gave a brief summary of their discussion to the larger group at the end of the exercise.

**Table 1:** Scott Murphy/San Diego 350, Nancy Hornberger/SAY San Diego, Sonya Solinsky/Carmel Valley Planning Council, Daniel Bickford/Highway 52 Coalition, Ramla Sahid/PANA San Diego, Joe Burke/HIV Planning Group

- Projects seem disjointed. Need to assess and base decisions on available data.
- Increase access to lower and middle income residents. People miss work, opportunities, etc. Fare discounting would increase ridership. Network has to meet the needs of the people.
- 9 projects address infrastructure not values
- Be a leader on green – no retrofitting since we are new
- Solution to GHG = electrifying, go green in ALL modes
- Mobility hubs
- Too many modes confuse people and increases barriers
- Accessibility to areas that have no service
- Bring an evaluator to assess areas that are historically underserved by MTS – need info on this
- Service needs to be reliable and on time, not just fast
- Multiple language access similar to other cities/services
- Focus on *Rapid* projects – prioritize high need and historically underserved communities
- Comprehensive regional system – integrated modes vs. segregated
- Serve communities to link to the rest of the region

**Table 2:** Andy Hanshaw/SD Bicycle Coalition, Maya Rosas/Circulate San Diego, Kelvin Barrios/Labor Local 89

- Design system for access to jobs
- Mobility hubs can provide multi-modal connections
- Bike security – people don't want to lose sight of their bikes
- End of trip accommodation
- Create an equitable system – access for disadvantaged populations
- Faster service with greater frequency – light rail, dedicated lanes
- Light rail perceived to be reliable, bus is not (no dedicated lanes)
- Maximize resources to build the best system
- Transit vs. car is unrealistic, requires a fundamental behavior change
- Purple Line is a priority
- True BRTs – grant fund operated through MTS for lanes/freeway improvements
- Environmental benefit is universal to all projects and is a message more than a project
- Density and transit go hand-in-hand
- Multi-modal accommodation and accessibility (e.g., more bikes on trolleys and buses)
- New trolley seats weren't designed for women – too high on average for seats and handles
- Build for density not to touch every square mile
- Where is NCTD in this effort?

**Table 3:** Gretchen Newsom/IBEW 569, Isaac Wang (need organization), Jack Shu/Cleveland National Forest Foundation, Keri Amanda, Cleveland National Forest Foundation, Kathy Lembo/South Bay Community Services, Nate Fairman/IBEW 569

- Three top priorities: Jobs/education access, GHG reduction, frequency of service
- Economic inclusion – link communities with emerging job centers, no car access
- Culture of transit – Economic Development Corporations
- Transportation “heat map”
- Communicate the real cost of driving
- Focus on travel times – currently 90-150% higher than driving
- Focus on SANDAG Urban Area Transit Strategies (UATS)
- Link to education, including community colleges
- Fixed guideways would improve speed, help environment
- Leverage future HSR, local: UATS modes
- Complete transit network will lead to GHG reductions
- Start making transit win – small first then build from there
- Implement congestion pricing
- Bus electrification is a priority
- Expand the fleet to increase frequency
- Connection to the airport could create jobs

**Table 4: (NO PARTICIPANTS LISTED)**

- *Rapid*-Trolley connections are important
- Make better BRT throughways, similar to LR stations
- Compete with the car
- More direct connections to education and employment centers
- Improve access/walkability to trolley stops
- Trolley stop safety improvements – perception that they aren’t always safe
- Reduce fares for people under 25
- Signal priority for buses
- Shuttle program from transit centers to big job centers (OB/Pt Loma – Navy base)
- Allow first responders to have access to dedicated transit lanes
- More *Rapid* routes – need dedicated lanes
- Base it on peaks – prioritize buses on roads
- Expand pass program for employers – provide better incentives
- Promote accessibility through information sharing (not just ADA)
- Pt Loma/OB not on corridor list but should be
- Balance in spending
- Support airport connection
- Summer “hop-on/hop-off” shuttle buses connecting all beach communities

**Table 5: David Flores/Casa Familiar and San Ysidro CPG, Alan Ridley/Foundation for Economic Justice, Amy Kalivas, Access to Independence, Randy Torres/City Heights CDC, Chris Carter/San Diego Food Bank, Rebecca Hook-Held/LGBTQ Center**

- Reduce fares at times of low demand to increase ridership
- Transfers should be free – pay once for entire trip
- Need to have a youth opportunity pass to make it more accessible to young people
- Coordinate with CBOs to sell transit passes to clients – removes a barrier if they can get passes somewhere they already go
- Tap into areas that receive state climate investment funding



- 44 stations have transit oriented development proposed – partner with service organizations to reach these communities
- Need ongoing relationships with CBOs to better reach their client bases – could help provide better access to transportation for people who lack it
- CBOs could provide discounted transit passes to clients – current transit pass price is too high for many groups (students, low income, etc.)
- Mid-Coast line connects to jobs/education and speeds will be competitive with car; provides an opportunity to showcase that riding transit can be beneficial
- Make it more convenient to buy day passes – can't do it at all stations
- Connections between modes – including cars (parking) – is important; without connections trips become too difficult; frequency also important – if you miss train/bus, can't wait half hour for the next one
- Add frequency at high demand stations – San Ysidro trolley station at border is example; trains full at peak periods
- “Double down” on successful routes – offer 24 hour service
- Reduce the number of connections needed (transfers) to be competitive with cars
- Transit stations need more facilities (like bathrooms) to make it more comfortable for waiting passengers; consider pay bathrooms like they do in Europe
- Consider means testing for transit fares to make it more affordable for low income – could work by partnering with CBOs
- Remove logistical barriers to travel, e.g. free transfers, easier access to day passes, ability to purchase transit cards on the bus
- One transit pass should work for the entire system

**Table 6:** Mid-City Community Action Network, Environmental Health Coalition, San Diego 350, Endangered Habitats League, SDSU Associated Students, Climate Action Campaign (no names recorded)

- Safety and security is a concern of the student population
- Connect working people to job centers – residents in Mid-City, Barrio Logan, South Bay to La Jolla, Pacific Beach, Santee, Hotels
- Need early morning/late night service and improved frequency
- More connections needed in Southeast San Diego
- Increase speed for longer routes and rural routes
- Separate right-of-way for *Rapid* routes
- Need relief now!
- Top 3 priorities: 1) 5,000 electric buses (serve environmental justice communities), 2) Youth Opportunity Passes (up to age 24), 3) Serve communities that already use transit first

**Table 7:** Donald Chick/Tierrasanta Community Council, Aaron (need last name)/La Jolla Town Council, Terri (need last name)/Second Chance, Elaine Cooluris/Able-Disabled Advocacy, Lovis (need last name)/Able-Disabled Advocacy, Sabrina Bazzo/Mira Mesa Town Council, Anjleena Kour Sahni/Center on Policy Initiatives

- Need more transit options to-from schools, including community colleges
- Prioritize routes that provide service from residential areas to job centers/education
- Electrification of buses – which types? Procurement priority in US



- Separate routes from car routes (e.g., under/over/in median) – this will make service faster
- Need to lower fares to increase access
- Solve the issue re: security at military bases so transit can serve this population
- Need extended hours
- Sorrento Valley needs transit
- Southeast San Diego stations need security
- Connect UCSD to Miramar Community College and MCAS Miramar
- Need more fixed guideway projects
- Link SDSU/USD/UCSD and community colleges
- Airport connection is important
- Need both community-serving and regional projects
- Prioritize under served communities

Members of the public were provided a handout to record their input and these responses have been documented.

#### **10. Public Comment**

An opportunity was provided for members of the public to offer comment. One commenter thanked MTS for hosting the meeting and putting focus on the need for more public transit. Another commenter asked about funding opportunities in addition to a sales tax increase (Transient Occupancy Tax, Bond Measure, etc.) since a sales tax increase is a regressive tax that can negatively affect lower income communities. MTS answered that they are only authorized through state legislation to pursue a sales tax increase for future transit improvements. However, this public dialogue about the need for transit could also benefit other efforts to increase funding, perhaps through SANDAG.

#### **11. Next Steps**

Kristen Byrne thanked everyone for the productive conversations and input received. She reviewed next steps and future public participation opportunities:

- A draft meeting summary will be posted on the CAC online forum within a week.
- The next meeting of the CAC is anticipated in June. Members will be given at least a month's advance notice.
- MTS has established a dedicated web page for Elevate SD 2020: [www.ElevateSD2020.com](http://www.ElevateSD2020.com).
- MTS will be hosting information booths at community events and transit stations beginning in May. Please check the website for specific information about upcoming events.
- MTS will be conducting focus groups in May, and the results of these focus groups will be shared at the next CAC meeting.
- Another community survey will be conducted in late summer/early fall.

Sean Connacher reviewed the CAC online forum. He encouraged members to sign up for the forum, which will be a source for posted documents, meeting information, public involvement opportunities, and opportunities to offer comments.

#### **12. Adjournment**

The meeting was adjourned at 7:20 p.m.



**ELEVATE SD 2020  
COMMUNITY ADVISORY COMMITTEE  
MEETING #2  
JUNE 25, 2019, 10:00 A.M.  
SOUTH COUNTY REGIONAL EDUCATION CENTER**

**Meeting Summary**

**1. Welcome/Call to Order**

Kristen Byrne, one of the two facilitators of the Elevate SD 2020 Community Advisory Committee (CAC) called the meeting to order at 10:05 a.m. She introduced herself and Sean Connacher, the second group facilitator. She thanked the group for their participation and their importance in the Elevate SD 2020 Public Participation Program. After a few brief announcements she introduced MTS Board Member and National City Councilmember Mona Rios to provide opening remarks.

**2. Opening Remarks**

MTS Board Member and National City Councilmember Mona Rios welcomed the group and provided opening remarks to the CAC. She emphasized the importance of their input and how the MTS Board was interested in hearing from them about their priorities for public transit improvements.

**3. Agenda Review/Meeting Objectives**

Sean Connacher reviewed the meeting agenda and indicated that the objective of today's meeting was to introduce specific projects to the group and get their input about the project list overall and the pros and cons of the projects.

**4. Public Involvement to Date**

Sean also provided a review of public involvement efforts and public input received to date. He reviewed the key themes of the input provided by the CAC at the last meeting and shared the ranking of transit values. The top three valued identified were 1) provide access to jobs/education, 2) benefit the environment, and 3) provide more frequent service. Coming in at a close fourth was to provide low cost fares. The group also provided initial input about potential projects and investments, and the input in these discussion groups tracked closely with the top values identified, including focusing system improvements on access to jobs and education, making sure we continue to focus on those that need transit, and increasing the frequency, speed, and reliability of transit.

Sean shared the outreach efforts undertaken by MTS since the last CAC meeting. They participated in nine community events with over 1,000 people engaged. They also conducted four community workshops in various locations throughout the service area, with more than 120 people participating.

Summarizing the input, Sean noted that there were some overlaps in the input received from the CAC, like faster/more frequent service, low cost fares, and connections to jobs and education. But there were some other areas of focus, as well. The top values identified at community events were to provide a viable alternative to the car and reduce traffic connection. At the community forums, some of the input was more neighborhood-specific, such as connecting neighborhoods to transit hubs, safety and security, and increased service on main neighborhood corridors.

Sean encouraged the CAC members to share information about other groups that MTS should engage with and community events they could attend. Public participation is the cornerstone of the Elevate SD 2020 efforts, and MTS is interested in doing more.

Sean introduced Denis Desmond, MTS Planning Director, to provide a presentation on a list of potential projects and transit investments that will be the focus of the CAC discussion today.

## **5. Potential Projects and Transit Investments**

Denis provided information about 18 potential transit investment and projects under consideration. These projects range from capital projects, like new Trolley lines, to service enhancements like expanding transit service hours. He noted that our region will not be able to afford all of these projects so we are seeking input that will be helpful for the time when a final project list is developed.

The projects that Denis shared were as follows:

- Increase Frequency
- Extend Service Hours (24 hours)
- On-Demand Transit Service
- Airport Trolley
- More *Rapid* Bus Service
- More Express Bus Service
- Improve Security and Amenities
- Fare Discounting
- Waterway System – San Diego Bay
- I-805 Express Transit Lane
- Electrify the Bus Fleet
- New Highway Transit Utility Lanes
- Sorrento Valley Transit Connections
- Purple Line Trolley
- Blue Line Express Trolley
- Beach Access
- Grade Separations
- Mobility Hubs

## **6. CAC Input: Review/Discuss Potential Projects**

Kristen introduced the discussion activity to the CAC members. Each table was asked to discuss the list of projects as a whole. The following were provided as guiding questions for the discussion:

- What is your first impression of this project list?
- In what ways do you think it will help us achieve the goals we've talked about?
- What do you think is missing? Are there projects or investments that you would like to see considered?

Each group was also provided with two or three of the projects presented earlier. They were asked to assess the pros and cons of each project. The group was given 30 minutes for discussion, and then they reported out the results of their discussions to the entire group. The record of the input received from each group is included as Attachment A.

### **7. Online “Vision Builder Challenge”**

Mark Olson, Manager of Public Relations for MTS, presented information about an online public engagement tool being developed called the “Vision Builder Challenge.” This tool will allow members of the public to review the list of potential projects and investments and go “shopping” to develop their own transit plan. They will be given a budget of 1,000 coins to spend (each project will be assigned a coin value) and will assemble their proposed program of projects in a shopping cart. This will be released to the public sometime in July and will stay open for two months. Mark provided an overview of how MTS planned to promote this tool and asked the CAC members to help spread the word within their communities. He also took suggestions from the CAC about other promotional ideas.

### **8. Public Comment**

Kristen asked if any members of the public would like to offer public comment. No public comment was provided.

### **9. Next Steps in Public Outreach**

Kristen shared the next steps in public outreach for Elevate SD 2020.

- A draft meeting summary will be prepared and circulated to members after the July 4 holiday.
- The third meeting of the CAC will be a quick turnaround. A date has not yet been established but at least three weeks’ notice of the meeting will be provided. MTS will continue to refine the project concepts, descriptions and impacts. At the next meeting, you will be asked to prioritize a set of project concepts, and we will be asking for insights on some of the revenue scenarios MTS has been examining.
- Many outreach activities will be happening over the summer and CAC members were encouraged to share this information with their members and encourage them to participate (detailed information about scheduled outreach activities is available on the CAC online forum and [www.ElevateSD2020.com](http://www.ElevateSD2020.com)).

### **10. Adjourn**

The meeting was adjourned at 12:10 p.m.

## ATTACHMENT A CAC #2 TABLE DISCUSSIONS

**TABLE #1**

PROJECT LIST	
IMPRESSIONS OF PROJECT LIST	WHAT IS MISSING FROM PROJECT LIST?
If Purple Line constructed needs to be done without rehoming residents; concerned about eminent domain	Need to understand goals before project lists are developed
Like utility lanes on SR 52	Need to understand how the projects relate to one another
Mobility hubs are important	Need to understand project data (ridership, GHG reduction, etc.)
Youth passes and fare discounts are important	Is there a metric to assess how convenient the projects are?
More <i>Rapid</i> service	Need to include routes that serve the youth audience
Improve security and amenities	Need to know how long the projects will take to implement
Improve frequency	Need to know how the projects can support each other to maximize impact
FOCUS PROJECTS	
IMPROVE SECURITY AND AMENITIES	
PRO	CON
Real time travel information at stations and stops	Homeless can make passengers feel unsafe but they still need/are able to ride with paid fare. How do we balance this?
TVMs	Undercover security vs. uniformed security
Create shelters to be welcoming	
Will make people feel safer and not targeted	
Increased bus security	
WATERWAY SYSTEM – SAN DIEGO BAY	
PRO	CON
	Historically slow method of transit
	Can it handle enough capacity?
	Redundant to Blue Line Express
	Hours could leave stranded passengers
	Before trying new methods of transit we should improve on what is existing

**TABLE #2**

PROJECT LIST	
IMPRESSIONS OF PROJECT LIST	WHAT IS MISSING FROM PROJECT LIST?
The list is comprehensive	Want to see neighborhood level projects – fast to implement, fast for communities
San Diego equity reflects our priorities	San Ysidro “Grand Central” – Blue Line, Purple Line, bus lines – more than a mobility hub

List provides a balance of new projects and system upgrades	Need projects that provide immediate impact for environmental justice communities
Airport trolley is not a local/environmental justice community priority	Immediate deployment of electric buses
Waterways project is not an environmental justice community priority	Implement smaller buses with more frequent service
Concerned about freeway expansion	Skyways should also connect west to UCSD – helps street/traffic congestion
<b>GENERAL COMMENTS/QUESTIONS</b>	
How can we improve accessibility?	
Need wayfinding, clarity, no smoking/marijuana signs	
Better training for security officers – culturally sensitive	
Why are we charged by age?	
<b>FOCUS PROJECTS</b>	
<b>EXTEND SERVICE HOURS (24 HOURS)</b>	
<b>PRO</b>	<b>CON</b>
Access to jobs	Security/safety more of a challenge
Environmental justice community priority	Can we use mini-buses at night?
Help with economic development	Increased cost (but it uses existing infrastructure)
Better safety – when stuck at a stop you know service will be there	
Mobility at night	
Improves general accessibility	
Makes transit more competitive with the car	
Weekend service	
<b>BLUE LINE EXPRESS TROLLEY</b>	
<b>PRO</b>	<b>CON</b>
Seamless travel during peak times	Significant investment
Game changer for environmental justice community	Only shaves 4 minutes from Imperial/12 <sup>th</sup> to San Ysidro (impact doesn't match investment)
Proactive; future-proof for growth	Redundant to Blue Line Express
24-hour service	Needs connectivity to jobs – mobility hubs
Increased capacity clears peak time bottlenecks	
<b>ELECTRIFY THE BUS FLEET</b>	
<b>PROS</b>	<b>CONS</b>
Top priority of environmental justice community	Need to implement fast across entire system (in one year)
Improved air quality – urgent community benefit	
New electric buses will have high visibility, showing attractive options for new potential riders	
Link this project with proposal to increase frequency	
Fulfills a responsibility of MTS	

**TABLE #3**

<b>PROJECT LIST</b>	
<b>IMPRESSIONS OF PROJECT LIST</b>	<b>WHAT IS MISSING FROM PROJECT LIST?</b>
Combine <i>Rapid</i> and Express service	UCSD connections
Better demonstrate how all communities are represented	Missing link between National City and Chula Vista
Generally like the things that are presented – it shows balance	Providing local bus service where it currently isn't provided
Overlap between Purple Line and I-805 improvements	Evaluation of previously discontinued service (specific to College/University service)
Like transit utility lanes	Free fares for 24 and under – need to be specific
Like fare discounting	Low income fare program
Seems like service-based projects (e.g., increase frequency) help us best achieve goals	Beach access – expand to La Jolla/Del Mar
Potentially remove electric buses from list	
<b>FOCUS PROJECTS</b>	
<b>MORE <i>RAPID</i> BUS SERVICE</b>	
<b>PRO</b>	<b>CON</b>
Would increase to more areas that don't have it	Possible empty buses
Competes with car if transit utility lanes are implemented	Could clog roads without dedicated lanes
Immediate impact – can build quickly	
<b>SORRENTO VALLEY TRANSIT CONNECTIONS</b>	
<b>PRO</b>	<b>CON</b>
Serves an important connection for employment center that needs more options	Skyway may not meet demand
	Service runs slowly
	Not a great impact for regional emissions reduction
	May need many locations – doesn't serve all communities
<b>FARE DISCOUNTING</b>	
<b>PRO</b>	<b>CON</b>
Helps reduce GHGs	Need more specificity about who would get passes
Builds lifelong riders with youth passes	No direct revenue
Provides access to jobs and school	
Provides money back to taxpayers	



**TABLE #4**

<b>PROJECT LIST</b>	
<b>IMPRESSIONS OF PROJECT LIST</b>	<b>WHAT IS MISSING FROM PROJECT LIST?</b>
Concern over spreading too thin – solve for one area and carry on, connectivity to outlying areas	Lack of coverage in southeast county
Favor environmentally friendly options – strive to get people out of the car	Need greater bike accommodations on the bus/trolley
Need to provide better awareness and education of current options	
<b>FOCUS PROJECTS</b>	
<b>AIRPORT TROLLEY</b>	
<b>PRO</b>	<b>CON</b>
Expedite transit times	Transit needs to be easier with luggage
Public will – people want the connection	Plans should be made in collaboration with Airport Authority and SANDAG
	Capacity is not there at Santa Fe Depot
	Cost and effort to get over/under tracks
<b>MOBILITY HUBS</b>	
<b>PRO</b>	<b>CON</b>
Do them <u>everywhere</u> – every community needs one	Lack of safety language in project description
	Secure bike storage and end of trip accommodations
<b>ON-DEMAND TRANSIT SERVICE</b>	
<b>PRO</b>	<b>CON</b>
	What can MTS do that isn't already being done by private sector (Uber, Lyft, etc.)
	Would need to be a discounted, cheaper option
	Increased congestion with lower capacity options like this

**TABLE #5**

<b>PROJECT LIST</b>	
<b>IMPRESSIONS OF PROJECT LIST</b>	<b>WHAT IS MISSING FROM PROJECT LIST?</b>
Liked project list, but gap south of Mira Mesa to Stadium/Friars (I-15 corridor to stadium)	Participatory budgeting – community engagement re: funding (unassign \$ and assign priorities later)
Be conscious of future planning with NCTD service – heavy rail connections lacking (SD-LA lacking as #2 corridor)	Connections/infrastructure for bike community
Like environmental consciousness – <i>Rapid</i> service conversions, electric buses	
Local procurement of electric buses (US-CA based manufacturers – DBE)	
Like connection to airport	

Beach connection not a priority	
Trolley/transit to Balboa Park – dedicated lane for <i>Rapid</i> 215	
Waterway service - In addition to commuting, an option for beach service?	
Like frequency of service improvements – low infrastructure costs	
Like transit only lanes	
Like Blue Line Express and Purple Line	
Services to support tourism are important	
Extended hours are a priority – important for employment	
FOCUS PROJECTS	
INCREASE FREQUENCY	
PRO	CON
People more likely to use transit with increased frequency	Doesn't speak to connectivity and where people need to go
Jump on and go – know service will be available when you need it	Cost for new vehicles
More jobs (drivers, maintenance, supervisors)	
More efficiency	
More predictability/reliability for riders	
I-805 EXPRESS TRANSIT LANE	
PRO	CON
Uses infrastructure we already have	Are express lanes really faster if they are shared?
Focuses on connecting to jobs	How many stops are expected on the route?
Incentivizes people to use transit with faster service lane	Adding lanes to the freeway = traffic/GHGs; we are making it easier to drive
	Need connections to North County

**TABLE #6**

PROJECT LIST	
IMPRESSIONS OF PROJECT LIST	WHAT IS MISSING FROM PROJECT LIST?
Sorrento Valley connections are important – skyways are good	
Blue Line Express would address a current need	
24 hour service is important to the restaurant industry	
Fare discounts (low income, youth) are a high priority – would help increase ridership	
Take advantage of all existing freeways	
Focus on improvements we can do now – more express service and electric buses	
Reduce barriers to transit – cost	
Beach access is important	

Increase frequency of buses	
Purple Line is a good project eventually – long implementation time	
Airport Trolley and Waterway Service not as important	
Transit only lanes on freeways need transition lanes	

**TABLE #7**

<b>PROJECT LIST</b>	
<b>IMPRESSIONS OF PROJECT LIST</b>	<b>WHAT IS MISSING FROM PROJECT LIST?</b>
Improve speed of transit trips for those who rely on it as their sole source of transportation	Consider how technology (autonomous vehicles) would impact projects on the list
Reduced fares would help	List is missing paratransit services
Like transit-only lanes – use shoulders and existing infrastructure or convert an existing travel lane – don't construct new lanes	Brisbane – separated bus guideways that were not an entire paved lane, concrete "tracks" for buses – could this reduce cost of building separated guideways?
Look at other cities similar to SD to see what their transit successes have been	
Is the Purple Line necessary if SANDAG moves forward with its transit vision (high speed trains on major corridors)	
<b>FOCUS PROJECTS</b>	
<b>GRADE SEPARATIONS</b>	
<b>PRO</b>	<b>CON</b>
Improved safety for pedestrians and cyclists	Significant capital investment
Speeds up transit service	Should only be considered for major corridors
Opportunity for beautification	Expanding transit lines that undergo grade separation would require additional infrastructure investment
May attract more people onto transit (transit not seen as a nuisance if separated from peds/bikes/vehicles)	Need to factor in maintenance costs
<b>MORE EXPRESS BUS SERVICE</b>	
<b>PRO</b>	<b>CON</b>
Transit time is competitive with the car	Not flexible compared to driving
Effective for service demand	Reliability
Potential for increasing ridership – if cars see fast bus passing them it advertises itself	Lack of priority measures in place (transit lanes, etc.)
Cost efficient	Connectivity at trip ends – first/last mile connections needed
	Fares can be high for express service

**TABLE #8**

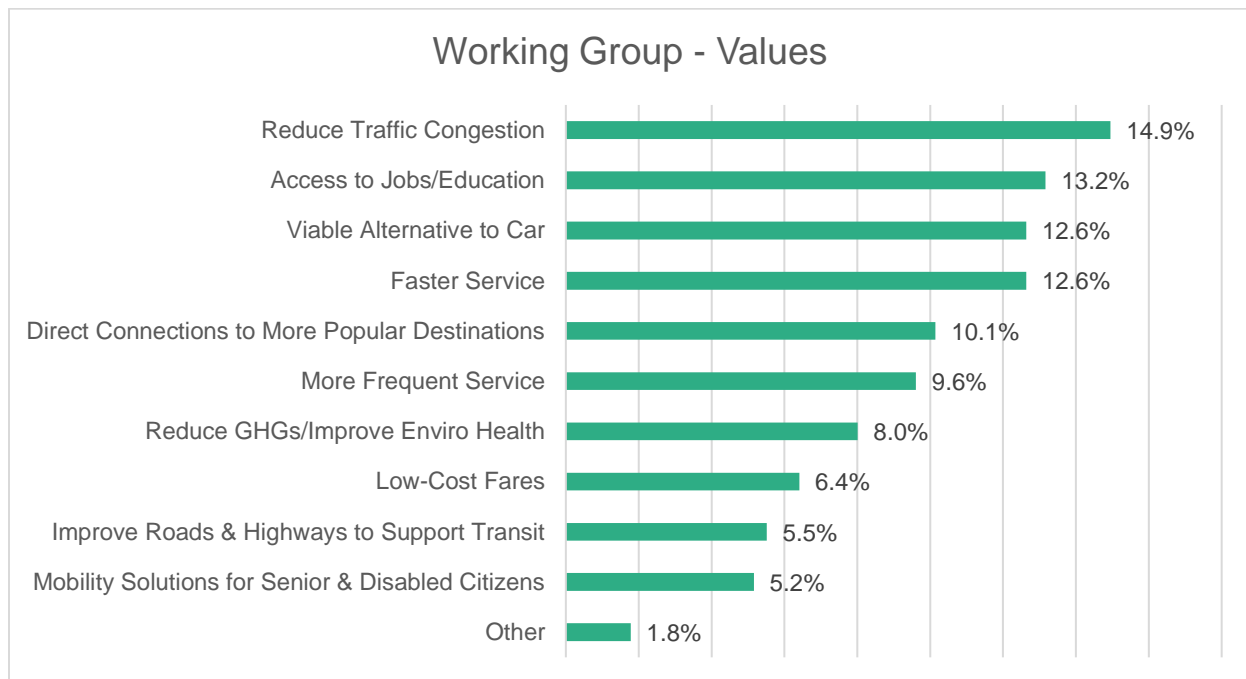
<b>PROJECT LIST</b>	
<b>IMPRESSIONS OF PROJECT LIST</b>	<b>WHAT IS MISSING FROM PROJECT LIST?</b>
Ensure projects benefit the largest population possible	Better accommodations for bike on trolley – at stations and bike share
Concerns about gondola/skyway security – no staff, confined space	Multimodal trip planning
Ensure commitment to low income riders	Create a border gateway/hub
Fast travel speeds – need to make transit competitive to car	
First/last mile connections important – pooled rides, grants to local jurisdictions for improvements tailored to communities	
Increase frequency on local routes	
Build density at transit	
Establish partnerships with TNCs (rideshare companies)	
<b>FOCUS PROJECTS</b>	
<b>BEACH ACCESS</b>	
<b>PRO</b>	<b>CON</b>
Broadens transit user base	Limited benefits for broader population
Attracts/supports tourism	
<b>NEW HIGHWAY TRANSIT UTILITY LANES</b>	
<b>PRO</b>	<b>CON</b>
Could evolve into faster rail service	Not many pedestrian accessible places near freeways
Serves longer distance commuter travel	Encourages development around freeways vs. walkable, bikeable, dense neighborhoods
<b>PURPLE LINE</b>	
<b>PRO</b>	<b>CON</b>
Improves access to faster transit	Trolley speed vs. commuter rail
Connects communities well	

## OVERVIEW OF WORKING GROUPS / WORKSHOPS

In addition to the Community Advisory Committee, MTS also developed working groups and hosted workshops to further understand priorities for specific groups of stakeholders. These audiences include:

- Accessibility Workshop (MTS ASAC meeting)
- Business Workshops
  - San Diego Chamber – BOMA
  - San Diego Chamber – Kearny Mesa
  - San Diego Chamber – Sorrento Valley
  - San Diego Chamber – Southeast San Diego
  - South County EDC
- City Leadership Meetings
- Education Working Group
- Environmental Working Group
- Labor Working Group

All five business workshops, the education working group and the labor working group completed\* the values exercise, and their results follow:



\*The Accessibility Working Group also participated in the values exercise, but those results were not recorded by staff before they were reused at another event.

Additionally, the Environmental Working Group completed a similar, but different values exercise, in which they ranked improving transportation equity as the top value, followed by reducing GHGs



and providing more frequent service. Reducing traffic congestion (top selection across other working groups) was the second-lowest priority for this group.

The format for each working group and/or workshop varied slightly, so individual meeting notes and/or executive summaries follow.



## ACCESSIBILITY WORKSHOP EXECUTIVE SUMMARY

Date: Thursday, June 13, 2019  
Location: MTS Offices, Downtown (ASAC Meeting)

### Overview:

MTS staff joined a regularly scheduled ASAC committee meeting. In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### Top Values:

Unfortunately, the tallies from the values activity were not recorded/were misplaced before the posters were taken to another Elevate SD outreach event.

### Round-Table Summaries:

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share what their transit priorities were, and what values/projects were most important to their communities. The following themes emerged among the three small groups:

- All three groups discussed faster service, with two groups identifying it as a top priority.
- Two of the three groups discussed more frequency/extended hours of service.
- Two of the three groups discussed maintaining affordability.
- Two of the three groups discussed improved amenities (benches, shelters, restrooms).
- Two of the three groups discussed safety/security.

### Top Three Takeaways:

At the conclusion of the round-tables, each group was asked to identify their 'top three takeaways' for MTS based on their group's discussions (i.e. of everything discussed at the event, identify what the three most important priorities/ideas were). Below is a summary of those priorities.

- Faster service (2):
  - Speed of service
  - Faster and frequent service
- Using tech to enhance and improve access to service
- Security – more security presence on Trolleys & at stations, lighting, emergency resources
- Solutions for limited mobility riders (better first-/last-mile, benches shelters)
- Expanded hours of service (AM/PM) – important for jobs!
- Like the Bay Ferry concept
- Increased accessibility for all
- Affordability

A full report of the small group discussions, and open comment is included below.



<b>Round-Table 1</b>
More Trolley lines
Tech & connections for disabled and senior communities (AIRA)
Access - People are outside the zones or in reduced service zones
Faster travel
Maintain affordability
Safety - especially on Trolleys
Improve efficiencies of access schedules
Ferry - Pro for military and reduced traffic on the 5
Speed of service for both fixed-route and Access (Access takes large detours)
Braille on bus blade polls (audio option since Braille is less commonly known)
Top Three Takeaways:
1. Speed of service
2. Using tech to enhance and improve access to services
3. Security - more security presence on Trolley & at stations, lighting, emergency resources
<b>Round-Table 2</b>
Frequency
Earlier AM/late night (especially) service - seconded
First and last-mile solutions (neighborhood circulators) - seconded
Space for bikes on board
Amenities for limited mobility riders (benches, shelters)
Job Centers: Goodwill, Salvation Army, Sea World
Mobility hubs/transit hubs outside downtown (North County, North Inland, East)
Safety and Security (staff) - communication channels for visually impaired riders
Like ferry concept - transportation and destination (three people)
Faster service
Airport (rail) - earlier service to airport
Top Three Takeaways:
1. Solutions for limited mobility riders (better first-mile/last-mile, benches, shelters)
2. Expanded hours of service (early AM/late PM) - important for jobs!
3. Like Bay Ferry concept
<b>Round-Table 3</b>
Faster and frequent service, 24-hour Trolleys
More direct service, fewer transfers
General affordability - pending disability applications
Infrastructure/facility improvements - sheltered stops
Improvement to announcement system to include more visual notifications (not just audio intercom announcements)

More bus service/routes/frequency
Restrooms (shower facilities at stations)
Skyway/Trolley to airport
Improved Trolley cars - trains where middle cars always deploy ramps
Top Three Takeaways:
1. Increased accessibility for all
2. Faster and frequent service
3. Affordability



## **SAN DIEGO CHAMBER OF COMMERCE WORKSHOP – BUILDING OFFICE MANAGERS ASSOCIATION (BOMA)**

Date: Wednesday, September 4, 2019  
Location: Riverwalk Golf Course – Mission Valley  
Attendees: 25

### **Overview:**

MTS partnered with the San Diego Chamber of Commerce to host a series of workshops for members. In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### **Top Values:**

1. Viable Alternative to Car (22)
2. Reduce Traffic Congestion (21)
3. More Frequent Service (16)
4. Faster Service (15)
5. Access to Jobs/Education (15)
6. Improve Roads & Highways to Support Transit (9)
7. Connect Directly to More Destinations (8)
8. Reduce GHGs/Improve Enviro Health (8)
9. Mobility Solutions for Senior & Disabled Citizens (7)
10. Low-Cost Fares (3)
11. Other (1)

### **Round-Table Summaries:**

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share what their transit priorities were, and what values/projects were most important to their communities. The following themes emerged among the three small groups:

- All three groups discussed better first and last mile solutions, with one group listing it as a top priority
- Two of the three groups cited access to jobs as a top priority
- Two of the three groups had issues related to time (faster, more direct service) as a top priority
- Two of the three groups discussed ideas for maximizing investment, and both had maximizing investments as a top priority

### **Top Three Takeaways:**

At the conclusion of the round-tables, each group was asked to identify their 'top three takeaways' for MTS based on their group's discussions (i.e. of everything discussed at the event, identify what the three most important priorities/ideas were). Below is a summary of those priorities.

- Access to jobs (2)
  - Faster commute/reduce travel time (with emphasis on access to jobs)
  - Access to jobs
- Faster service (2)
  - Time/convenience
  - Direct connections
- Maximize investment (2)

- Maximize land use in conjunction with transit
- Enhance current infrastructure (maximizing investment)
- First-/last-mile connections
- Security/safety
- Reliability
- Educate the public/change the culture (marketing), start people young

A full report of the small group discussions, and open comment is included below.

Round-Table 1
First and last mile solutions for job centers (ex: UCSD Hillcrest, Sorrento Valley)
Transit solutions for Sorrento Valley
Make stations community gathering spaces
Start with communities more likely to ride transit, and with likelihood for more density (integrated thinking/policies that support TOD)
Think about service for 2/3 shifts
Include housing/TOD goals in measure
Specific projects - more specific the better on the ballot
Leverage public-private partnerships
Quantify how effectively \$ is spent, leverage matching \$
Leverage enhanced infrastructure finance districts (EIFD) with measure
Top Three Takeaways:
1. Maximize land use in conjunction with transit
2. First-mile/last-mile connections
3. Faster commute/reduce travel time (with emphasis on access to jobs)
Round-Table 2
What's in it for me? (Message)
Focus on reducing traffic congestion
Viable alternatives to car fundamental
UTC-Sorrento
Find ways - better first-mile/last-mile - Sorrento
Direct connections
Employer programs (flexibility, education elements, premium/express service that accommodates workers - productivity)
Safety barrier
Better activate Trolley stops
More amenities
More visible Trolley stations
Park & Ride security
Tramway connections between residential zones
Otay Mesa - policy for new developments that support/plan for transit
Special event service - improve outreach/presence to attract new/oocasional passengers
Top Takeaways:
1. Security/safety
2. Access to jobs
3. Time/convenience
4. Reliability

Round-Table 3
Skyways less expensive (UTC, Downtown, job hubs)
Enhancing current infrastructure - maximizing investment
First-mile/last-mile
Education, start people young in transit/culture
Family passes
More employers providing transit passes
Top Three Takeaways:
1. Enhancing current infrastructure (maximizing investment)
2. Direct connections
3. Educate the public/change the culture (marketing), start people young



## **SAN DIEGO CHAMBER OF COMMERCE WORKSHOP – KEARNY MESA**

Date: Wednesday, September 11, 2019

Location: San Diego County Water Authority Offices – Kearny Mesa

### **Overview:**

MTS partnered with the San Diego Chamber of Commerce to host a series of workshops for members. In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### **Top Values:**

1. Viable Alternative to Car (8)
2. Access to Jobs/Education (8)
3. Faster Service (7)
4. Connect Directly to More Destinations (7)
5. More Frequent Service (6)
6. Reduce Traffic Congestion (5)
7. Reduce GHGs/Improve Enviro Health (5)
8. Mobility Solutions for Senior & Disabled Citizens (4)
9. Improve Roads & Highways to Support Transit (2)
10. Low-Cost Fares (2)
11. Other (1): Mobility for all (parents, seniors, etc.)/first responder considerate/match working hours to hours of operation

### **Round-Table Summaries:**

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share what their transit priorities were, and what values/projects were most important to their communities. The following themes emerged between the two small groups:

- Both groups listed better first and last mile solutions as a top priority
- Both groups discussed access to/focus on jobs (service to job centers, matching service hours to work hours – including alternative work shifts, employer partnerships, faster/more express service)

### **Top Three Takeaways:**

At the conclusion of the round-tables, each group was asked to identify their 'top three takeaways' for MTS based on their group's discussions (i.e. of everything discussed at the event, identify what the three most important priorities/ideas were). Below is a summary of those priorities.

- First and last mile solutions (2)
  - Mobility hubs/more micro-transit centers (first/last-mile solutions)
  - First and last mile mobility
- Better match transit service to work schedules (including alternative schedules)
- Dedicated transit lanes (faster service, can be used for emergency)
- More transit options, diverse transit alternatives
- Balanced approach and have mobility for all
- Employer partnerships for flexible work hours

A full report of the small group discussions, and open comment is included below.



Round-Table 1
Like ferry idea
Quick changes to improve service faster - provide quick relief (especially to Kearny Mesa)
Airport as job center - earlier and later service
Improved amenities - transit centers in Kearny Mesa, mobility hubs
Parking challenges on Convoy - service/shuttles for Convoy
Improved service to Mesa College - more direct/faster service
Express service from South Bay
Get younger riders
More dedicated lanes
Smaller shuttles for Convoy (like FRED) - first/last mile issues
Convoy being rezoned for more mixed-use density
Work with County (and other large employers, SDG&E, etc.) to change employee behavior
Top Three Takeaways:
1. Better match transit service to work schedules (including alternative schedules)
2. Mobility hubs/more micro-transit centers (first/last-mile solutions)
3. Dedicated transit lanes (faster service, can be used for emergency)
Round Table 2
Focus on job centers
First and last mile mobility (walking mile instead of geographic mile)
More transit options, diverse transit alternatives
Balanced approach and have mobility for all
Focus and find transit solutions for senior centers
More education and training programs
Connections to Sorrento Valley job centers and military
Employer partnerships for flexible work hours
Income-based fare reduction
Top Three Takeaways:
1. First and last mile mobility
2. More transit options, diverse transit alternatives
3. Balanced approach and have mobility for all
4. Employer partnerships for flexible work hours



## **SAN DIEGO CHAMBER OF COMMERCE WORKSHOP – SORRENTO VALLEY**

Date: Monday, August 12, 2019  
Location: Farmer & The Seahorse – UTC  
Attendees: 14

### **Overview:**

MTS partnered with the San Diego Chamber of Commerce to host a series of workshops for members. In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### **Top Values:**

1. Connect Directly to More Destinations (14)
2. Reduce Traffic Congestion (12)
3. Viable Alternative to Car (10)
4. Faster Service (10)
5. Reduce GHGs/Improve Enviro Health (9)
6. Access to Jobs/Education (7)
7. Low-Cost Fares (4)
8. Improve Roads & Highways to Support Transit (2)
9. More Frequent Service (1)
10. Mobility Solutions for Senior & Disabled Citizens (1)
11. Other (0)

### **Round-Table Summaries:**

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share what their transit priorities were, and what values/projects were most important to their communities. The following themes emerged between the three small groups:

- All three groups discussed faster service and listed it as a priority. Ideas around making transit faster generated the majority of discussion and included: more direct connections/fewer stops, express routes, competitive/viable alternative to car, dedicated lanes for faster service, connections from residential to job centers, etc.
- Two of the three groups mentioned better connections between MTS and NCTD.
- Two of the three groups liked skyways as a concept/solution.

### **Top Three Takeaways:**

At the conclusion of the round-tables, each group was asked to identify their 'top three takeaways' for MTS based on their group's discussions (i.e. of everything discussed at the event, identify what the three most important priorities/ideas were). Below is a summary of those priorities.

- More transit more competitive/faster (3)
  - Faster service
  - Make transit competitive with the car
  - More direct connections within the region/area



- Connecting Mid-Coast to employment centers
- Mobility hubs with amenities for working riders
- Make transit more reliable/frequent
- New project concepts like ferries/skyway
- First/last-mile connections to Trolley
- Better connections between MTS and NCTD

A full report of the small group discussions, and open comment is included below.

Round-Table 1
Connections from Mid-Coast to employment centers (shuttles) - three people
Mobility hubs/amenities center (dry cleaning, banks, post office)
Leverage partnerships with businesses/employers
Dedicated lanes for transit (faster service)
Mobility solutions for senior riders (mobility on demand)
More immediate improvements
Top Three Takeaways:
1. Connecting Mid-Coast to employment centers
2. Mobility hubs with amenities for working riders
3. Faster service
Round-Table 2
What's Important to Us:
- Improving connectivity from residential areas (South Bay)
- Better connections from rail (Green Line) to coastal rail
- Make transit competitive with the car (want to take transit, but it takes too long)
- Getting transit to work for working families
- More frequent service
- Skyways and ferry system
What We'd Like to See:
- Make transit work for working families
- How can agencies help in educating workforce about transit (supporters of transit)
Top Three Takeaways:
1. Make transit competitive with the car
2. Make transit more reliable/frequent
3. New project concepts like ferries/skyway
Round-Table 3
Connections to Trolley - last few miles
Partner with rideshare
Better connections between MTS and NCTD
Skyway
More direct connections
Fewer stops
Express routes
Alternatives to the car
Regional pass/fare
Reliability of bus and Trolley

More South County to North County connections - direct and faster
Dedicated bus lanes/routes
Top Three Takeaways:
1. First-last mile connections to Trolley
2. Better connections between MTS and NCTD
3. More direct connections within the region/area



## **SAN DIEGO CHAMBER OF COMMERCE WORKSHOP – SOUTHEAST SAN DIEGO**

Date: Wednesday, September 11, 2019  
Location: Jacobs Center for Neighborhood Innovation – Chollas/Valencia Park  
Attendees: 12

### **Overview:**

MTS partnered with the San Diego Chamber of Commerce to host a series of workshops for members. This meeting was co-hosted by the Central San Diego Black Chamber of Commerce as well. In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### **Top Values:**

1. Faster Service (12)
2. Reduce Traffic Congestion (10)
3. Viable Alternative to Car (10)
4. Access to Jobs/Education (8)
5. Low-Cost Fares (6)
6. Connect Directly to More Destinations (4)
7. More Frequent Service (4)
8. Reduce GHGs/Improve Enviro Health (3)
9. Mobility Solutions for Senior & Disabled Citizens (3)
10. Improve Roads & Highways to Support Transit (2)
11. Other (0)

### **Round-Table Summaries:**

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share what their transit priorities were, and what values/projects were most important to their communities. The following themes emerged between the two small groups:

- All three groups

### **Top Three Takeaways:**

At the conclusion of the round-tables, each group was asked to identify their 'top three takeaways' for MTS based on their group's discussions (i.e. of everything discussed at the event, identify what the three most important priorities/ideas were). Below is a summary of those priorities.

- Faster, more direct service
- Low fares for youth
- Let transit improve quality of life (take back commute time)
- Safety and security/amenities
- Making transit a viable option for working parents

A full report of the small group discussions, and open comment is included below.

Round-Table 1
What We Like:
- Use existing infrastructure (could be faster/less expensive)
- Faster/more direct service (seconded)
- Being competitive with the car
- Low-cost fares (free fares)
- More frequent service on the Blue Line
- Skyways - connected to wider transit system
- Improved quality of life (faster service)
- Waterways - Chula Vista Bayfront water taxi
What We'd Like to See:
- Incorporate new tech (autonomous vehicles, wifi on vehicles)
- Connecting app to rideshare services
- Better access to transit - improved pedestrian/bike paths
- Bring jobs to South Bay - Connect to more jobs
- Counter flow lanes - connection to transit stations
- Rider/employment programs
Top Three Takeaways:
1. Faster, more direct service
2. Low fares for youth
3. Let transit improve quality of life (take back commute time)
Round-Table 2
Partner with childcare providers for first-mile/last-mile to provide solutions for parents (fast service options)
Safety & security is a problem (cleanliness)
Capitalize off Port's mobility plan
Service to bio-tech and defense contractors
Mobility hub in Sorrento Valley
Amenities - safety, comfort, wifi (ability to be productive) - Walmart vs Target (seconded)
Skyways (exciting) - to the beach, question re: safety on skyway
Top Takeaways:
1. Safety & Security/Amenities
2. Making transit a viable option for working parents.





## **SOUTH COUNTY EDC BUSINESS WORKSHOP**

Date: Thursday, July 25, 2019  
Location: South County EDC Offices – Chula Vista  
Attendees: 27

### **Overview:**

MTS partnered with the South County Economic Development Council to host a workshop for members. In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### **Top Values:**

1. Reduce Traffic Congestion (25)
2. Viable Alternative to Car (17)
3. Faster Service (14)
4. Connect Directly to More Destinations (13)
5. Low-Cost Fares (13)
6. Access to Jobs/Education (12)
7. Reduce GHGs/Improve Enviro Health (12)
8. More Frequent Service (10)
9. Improve Roads & Highways to Support Transit (9)
10. Other (6)
  - Provide local loops, tailored to meet area needs (3)
  - Work with school districts, SANDAG and other jurisdictions to reduce trips that tens of thousands of parents are making daily to drop kids off at schools
  - Free passes for high school students/ED programs
  - Water taxis connecting South Bay cities
  - Remove 125 toll-free
  - Incentives/subsidy/free passes for high school/college students/low-income students
  - Linking transit with ferry & bike networks (single-payment cards/system)
11. Mobility Solutions for Senior & Disabled Citizens (3)

### **Round-Table Summaries:**

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share what their initial impressions of the potential project list was, and identify pros and cons. There was a wide range of topics discussed, but the following themes emerged among the five small groups:

- Four of the five groups liked the waterway concept for reasons that include offering an alternative to I-5, connecting Chula Vista and downtown Convention Centers, linking ferry service to other existing transit and more.
- Three of the five groups discussed circulators as a desired solution, both to exist within smaller communities and to better connect South Bay communities to each other.
- Three of the five groups also expressed desire/need for transit solution for the Cross Border Expressway (CBX, connection to Tijuana International Airport).

### **Final Thoughts:**

At the conclusion of the round-tables, each individual attendee was asked to name their final thought, the value or project that was most important to them/their community. Those responses included:

- Faster/safe service (3)
  - Faster/safe service for youth
  - Fast/seamless/safe
  - Faster Blue Line (frequency and express)
- First/last-mile (2)
- More frequent service (2)
  - Frequency and consistency
  - More frequency and extended service in Otay
- Mobility hubs (2)
  - Mobility hubs are important
  - San Ysidro Intermodal Transit Center, allow personal vehicles at border centers
- Airport connections (2)
  - Airport
  - Don't forget CBX
- Flexibility
- Connecting routes
- Think about how to incorporate autonomous vehicles
- Improve Rapid 225 service (make HOV lane 3+ in peak hours)
- Freight from TJ to San Diego (Desert Line)
- Flexible lanes/improved connections
- BRT on SR-54
- More east Chula Vista service
- Look at enforced policies for transit as climate solutions
- 24/7 service
- Autonomous vehicles and more South Bay development

<b>Round-Table 1</b>
Task 1: Resonates:
- 805 corridor service (Purple Line LRT) - circled
- Improving fare tech
- Waterways
- Beach access
- Special event services - transit incentives
Incentives for non-driving (Mexico City model)
SR-54 corridor - circled
Flexible work hours
Task 2: Pros-Cons:
- Purple Line pro: reduces congestion, LRT = electric
- Water ferries pro: alternative to 5, faster implementation
- Implementation timelines = sooner relief
<b>Round-Table 2</b>
No inclusion of Otay Mesa/San Ysidro - San Ysidro ITC
More local service (circulators) in Otay Mesa
24-hr service (extend service hours) south of Mission Valley
Look at other data when planning routes (beyond job numbers) to shifts
Include southern loop (San Ysidro - Otay - Eastlake - H Street)
Blue Line Express
Connection to CBX (bus, skyway, other)
SD Airport to SBX connection
Task 2:
Increased bus & Trolley service in Otay Mesa/San Ysidro would benefit 2/3 shift workers (pro)
San Ysidro ITC (mobility hub)
<b>Round-Table 3</b>
Autonomous vehicles, shared
Ferry to National City
Connecting Otay Ranch-Eastlake
Connect college students - commuter routes to university with buses, Rapids, Express ways (Southwestern)
Connect downtown to UCSD
Partnership with SANDAG to remove toll road and allow buses in
Expand Rapid
Free or reduced passes for students and seniors
Airport connection
Consider H instead of J Street for ferry stop (where future convention center entrance will be)

Mobility centers to workplace
Talk to community about routes that make sense to them
<b>Round-Table 4</b>
East-west connections (seconded)
Ferries- link to other services
Increased frequencies - circled
Work-oriented
More BRT
Reduced fares (income based, free for students)
Integrate with TJ transit
Utilize existing infrastructure
Clean & safe
What's Missing:
- Bus lane on bridge
- Circulator - expanded downtowns and beyond
- Connecting education
<b>Round-Table 5</b>
Skyways (like lower cost vs LRV) (seconded)
Solutions for I-805 (counterflow, shoulders, expand HOV lanes for transit use: 3+) - circled
First & last mile solutions (mobility hubs) - circled
Otay Mesa as employment center
Public transit as Uber/Lyft (mobility on demand for all)
Work with employers for shuttles
Waterway (three people like); connecting convention centers - circled
Service to CBX (airports in general)
Solution for freight from Mexico into US (Desert Line)
Service to military bases
Service to Aquatica and amphitheater (seconded)
Free circulators (hop-on/hop-off, like FRED) in National City and Chula Vista to connect downtowns
Connection for Bayfront to downtown Chula Vista
More bike capacity on buses (seconded)
Increase Trolley frequency (especially during commute times)
More service into east South Bay communities
Follow-through on grade separations in South Bay
<b>Final Thoughts (Entire Group)</b>
Mobility hubs are important
Airport
Flexibility
Connecting routes
Rapid/service for colleges

Think about how to incorporate autonomous vehicles
Improve Rapid 225 service (make HOV lane 3+ in peak hours)
First/last-mile (two)
Faster/safe service for youth
Freight from TJ to San Diego (Desert Line)
Frequency and consistency
Flexible lanes/improved connections
Fast/seamless/safe
BRT on SR-54
More East Chula Vista service
Look at enforced policies for transit as climate solutions
San Ysidro ITC/allow personal vehicles at border centers
Faster Blue Line (frequency and express)
More frequency and extended service in Otay
Don't forget CBX
24/7 service
Autonomous vehicles and more South Bay development

Comments:
Jobs North of I-8 (Sorrento Valley) Technology/Finance (first shift majority). Jobs City of SD & South (manufacturing/processing) - 1st, 2nd, 3rd shift majority. Airport - CBX is neglected.
What are the funding alternatives proposed to pay for these improvements? Based on what we've seen taxing gas is not a viable solution. Is there a plan for congestion pricing? What are the planning visions to add concessions/vending alternatives proposed at the first and last mile hubs? How can we create them as "places to be?"
Mobility hubs - people would more likely use transit if they can be picked up from a Trolley/bus to their job center. Connection to Airport. Make public transit more palatable by extending hours and also run transit on weekends (certain communities do not have weekend service)
How can we get SWC at a working group (involving students)? (We will host) Reduce fees for youth/students up to 24. Use Rapid and Express shuttles to mirror student commute pattern to college (i.e. currently takes 40 mins on bus to travel from Otay Ranch to SWC - 7 miles; 1.5 hours from San Ysidro; 1 hour from National City, etc.) zencarnacion@swccd.edu
Ease 805 congestion - maybe toll option which switches direction, similar to I-15. More public transit routes in Otay Ranch/Eastlake area (Hunte & Otay Lakes Road as example). Loop from east to west Chula Vista.
Localized loops tailored to small area needs. Small vehicles with frequent service. People may be easily able to get to stores, etc. but can't carry their groceries home. Connect areas with high-synergy. Connect to local parks and recreation facilities. Connect stadiums and event sights with large parking lots. Enables system flexibility.
Remove 125 toll road - toll free. Increasing ridership. Decrease commute time.

Great list of BRT routes and links - like airport connection, EV focus, tramways and BRT (flex lanes). Missing/projects: Circular link in elevate skyway; flexible (peak hour) BRT on Coronado bridge (901 or 904); Linked schedules and payment systems; water transport focus on a mixed audience of tourism and commuters (link schedules to transit options); cleaner Border transit connection options; incentives for vendors to conform to single system

It would be critical for us to include a binational component to this connection; not for tourism but to reduce pollution by ensuring that we get out of cars to reduce pollution



## CITY LEADERSHIP WORKSHOP – EAST COUNTY

Date: August 15, 2019  
Location: La Mesa Police Department  
Attendees: 10

### Overview:

MTS met with city managers and staff to discuss Elevate SD 2020. In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### Attendees:

1. La Mesa
2. Santee
3. El Cajon
4. Lemon Grove

### Discussion Guide – MTS used the following questions to help guide the discussion:

**Q1: Climate Action Plans (CAP):** What stage, if any, of development is your CAP in? In what ways is transit playing a role in meeting plan goals?

**Q2: BRT:** One of the project concepts for Elevate SD 2020 is expanding the network of Bus Rapid Transit, which require stretches of dedicated guideways. What are the corridors in your city that you think would support a dedicated utility lane for transit, first responders, bikes, etc.?

**Q3: Grants/Dedicated Revenue:** Two options MTS is examining to help cities improve access to transit in Elevate SD 2020 is through a grant program and/or dedicated revenue stream.

*Part 1:* What are some projects your city is currently working on to improve access to transit, or could work on in the future with additional funds from Elevate SD 2020?

*Part 2:* What is your city's experience with TransNet's three grant programs (see brief descriptions below)? Are they working for your city?

1. Smart Growth Incentive Program (mixed-use, transit-oriented developments)
2. Active Transportation Grant Program (connectivity to transit, schools, retail centers, parks, etc.)
3. Specialized Transportation Grant Program (expand mobility options for seniors and people with disabilities)

**Q4: Landscape of local sales taxes:** There's a cap on local sales taxes in California at 9.25%. Where does your city currently stand with this cap and how would Elevate SD 2020's projected ask of ½-cent impact your city's ceiling? Does your city have any efforts underway to ask residents for more funding in 2020 through a similar sales tax?



## **Discussion Notes:**

### **Q1: CAPs**

La Mesa: Adopted a Climate Action Plan in March 2018. And alternative transportation is big for GhG emissions reductions. The city has a transportation goal of 6% reduction in vehicle miles travel; 25.1. is the "base line" reduction to reach 6% by 2035. Transportation demand management. Police station site could be redeveloped. They are in talks with developer, and would like to have transit passes as part of any redevelopment deal.

Paul Jablonski: How specific is CAP in respects to transit- Is it generic or does it specifically spell out transit?

A: It could be transitioned to electric vehicles or transit. But data is hard to obtain on how this could be measured.

Santee: Climate Action Plan goes to council on Aug 28<sup>th</sup>. Plan started 4 years ago. Moving forward with CAP- relative to transit there is a factor included specifically with reduction of VMT. Most of outcomes are phrased to have generic answers.

Santee is required to have a charging station for the past 3 years for any new house.

El Cajon: CAP adopted last month. Served with a lawsuit yesterday. CAP might be put on hold because of the lawsuit. The language is both generic and aspirational. Worded in a broad way. El Cajon's employment centers are more spread out, but the city is interested in new development.

Lawsuit: It's about the CCA it's not about the reducing VMT, focuses on the greener choices.

Lemon Grove: Doesn't have a CAP, received an extension by SANDAG, doing public outreach. Transportation is the biggest part of it as 60% of reduction would come from transit. Another percentage would come from bikes and electric vehicles.

### **Q2: Possible BRT Routes in City**

La Mesa: Hasn't identified any specific locations. Fletcher Parkway, University Avenue could be a possibility.

Open question: Where are people traveling to work that live in your cities?

Santee: Most of people going straight to Sorrento and Kearny Mesa. Some going to Chula Vista. And a little from Downtown to East County.

Santee (regarding BRT): There is no dedicated BRT lane that could happen in Santee during commuting hours, every lane is stacked. HWY 52, first priority is to widen the lanes. They had a BRT but no one rode it because it was stuck in traffic with all other cars.



Overall sentiment is that the Santee community is interested in more transit options but not immediately because the problem is current traffic challenges, they can't get on the 52, so it's a problem for many people.

Request for Elevate SD 2020 Phase 1 of projects - help east county

Could we do something about Magnolia to get people to other locations? (sic)

El Cajon: There are some political constraints. El Cajon hasn't had discussions about that policy, but the idea is not well received. The corridors have been there a long time, same corridors are vehicle reliant. Constraints are political and physical built environment.

El Cajon doesn't have the same problems to get to the highways as Santee. Our freeway access points are pretty accessible.

Lemon Grove: Access to 94 is relatively easy. Many people going to Downtown SD, Military areas. New families, affordable for first time homebuyers.

### **Q3: Grants/Dedicated Revenue**

El Cajon: Did the CAP and got \$5.2 million active transportation grant to assist with pedestrian lighting. El Cajon does not have a dedicated funding source for capital improvements. Transportation projects almost entirely grant funded.

La Mesa: Specialized transportation grant funded, but funding is getting reduced.

Lemon Grove: Transnet and gas tax funds are the primary sources for any capital improvements done. Lemon Grove has also applied for and received smart growth grants.

La Mesa & Santee: Both cities claimed \$50-100 million in backlog for transportation projects. List is pretty consistent, and some other projects might get added based on community influence, etc.

### **Q4: Landscape of local sales taxes**

Lemon Grove: Citizens' initiative for a  $\frac{3}{4}$  cent measure in March. If approved it would get them to 8.5%

La Mesa already at 8.5%

Santee: no dedicated sales tax measure. City council agreed to listen about a revenue discussion, and alternative of revenue streams, (grants, zoning for property value, marijuana, and with lower interest a talked about a ballot measure)

Will need harder push because residents don't see a lot of proof. "Do you want me to pay more for something I don't see" If there are other things happening that could show benefit, but in Santee many people don't want to pay taxes.



**Group discussion: Safety and Security**

Much of the shoplifting happens from people coming from the trolley in Santee. Concerned about safety, looking to work with MTS on that.

Better safety could help motivate people to vote for the sales tax measure.

People are not riding the trolley for work.

La Mesa: Seniors are having difficulty getting senior passes.



## CITY LEADERSHIP WORKSHOP – SOUTH COUNTY

Date: August 23, 2019  
Location: Chula Vista Community Center  
Attendees: 11

### Overview:

MTS met with city managers and staff to discuss Elevate SD 2020. In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### Attendees:

1. National City
2. Imperial Beach
3. Chula Vista
4. Coronado

### Discussion Guide – MTS used the following questions to help guide the discussion:

**Q1: Climate Action Plans (CAP):** What stage, if any, of development is your CAP in? In what ways is transit playing a role in meeting plan goals?

**Q2: BRT:** One of the project concepts for Elevate SD 2020 is expanding the network of Bus Rapid Transit, which require stretches of dedicated guideways. What are the corridors in your city that you think would support a dedicated utility lane for transit, first responders, bikes, etc.?

**Q3: Grants/Dedicated Revenue:** Two options MTS is examining to help cities improve access to transit in Elevate SD 2020 is through a grant program and/or dedicated revenue stream.

*Part 1:* What are some projects your city is currently working on to improve access to transit, or could work on in the future with additional funds from Elevate SD 2020?

*Part 2:* What is your city's experience with TransNet's three grant programs (see brief descriptions below)? Are they working for your city?

1. Smart Growth Incentive Program (mixed-use, transit-oriented developments)
2. Active Transportation Grant Program (connectivity to transit, schools, retail centers, parks, etc.)
3. Specialized Transportation Grant Program (expand mobility options for seniors and people with disabilities)

**Q4: Landscape of local sales taxes:** There's a cap on local sales taxes in California at 9.25%. Where does your city currently stand with this cap and how would Elevate SD 2020's projected ask of ½-cent impact your city's ceiling? Does your city have any efforts underway to ask residents for more funding in 2020 through a similar sales tax?

## Discussion Notes:

**National City:** Working with SANDAG to implement new guidelines regarding BRT. Working to develop CAP- their deadline is middle of next year to adopt a plan.

They have several grants with Sweetwater road for bike lanes.

Regarding transit: They have a few grants that they can use for bike lanes and could be related to transit.

**City of Coronado:** No court order for CAP. They are doing it voluntarily. They will be looking for a year-round version of free summer shuttle. Parking is very difficult to find, they looked around other cities like Monterrey and Laguna, and they operate very close to their free summer shuttle. Possibly blueprint is cities own the equipment and work with local transit agency for operation.

Regarding Ferry concept, they would like for it to be more integrated with transit. They will add 6 round trips in the morning on it, they want to see more service integrates and the Navy involved as well.

No plans to increase sales tax.

A citizen's initiative in Coronado would prohibit certain traffic movements on the road, like left hand turns all the way up to Orange Ave. They would like the Navy to open up the gate to ferry service. Getting bus service into the base would be great. They are not open to give transit a dedicated lane because there is not room, and road space is limited. They have a shuttle and they try to make it look like it's not public transit.

Bay ferry service: Coronado said San Diego is the only city with such bay, where the ferry service is not federally subsidized. 32<sup>nd</sup> Street to ferry landing in North Island, or 32<sup>nd</sup> Street to Point Loma. Coronado suggests a ferry for military personnel would go from secure location to secure location.

It might require South County push, and support from the Navy.

Coronado City Council is not thrilled with SANDAGs plan. They will only support it if residents want it, and most of the time the city council will support plans that have support from the residents, even if they aren't thrilled with it.

They are interested in the following:

- o Free summer shuttle making it year round
- o Servicing naval bases
- o Ferry service- Potential to grow and ease congestion off the bridge.

**Imperial Beach:** They adopted their CAP in July. CAP in Imperial Beach is similar to Coronado. It might not be so hard to implement. The CAP focuses on safer roads and bike lanes among other things. IB has done the most they can do with transit like double bus stops in certain areas.

Providing affordable housing around transit stations is not looked at favorably by the cities that are looking to add more transit service. They feel like they are being punished for adding transit service because of SANDAG's plan that mandates an increase in housing depending on the transit stations in the city.

IB is completely built out, the population number hasn't changed since 1990. They would like a free shuttle. Some residents don't have cars. Maybe more free shuttles in the smaller communities. They think a small shuttle that goes in circles in the main areas could ease traffic and parking for many people. Incorporating the bay with a ferry system would be amazing and it would make it a top tourism attraction.

Bottom line: Local shuttle – If we want people to seriously consider a revenue measure, residents will ask what is in there for me, or what is in it for their neighborhoods at the local level.

**Chula Vista:** Want to launch a shuttle program, but they are still very restricted. Once the Bayfront project is done they will be launching a shuttle that will go to downtown back and forth.

CV wants to expand lanes for electric vehicles. Scooters could be an option for first and last mile transportation. They would want to partner up to better signal priority for H Street and the main stops in CV. H street is designated for a BRT. They would like to expand the existing transit system. East Chula Vista doesn't have many transit options, so there isn't a lot of ridership. They are interested in the Purple Line but aren't sure because details are limited about where it goes. South Olay is developing as a "business center", freeway 125 leads to that area, and some companies don't want to move there because of the toll road. CV wants the tolls to expire earlier. Another thing CV is working on is increasing the number of electric vehicle stations. They'd like to focus on that first mile and last mile transportation that could increase transit.



## EDUCATION WORKING GROUP – MEETING 1 EXECUTIVE SUMMARY

Date: Thursday, August 8, 2019

Location: South County Regional Education Center – National City

Attendees: 16

### Overview:

In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### Top Values:

Participants were given five stickers, and asked to identify their top values that should help shape the future of transit. Below are the results:

1. Provide access to jobs and education (16)
2. Provide more frequent service (11)
3. Connect more directly to destinations (11)
4. Provide low-cost fares (8)
5. Help senior and disabled citizens with mobility (7)
6. Provide faster service (5)
7. Reduce traffic congestion (5)
8. Provide viable alternatives to a car (4)
9. Improve roads and highways to support transit (4)
10. Reduce GHGs/Benefit the environment (2)
11. Other (2):
  - Safety education for community and students regarding homeless
  - Reliability – focus on speed and road improvements

### Round-Table Summaries:

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share what they thought of the project concepts discussed in the presentation by MTS staff. The two groups ended up being split mostly into one group of mostly college campuses, and the other K-12 education sites. While the most important items for the groups varied, the following themes emerged:

- Both groups discussed increased frequency on the system (with the group of college representatives specifically mentioning more night service)
- Both groups discussed increased safety and increased safety education
- Both groups also discussed low/competitive fares (the K-12 group discussed affordability in general, for low-income students and families; and the college group mentioned cost in relation to being competitive to parking costs on campus)

A full report of the discussion is included below.



<b>Roundtable 1 (mostly college campuses, one high school special ed)</b>
More routes in East County, services mid-day
Access to jobs for students. Increase service depending on hour demand.
More safety at night and increase education outreach for students.
Improve service levels at night and weekends that can allow for students to reach their jobs, explore, and access more activities.
Student housing hubs (Beach areas i.e. Mission, Pacific Beach, Mission Bay Aquatic Center)
Increase frequency and service for local commuter students across the region coming to SDSU, Point Loma Nazarene
- UCSD students mainly Mira Mesa, Claremont Mesa – Increasing frequency
Improve speed and reliability
Dedicated transit lanes shared with HOV
Invest (A LOT) in bus service for Trolley extension.
Invest in technology for fare system and real time bus schedule.
Integrate with campus shuttle services for real-time bus alerts.
Service around pick up drop off times at schools.
Better infrastructure including expanding to air and underground.
Student trends:
- Less and less students looking to get licenses (preferring Uber and Lyft)
- Students are more open to using transit, but reliability is a factor as well as capacity issue at UCSD
- Price points are a barrier compared to parking.
- Newer generations are more receptive to transit messaging and are motivated by sustainability.
- USD survey.
- Possibility of weekend only pass for students who live on campus and only travel far distances on the weekends.
Top Three Takeaways:
1. Speed and reliability (increase frequency)
2. Capacity (more routes and service in more areas)
3. Service areas where students are (housing hubs, park & ride options)
<b>Roundtable 2 (mostly K-12 education + Grossmont Community College)</b>
More frequency
Increase safety
Use for homeless families, lower fares
Youth passes for low income students coming from south Bay/TJ to Grossmont.
Need to better align bus schedule with school schedule
Fare costs can be a make or break for students.
Include service planning for rural areas, and increase to daily service as opposed to only a few days a week.
Mobility on demand

Drop off and pick up near or coincide with the K-6 child drop off times.
Parents don't trust children walking alone anymore.
Shuttles around trolley stations. Gillespie to Grossmont shuttle
Explore possibility of creating an emergency fund for students who can't afford monthly passes due to financial hardship.
Eliminate or make transfers more convenient
Connect childcare institutions with schools or campuses
Other fair options: 2-day per week pass.
Infrastructure:
Skyway to connect to beach.
National City has a lot of new development, lots of housing construction in the works, but little parking is being provided.
Top Three Takeaways:
1. Flexibility
2. Equity access to all areas for students
3. Frequency/duration - help drop-off and pick-ups at school zone areas



## ENVIRONMENTAL WORKING GROUP – MEETING 1

Date: Tuesday, July 16, 2019

Location: Mission Valley Library, Community Room 7

Attendees: 15

Participants	MTS and City Staff and Consulting Team
<ol style="list-style-type: none"> <li>1. Patrick McDonough (SD Coastkeeper)</li> <li>2. Rosa Olascoaga (Mid-City CAN)</li> <li>3. Bee Mittermiller (San Diego 350)</li> <li>4. Sophie Wolfram (Climate Action Campaign)</li> <li>5. Keri Platt (Cleveland National Forest Foundation)</li> <li>6. Anjeena Sahni (Center on Policy Initiatives)</li> <li>7. Pamela Heatherington (Environmental Center of San Diego)</li> <li>8. Kyle Rentschler (Sierra Club, San Diego Chapter)</li> <li>9. David Grubb (Sierra Club, San Diego Chapter)</li> <li>10. Maya Rosas (Circulate San Diego)</li> <li>11. Roman Partida-Lopez (The Greenlining Institute)</li> <li>12. Vianney Ruvalcaba (City Heights Community Development Corporation)</li> <li>13. Oscar Medina (Environmental Health Coalition)</li> <li>14. Carolina Martinez (Environmental Health Coalition)</li> <li>15. Jennifer Hunt (San Diego Bicycle Coalition)</li> </ol>	<ol style="list-style-type: none"> <li>1. Rob Schupp (MTS)</li> <li>2. Sharon Cooney (MTS)</li> <li>3. Denis Desmond (MTS)</li> <li>4. Marcus Bush (City of SD)</li> <li>5. Rachel Laing (ThreeSixty Public Strategies)</li> <li>6. Sara Kent (ThreeSixty Public Strategies)</li> </ol>

### Meeting Agenda:

- 1) Introduction by moderator; Brief roundtable introductions
- 2) Elevate SD 2020: Initial Perceptions, Engagement of Advisory Group Members
- 3) MTS Presentation: Summary of current service levels, challenges to improvements; potential expansion options
- 4) Transportation Equity Metrics discussion
- 5) Small groups discussions
- 6) Summarize priorities of each table
- 7) Q&A
- 8) Closing remarks

### General Feedback:

- Enthusiasm about improving frequency and routes
- Preference to prioritize increasing service where ridership is already high
- Reducing regional greenhouse gas emissions is important to all attendees
- Strong consensus that equity should be a priority with measurable outcomes

### **Concerns:**

- Water-based transit might increase pollution in the Bay
- Skyways in areas with low current ridership, such as Sorrento Valley, will be expensive and might not significantly increase transit usage
- The trolley to the airport should be primarily funded by the airlines, and not compete with other projects for funding in Elevate SD 2020
- Need network-wide modeling rather than fragmented segments
- Some proposals are a perception problem, not a transit availability problem. There are already buses that go to beach communities – perhaps branding them as Beach Buses would be adequate
- Tech-based “last mile” solutions would limit people with vision-related disabilities and people with limited phone data plans
- Grade separations might speed up cars and not be compatible with certain pedestrian-heavy uses, including near trolley stations
- Should not build additional highway lanes; any Rapid or Express lanes should be created by repurposing existing HOV lanes (or shoulders). Then they would be widely supported.

### **Broad Group Support:**

- Increased frequency on existing routes
- Electric buses (Interest was expressed in exploring a procurement process for electric vehicles that would prioritize U.S.-based and California-based manufacturers)
- Blue Line Express
- Purple Line (desire for more clarity on which version of past proposals/routes)
- Prioritize low income communities of color with current high ridership levels
- MTS, SANDAG, and municipalities to work collaboratively
- Better options to connect people to jobs
- Extended service hours
- Model job centers and current and projected commutes based upon mode

### **Transit Values Exercise**

- Each group member ranked the values they considered most critical to the community from 1 (highest) to 11 (lowest):

<b><u>Value</u></b>	<b><u>Total Score</u></b>	<b><u>Consensus Rank</u></b>
Improve Transportation Equity	34	#1
Reduce GHGs/Benefit the Environment	46	#2
Provide More Frequent Service	60	#3
Provide Viable Alternatives to the Car	62	#4
Provide Access to Jobs/Education	63	#5
Provide Lows Cost Fares	76	#6
Provide Faster Service	79	#7

Help Seniors/Disabled with Mobility	99	#8
Connect Directly to More Destinations	101	#9
Reduce Traffic Congestion	107	#10
Improve Roads/Highways to Support Transit	133	#11
Other: Provide No-Cost Youth Opportunity Passes	2	N/A

#### **Recommendations:**

- Clearly identify short-term improvements that can be made, such as electrifying the bus fleet, discounting fares, and increasing frequency along busy corridors
- Establish metrics targets regarding: decreased VMTs, increased mode share for transit, a percentage of funding for active youth transportation (free and discounted fares), an incremental increase of jobs per year accessible within 45 minutes on transit, and a measurable number of fair wage local jobs increased by the plan
- Establish a list of metrics to compare to network scenario options
- Look at other sources of funding and matching funds to help select priority projects and improvements
- Ensure solutions proposed will be data-driven
- Consider “Participatory Budgeting” as one of the proposed projects  
(Participatory Budgeting (PB) = setting aside a percentage of funds from the measure for MTS to engage in a PB process regularly. PB allows for flexibility, and for communities to continue to share their priorities even as they change over time. A commitment to PB would also allow MTS to access additional State funds that are available to jurisdictions that have committed to PB)

#### **Next Steps Agreed Upon:**

- Several EWG members agreed to share information regarding upcoming Community Outreach Meetings with their membership
- Members agreed to attend additional EWG meetings and continue to participate in the process
- Members expressed interest in creating a document articulating the collective support of the EWG for specific projects and service improvements to be taken into consideration by the MTS Board
- A proposal of equity metrics will be introduced at the next meeting to agree upon and used to prioritize projects



## ENVIRONMENTAL WORKING GROUP – MEETING 2 EXECUTIVE SUMMARY

Date: Tuesday, September 17, 2019

Location: Mission Valley Library, Room 7

Attendees: 8

Participants	MTS and City Staff and Consulting Team
16. Rosa Olascoaga (Mid-City CAN)	7. Mark Olson (MTS)
17. Anjleena Sahni (Center on Policy Initiatives)	8. Rob Schupp (MTS)
18. David Grubb (Sierra Club, San Diego Chapter)	9. Sharon Cooney (MTS)
19. Roman Partida-Lopez (The Greenlining Institute)	10. Denis Desmond (MTS)
20. Oscar Medina (Environmental Health Coalition)	11. Marcus Bush (City of SD)
21. Jennifer Hunt (San Diego Bicycle Coalition)	12. Rachel Laing (ThreeSixty Public Strategies)
22. Kathleen Ferrier (Citizens Coordinate for Century 3)	13. Sara Kent (ThreeSixty Public Strategies)
23. Toshi Ishihara (SD 350.org)	14. Sean Connacher (Civilian Agency)

### Meeting agenda:

- 1) Introduction by moderator; Roundtable introductions
- 2) Recap of July EWG Meeting and Update on Transportation Equity Working Group Discussions
- 3) Update re: trends in transportation priorities from all outreach
- 4) Interactive project concepts tile exercise
- 5) Demo of Vision Builder Tool
- 6) Update re: Elevate SD 2020 timeline and future EWG meetings
- 7) Closing remarks

### Project Concepts Tile Exercise:

Members were handed project summaries which included projected GHG reductions and ridership estimates and asked to rank projects as a group based upon descriptions and the group's knowledge of the projects. In the first round, estimated relative costs were excluded from the information provided.

When the estimated project costs were revealed and the group was presented with a budget of 1000 "coins," members collectively decided not to make any adjustments to the agreed-upon priorities. These priorities were: (1) Increased Span, 24 Hour Service, (2) Youth Opportunity Pass, (3) Increase Frequency, and (4) Purple Line Trolley.



### Concerns and General Feedback:

Some options included one demarcation for projected ridership (such as electrification of the bus fleet, which would simply replace buses and not encourage new bus use) and this was confusing.

Referring to the Sorrento Valley Skyways & Connectors as a gondola seems to presuppose that infrastructure outcome.

Security and amenities shouldn't be lumped together, because adding bathrooms is a lot different than increasing security.

The budget and estimated relative costs should be the actual costs, without any state or federal matching funds, as those are not guaranteed.

Clarity on which version of the Purple Line Trolley alignment is being contemplated.

The Balboa to the Beach concept as a skyway will not help City Heights residents. More frequency of all bus routes that connect to a bigger network will help for beach access and commuting.

Sorrento Valley connectors are important because that station is where NCTD connects with MTS and the Coaster station gets people close to where they work. The criticisms from a San Diego-focused lens don't take North County into account. The lack of Coaster service in the afternoon and later in the evening and connectors is a problem. Also, Sorrento Valley has more jobs than downtown San Diego, and a skyway would be the cheapest way to connect to UTC.





Ultimately the goal is to tunnel the train under UTC to connect to the Blue Line. Skyway towers are relatively easy to install then remove if necessary.

Electrifying the bus fleet is mandatory. Should it be considered with the same weight as other options?

Grade separations do not necessarily increase safety or help improve transit; they help cars move more quickly around transit lines and stations.

It would be good to look at ridership and cost as a return on investment, comparing ridership estimates with project concepts costs and factoring which investments are the best ridership ROI.

Concern for barriers to participating in the Vision Builder Tool are language and requiring an email address in order to submit the user feedback.

#### **MTS Staff Feedback:**

MTS staff reaffirmed that the project concepts in the tile exercise is not necessarily a final projects list, as they are still working to gather project data.

The next step is to continue to refine it, and this activity will be to further see what rises to the top. The next step will be to prepare possible expenditure plans and get feedback from the public and stakeholders on those.

A consultant is running all the options through the STOPs software. Some project concepts estimates are based upon earlier studies by SANDAG in 2017. Some of the project concepts, such as the Purple Line Trolley, would include mobility hubs, and enhanced security or amenities might be incorporated and budgeted as part of a BRT line.

For costing purposes we have to make some assumptions, but every project will eventually be required to go through CEQA. For example, we cannot indicate a project might be a trolley line in the ballot language, because if it doesn't successfully comply with the environmental process, it could need to be built as a rapid bus line instead. Similarly, the concept of skyways is a mode, which we can't dictate, so it would be more appropriately described as transit to move passengers around Sorrento Valley.

Skyways are a very inexpensive solution to build and operate. Buses are the most expensive to operate.

Regarding improvements to security, MTS staff is hearing at community forums that people who ride late at night when there are fewer riders are the most likely to be subjected to victimization by folks who might have a mental break or drug impairment; and drivers working the early morning routes need more security.

Grade separations might make sense in some areas such as Harbor Drive to benefit cyclists and pedestrians.





The Labor Working Group participated in a similar exercise. The group values the youth opportunity passes, but when they saw the cost they suggested alternatives such as offering the passes to age 19 instead of to 24, or an income-based approach instead.

**Broad Group Support:**

The Group's feedback regarding priorities was in line with the first EWG meeting: discounted or free youth passes, increased bus services, and building the Purple Line Trolley and expanding upon the Blue Line Trolley were top priorities, with more *Rapid* bus service closely following these.

**Next Steps:**

The MTS Board Summit(s) will be planned in the next 1-2 months to further apprise the Board members regarding Elevate SD 2020 guiding principles, feedback from the public and stakeholders, and project concepts data.

MTS Staff will suggest that the summit(s) include discussions which tie results of various values feedback to project concept options. This would include prompting questions to Board Members such as: What types of things should be built into a ballot measure that will achieve the goals that we want to see achieved? Are we going to establish a Citizen Board Oversight committee related to ballot measure funds, if passed? Labor agreements? Matching funds? Prevailing wage?



## **LABOR WORKING GROUP – MEETING 1 EXECUTIVE SUMMARY**

Date: Friday, July 12, 2019  
Location: San Diego/Imperial Labor Council Offices – Mission Valley  
Attendees: 18

### **Overview:**

In addition to presentations from MTS marketing and planning staff, attendees were asked to participate in two interactive elements: a values priority activity, and small group discussions. The following summarizes the feedback provided from those activities.

### **Top Values:**

Participants were given five stickers, and asked to identify their top values that should help shape the future of transit. Below are the results:

1. Provide access to jobs and education (8)
2. Provide faster service (8)
3. Provide more frequent service (6)
4. Reduce GHGs/benefit the environment (6)
5. Reduce traffic congestion (6)
6. Mobility solutions for senior and disabled citizens (3)
7. Improve roads/highways to support transit (3)
8. Provide viable alternatives to the car (0)
9. Provide low-cost fares (0)
10. Other (0)

### **Round-Table Summaries:**

Participants also broke up into small groups for a round-table discussions facilitated by MTS staff. They were asked to share their initial impression of the potential project list discussed in the presentation by MTS staff; identify pros and cons; and add anything else they think might be missing.

- Both groups identified 24/7 or extended service as an important project
- Both groups discussed dedicated transit lanes

A full summary of the discussions is included below.

<b>Roundtable 1</b>
24-hour service is important to bus operators and it helps service workers/food service industry
Beach access seems like a great way to connect colleges to the beaches
The list doesn't highlight ways to improve service outside of transit priority areas
It's an ambitious list
With fare discounting, must be sure it competes with parking options for employees in job centers. Often times they can be parking discounts during off-peak hours
The list should emphasize construction opportunities, and that the work being performed and jobs being created are high quality
Any fare discounting should also be simplified fares - seniors are confused
Any technology improvements should build on mobile ticketing - need to highlight this
Transit Utility Lanes are good for bus operators - separated from general traffic lanes
It's also good for commuters to see buses zipping by
Love the waterway concept
Job creation is important
None of the jobs created by this list should be privatized
Dedicated new tracks are not mentioned
No heavy rail mentioned
<b>Pros &amp; Cons - Waterway system</b>
Pros - New rider experience, fun, builds bridge between convention centers
Cons - Need a specific route, unproven
Not improving existing infrastructure
Could have enforcement issues
Need Navy buy-in
<b>Pros &amp; Cons - 24-hour service</b>
Pros - provides access to jobs/education; no one has to sleep in their car, which happens now
Cons - Security can be an issue
<b>Roundtable 2</b>
Increasing frequency, span of service, protected lanes of freeways should all be prioritized in this list
Electrifying the fleet - needs to have worker training component
List is all-encompassing
Purple Line/Blue Line - airport are all good
We like light rail projects
Low priority - skyways, waterways (fuel?), lower fares (they seem pretty low right now)
Missing -
No mention of the 54 freeway for transit utility lanes
Incentive programs with other agencies



## **LABOR WORKING GROUP – MEETING 2 EXECUTIVE SUMMARY**

Date: Friday, September 13

Location: San Diego/Imperial Labor Council Offices – Mission Valley

Attendees: 8

### **Overview:**

At the second Labor Working Group meeting, attendees received an update on MTS' Elevate SD 2020 public engagement efforts to-date, were introduced to the Vision Builder Challenge and were briefed on a 'roadmap to March' (tentative timeline for decision making on whether the effort will become a ballot measure or not).

Participants were also asked to complete the Vision Builder Challenge in teams to identify what projects were most important to them.

Note: The project concepts, coin allocation and coin budget were still being worked on at the time of this working group, so the project list capacity will vary from other working group, CAC and members of the public.

### **Group 1:**

The philosophy of the first group was "Go big or go home!" This group generally opted for fewer, but more expensive projects:

- Grade Separations
- Increased Frequency
- More Rapid Service
- Purple Line Trolley
- Security and Amenities

The group said that on-demand transit, mobility hubs and the waterway project were not priorities for them.

### **Group 2:**

The second group had all three rail projects in their list, as well as more of the lower cost projects:

- Airport Trolley
- Blue Line Express
- Electrify the Bus Fleet
- Extended Service Hours – this item was important to the group as an item for the hotel and hospitality industry, as well as employees at the Airport
- Fare Discounting – The group specified they wanted this project over Youth Opportunity Passes (due to cost), and clarified they would like age 18/19 & under, or possibly for low-income riders
- Grade Separations
- Mobility Hubs
- Purple Line Trolley
- Security and Amenities



The second group had to make a concession on including increased frequency for more infrastructure projects they preferred.

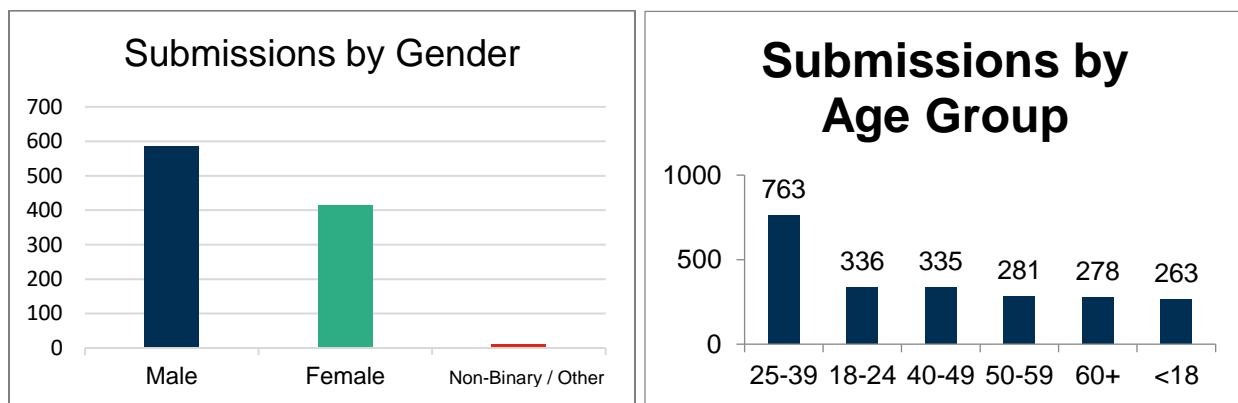
Both groups identified the Purple Line Trolley as the highest priority project, noting the high-impact of ridership it would have, as well as greenhouse gas impacts and moving people to jobs.

## SUMMARY OF VISION BUILDER PARTICIPATION

In October 2019, MTS launched the online Vision Builder Challenge. The tool gives participants 1,000 coins and 17 different project concepts to choose from. Their task is to identify which transit projects they prefer, and to create their own plan for the future of transit. (Participants also have the option to submit open comments to identify projects they think are missing, and provide other feedback.)

Below is a summary of who has responded to-date and initial results. All totals reflect responses through Thursday, October 24, 2019.

Total Participants: 2,258



Of all submissions received, more than 91% are from the MTS service territory (7.0% are from North County Transit District service areas, and 1.9% are from outside of San Diego County.)

Top Responses by Zip Code:

1. 92101 (142 – 6.3%)
2. 92102 (134 – 5.9%)
3. 92115 (102 – 4.5%)
4. 92104 (97 – 4.3%)
5. 92103 (87 – 3.9%)

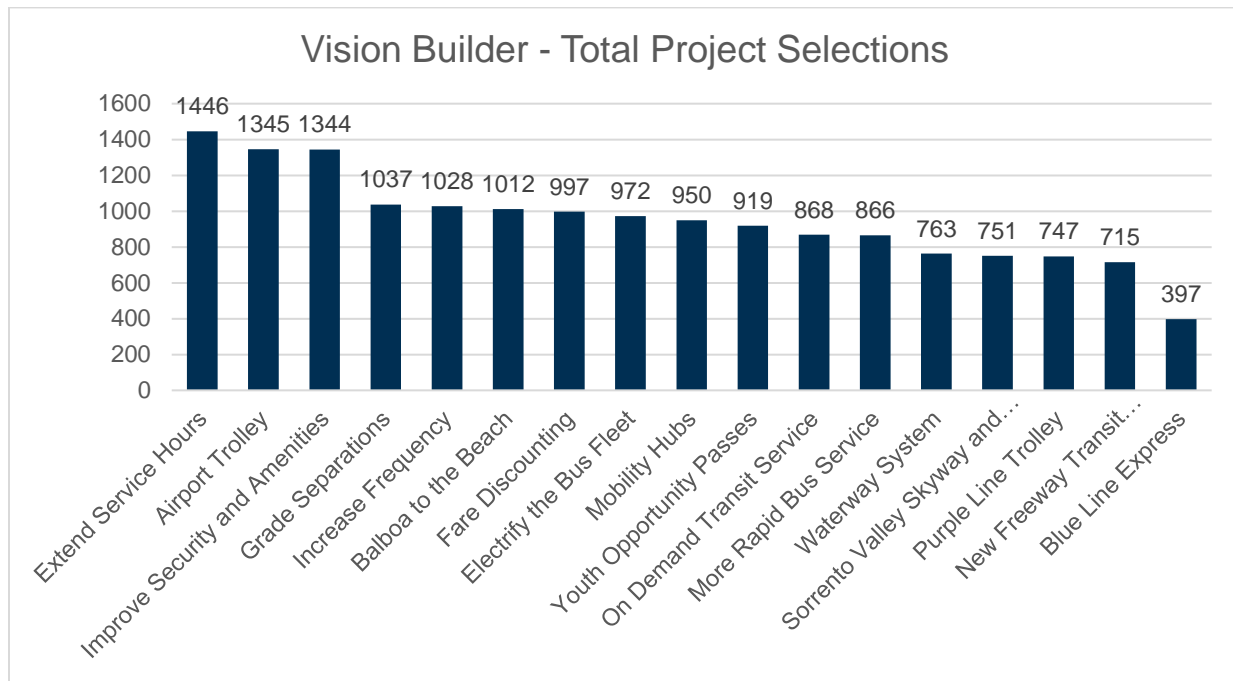
In the initial survey responses, the overall top selected projects include:

- Extended Service Hours (included in 64.0% of submissions)
- Airport Trolley (included in 59.6% of submissions)
- Improve Security & Amenities (included in 59.5% of submissions)

The least selected transit projects to-date include:

- Blue Line Express Trolley (included in 17.6% of submissions)
- New Freeway Transit Connections (included in 31.7% of submissions)
- Purple Line Trolley (included in 33.1% of submissions)

Please see the following page for the full chart of project rankings to-date.



In the following pages, MTS has provided a summary of submissions by each of the following jurisdictions:

- City of Chula Vista
- City of Coronado
- City of El Cajon
- City of Imperial Beach
- City of La Mesa
- City of Lemon Grove
- City of National City
- City of Poway
- City of San Diego, D1
- City of San Diego, D2
- City of San Diego, D3
- City of San Diego, D4
- City of San Diego, D5
- City of San Diego, D6
- City of San Diego, D7
- City of San Diego, D8
- City of San Diego, D9
- City of Santee
- County of San Diego, D4
- County of San Diego, Unincorporated

Note: For the jurisdiction count, MTS divided responses by ZIP code provided by user and attempted to avoid overlap where possible. However, in instances where there seemed to be a significant residential area across multiple districts, the following City of San Diego ZIP codes are included in multiple jurisdictions' summaries:

- 92102 (D3, D4, D9)
- 92105 (D4, D9)
- 92111 (D6, D7)
- 92113 (D8, D9)
- 92117 (D2, D6)
- 92123 (D6, D7)



## SUMMARY OF RESPONSES: CITY OF CHULA VISTA

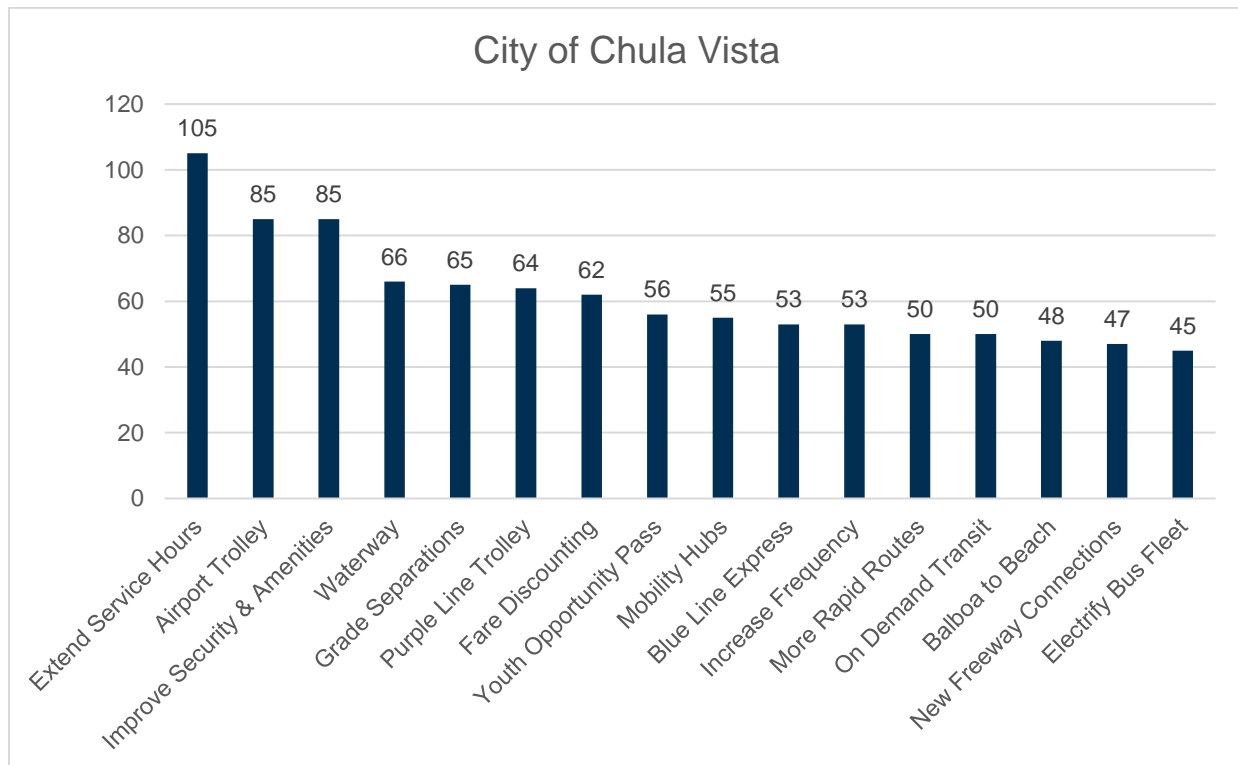
Total Responses To-Date: 152

### Zip Codes Responding:

1. 91911 (67)
2. 91910 (41)
3. 91913 (16)
4. 91915 (14)
5. 91914 (7)
6. 91902 (4)
7. 91912 (1)
8. 91921 (1)

### Top Five Selected Projects:

1. Extended Service Hours
2. Trolley to Airport
3. Improve Security & Amenities (T2)
4. Waterway
5. Grade Separations



## SUMMARY OF RESPONSES: CITY OF CORONADO

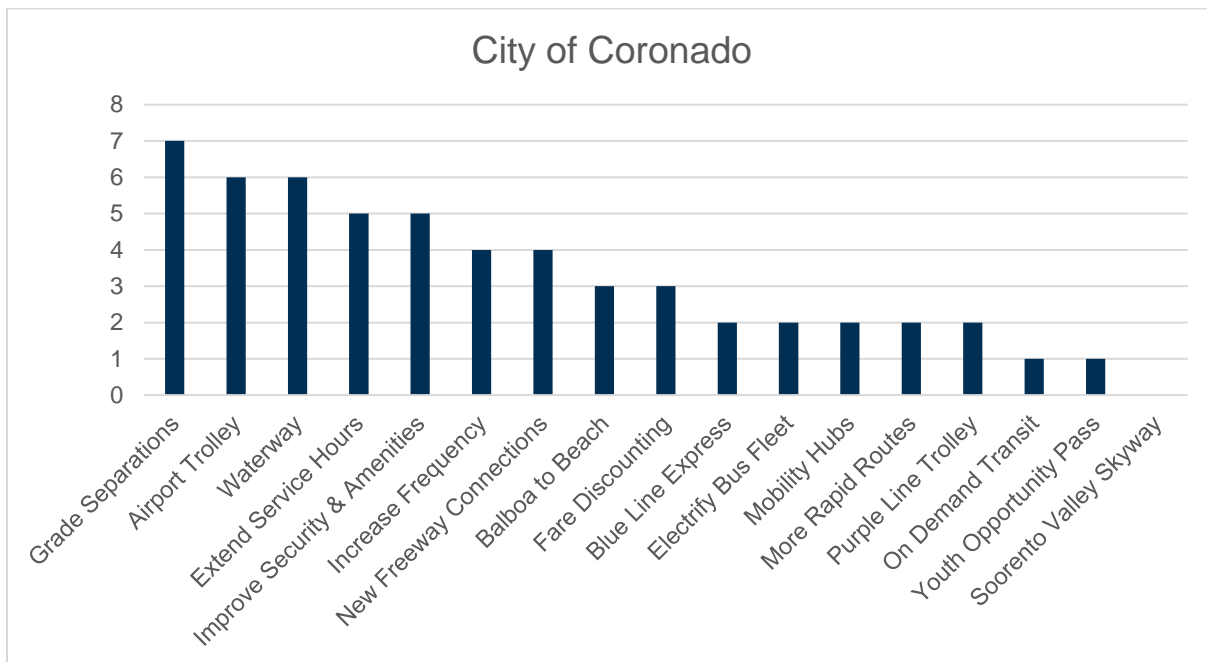
Total Responses To-Date: 9

Zip Codes Responding:

1. 92118 (8)
2. 92178 (1)

Top Five Selected Projects:

1. Grade Separations
2. Trolley to the Airport
3. Waterway (T2)
4. Extended Service Hours
5. Improve Security and Amenities (T4)



## SUMMARY OF RESPONSES: CITY OF EI CAJON

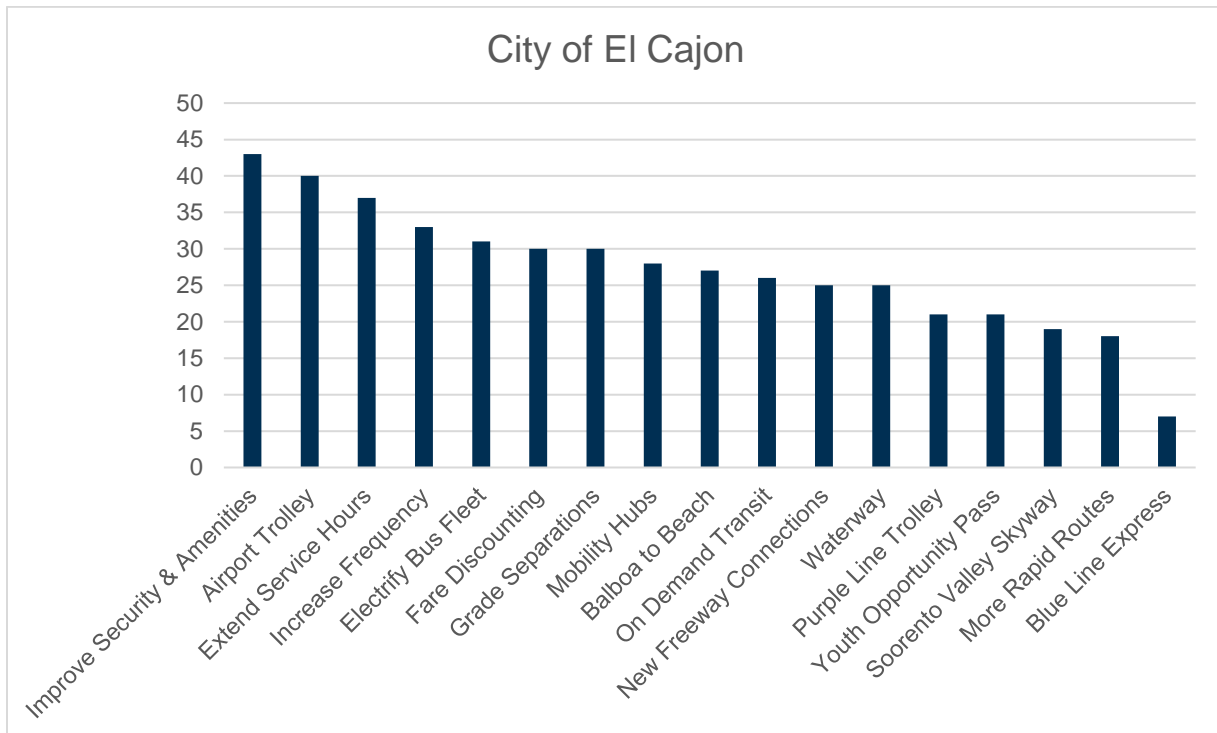
Total Responses To-Date: 66

Zip Codes Responding:

1. 92021 (32)
2. 92020 (21)
3. 92019 (12)

Top Five Selected Projects:

1. Improve Security and Amenities
2. Trolley to the Airport
3. Extended Service Hours
4. Increase Frequency
5. Electrify the Bus Fleet



## SUMMARY OF RESPONSES: CITY OF IMPERIAL BEACH

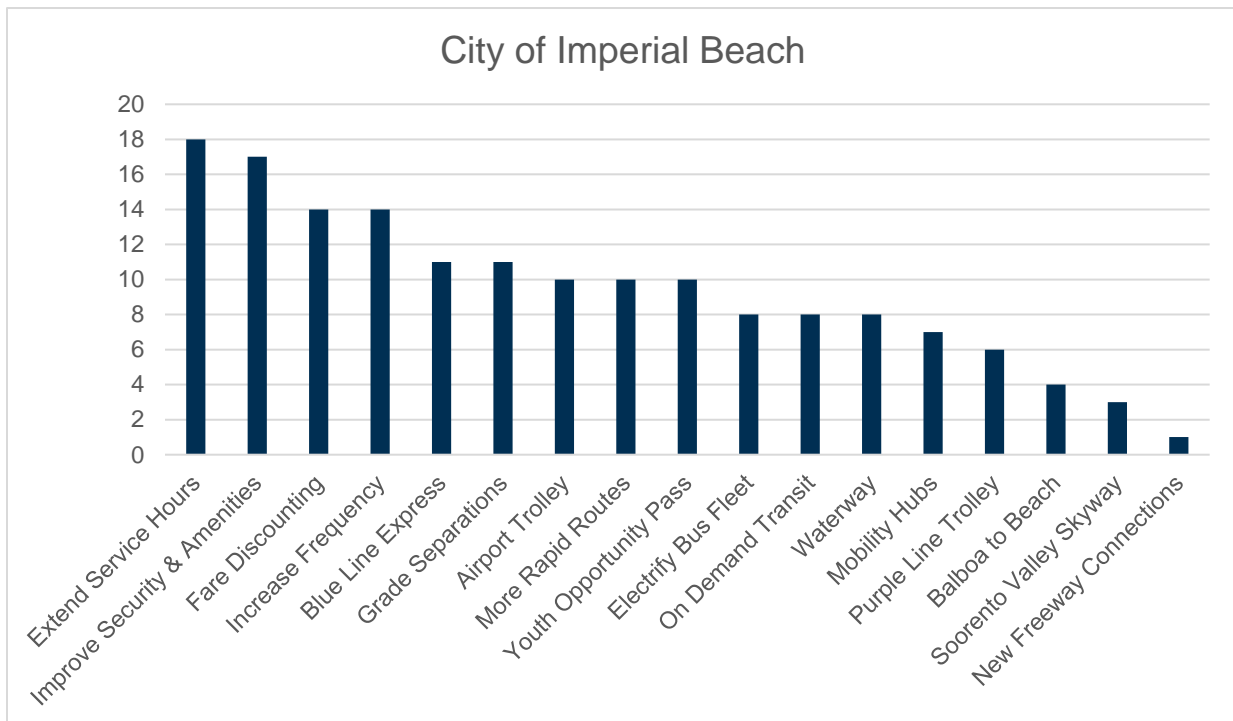
Total Responses To-Date: 23

Zip Codes Responding:

1. 91932 (23)

Top Five Selected Projects:

1. Extended Service Hours
2. Improve Security and Amenities
3. Fare Discounting
4. Increase Frequency (T3)
5. Blue Line Express / Grade Separations



## SUMMARY OF RESPONSES: CITY OF LA MESA

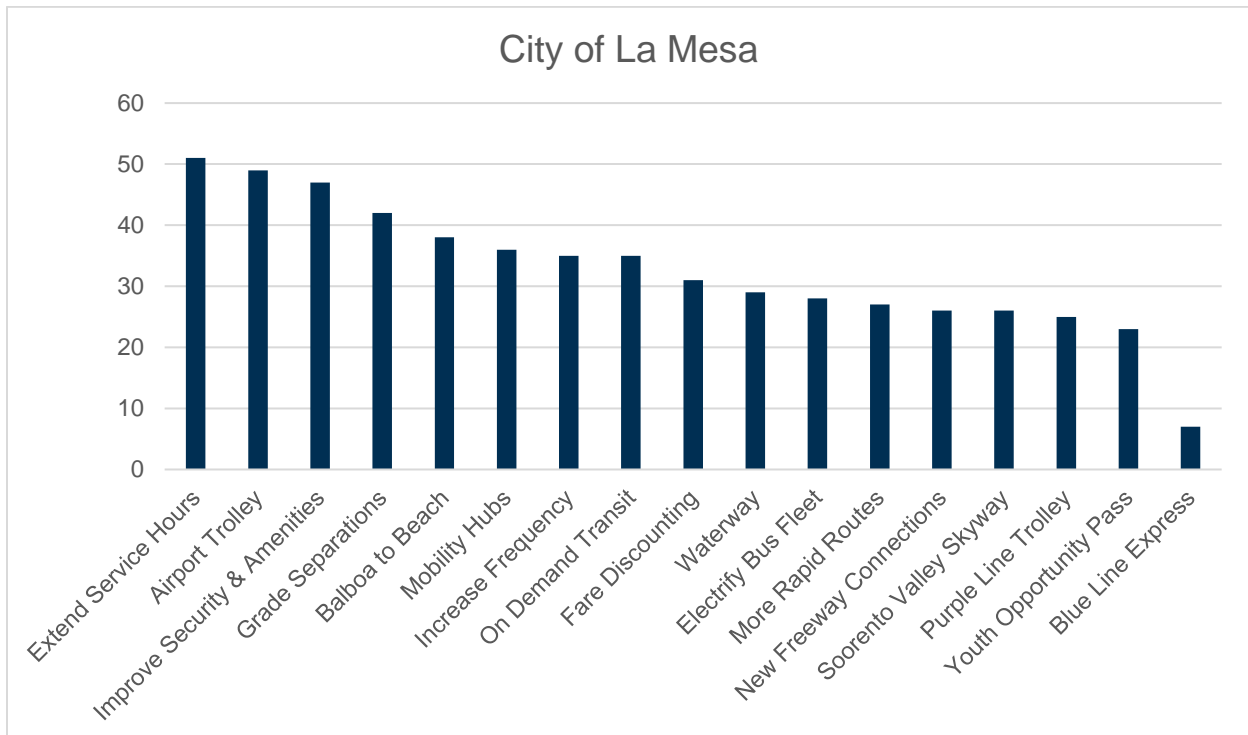
Total Responses To-Date: 76

Zip Codes Responding:

1. 91942 (41)
2. 91941 (33)
3. 91944 (2)

Top Five Selected Projects:

1. Extended Service Hours
2. Trolley to the Airport
3. Improve Security & Amenities
4. Grade Separations
5. Balboa to the Beach



# CITY OF LEMON GROVE:

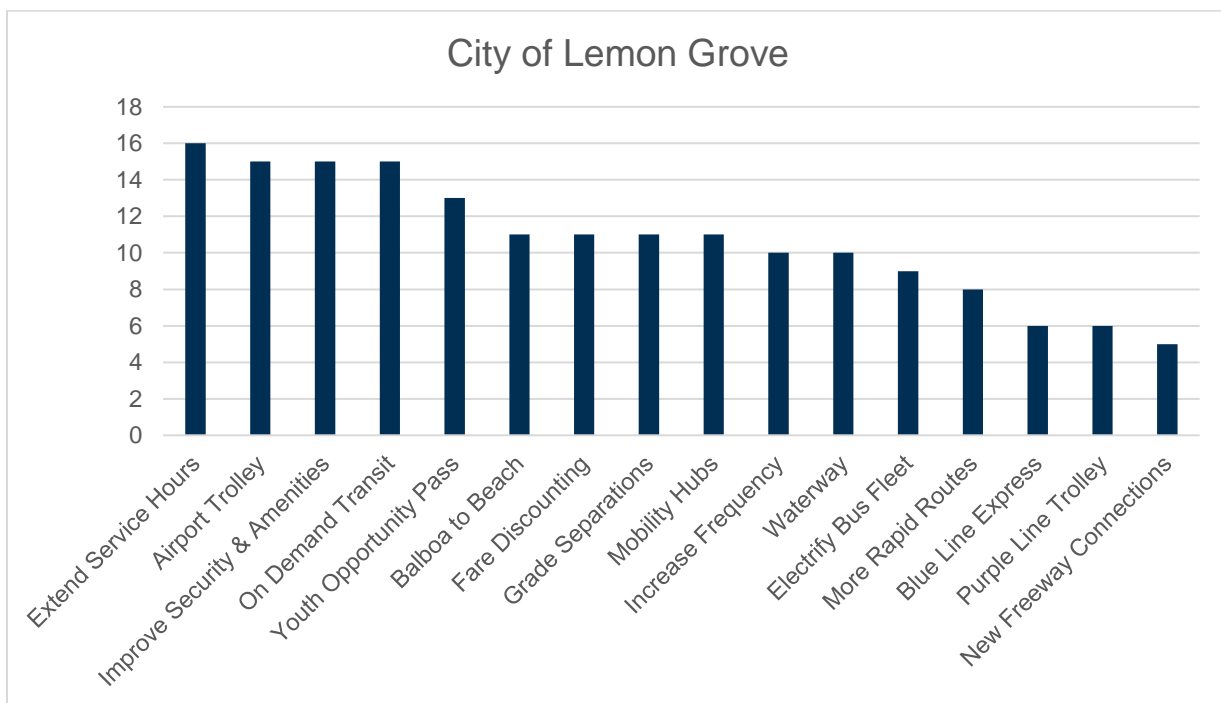
Total Responses To-Date: 24

Zip Codes Responding:

1. 91945 (24)

Top Five Selected Projects:

1. Extended Service Hours
2. Trolley to the Airport
3. Improve Security and Amenities (T2)
4. On-Demand Transit (T2)
5. Youth Opportunity Pass



## CITY OF NATIONAL CITY:

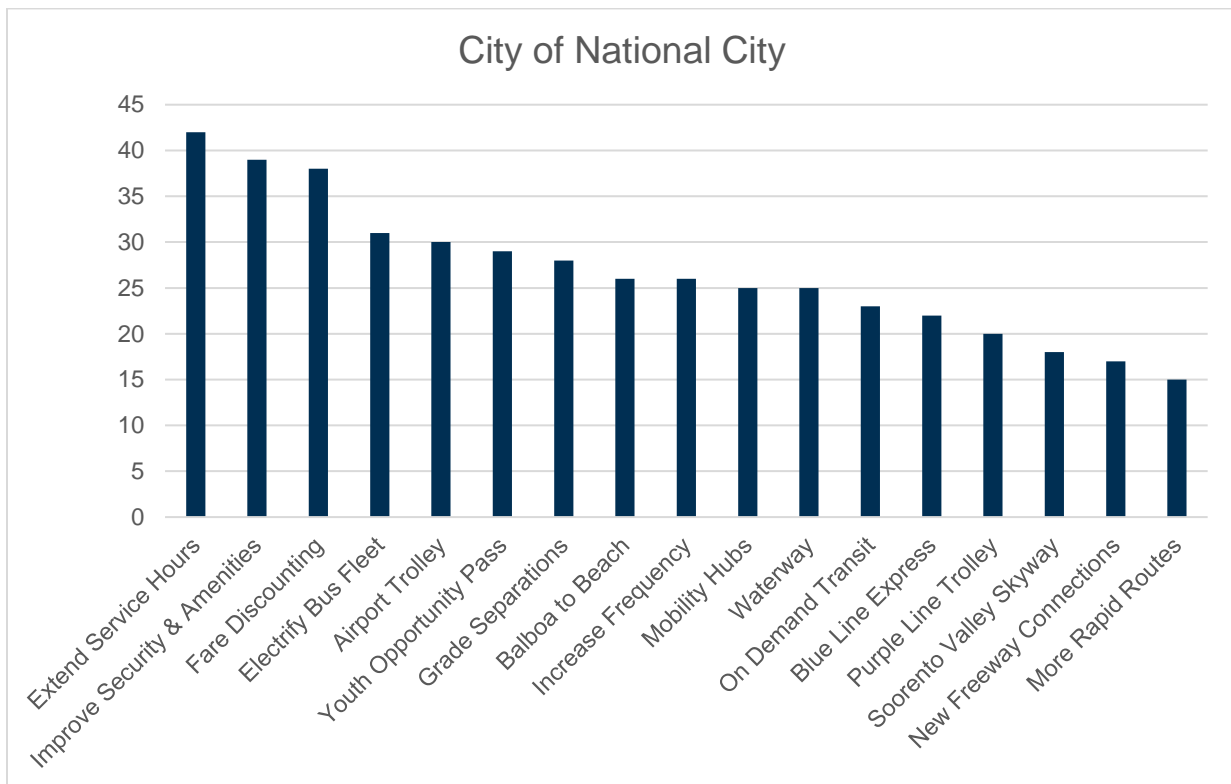
Total Responses To-Date: 65

### Zip Codes Responding:

1. 91950 (62)
2. 92136 (2)
3. 91951 (1)

### Top Five Selected Projects:

1. Extended Service Hours
2. Improve Security & Amenities
3. Fare Discounting
4. Electrify the Bus Fleet
5. Trolley to the Airport



## CITY OF POWAY:

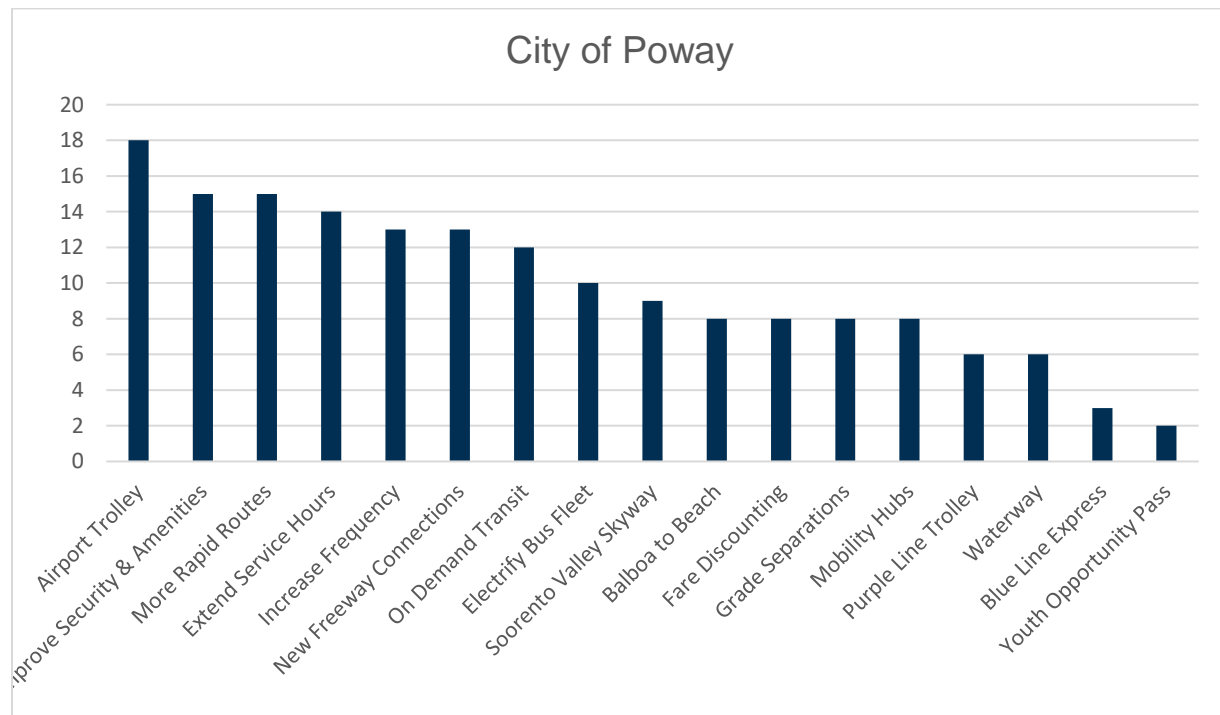
Total Responses To-Date: 27

Zip Codes Responding:

1. 92064 (21)
2. 92025 (6)

Top Five Selected Projects:

1. Trolley to the Airport
2. Improve Security and Amenities
3. More Rapid Routes (T2)
4. Extended Service Hours
5. Increase Frequency
6. New Freeway Connections (T5)





## CITY OF SAN DIEGO – D1:

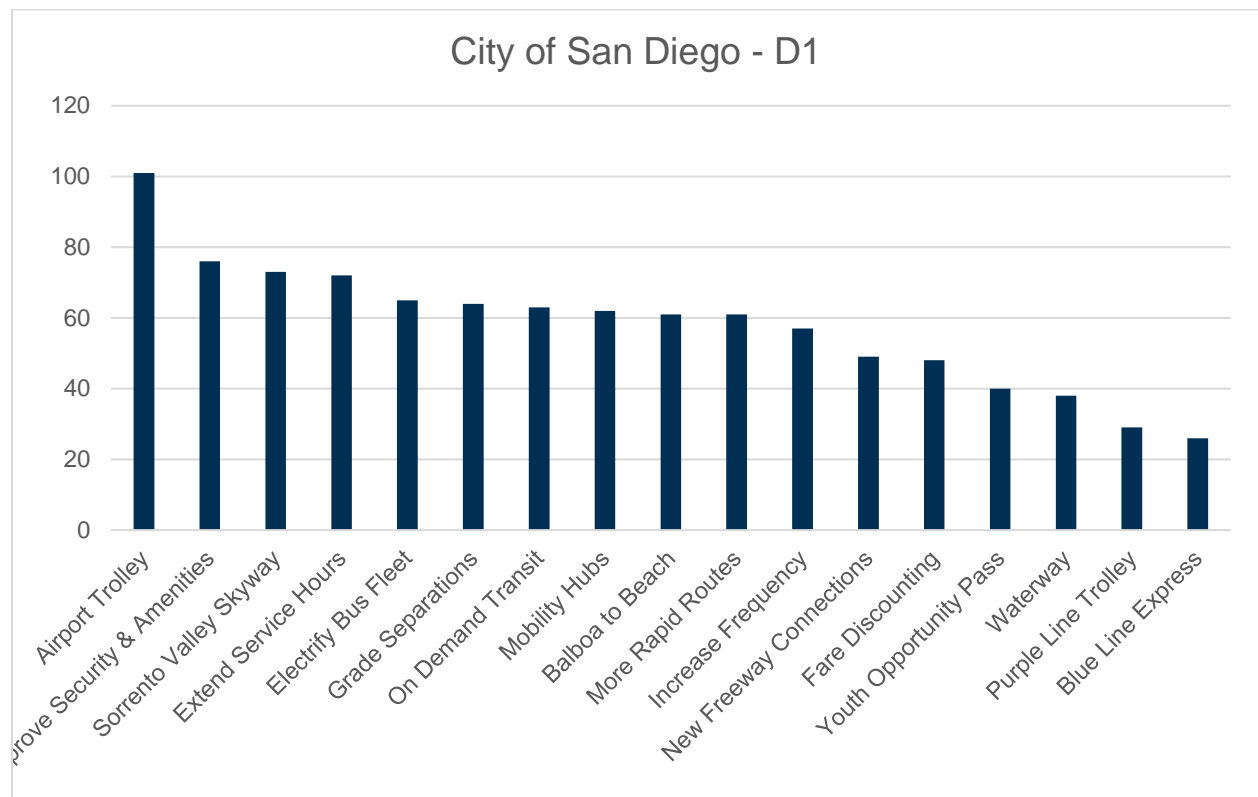
Total Responses To-Date: 134

### Zip Codes Responding:

1. 92122 (44)
2. 92037 (29)
3. 92130 (28)
4. 92014 (16)
5. 92121 (11)
6. 92092 (3)
7. 92093 (2)
8. 92015 (1)

### Top Five Selected Projects:

1. Trolley to the Airport
2. Improve Security and Amenities
3. Sorrento Valley Skyway & Transit Connectors
4. Extended Service Hours
5. Electrify Bus Fleet



## CITY OF SAN DIEGO – D2:

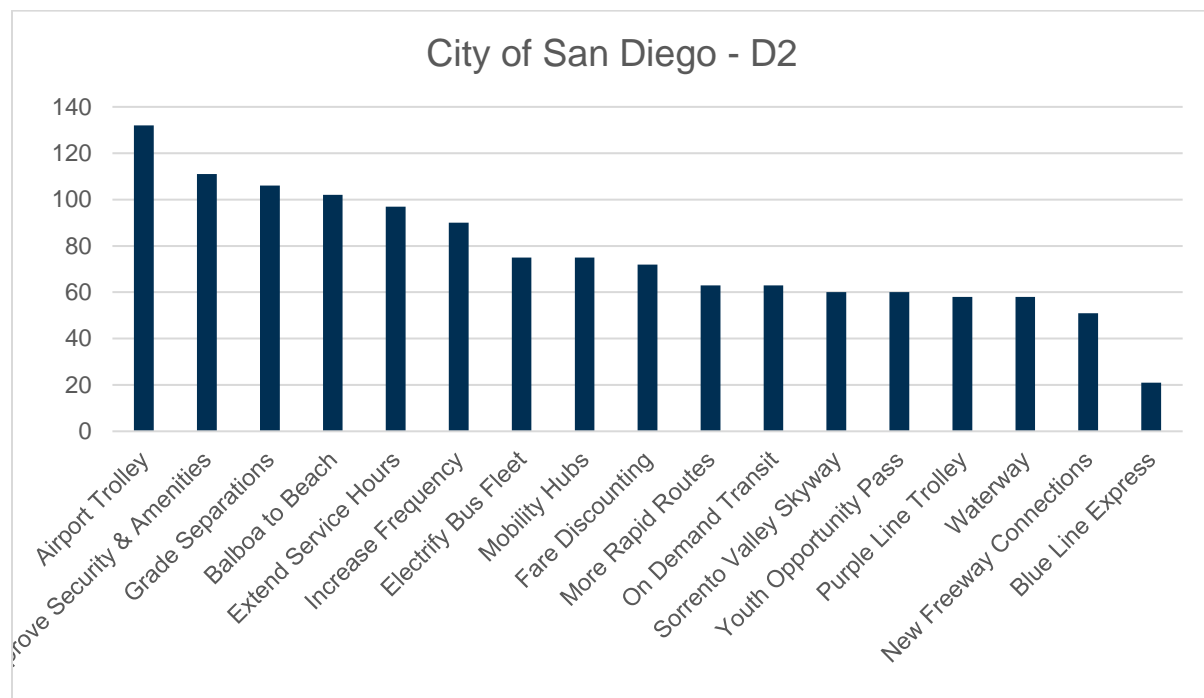
Total Responses To-Date: 179

### Zip Codes Responding:

1. 92109 (49)
2. 92117 (46)
3. 92110 (32)
4. 92107 (29)
5. 92106 (21)
6. 92017 (2)

### Top Five Selected Projects:

1. Trolley to the Airport
2. Improve Security and Amenities
3. Grade Separations
4. Balboa to Beach
5. Extended Service Hours



## CITY OF SAN DIEGO – D3:

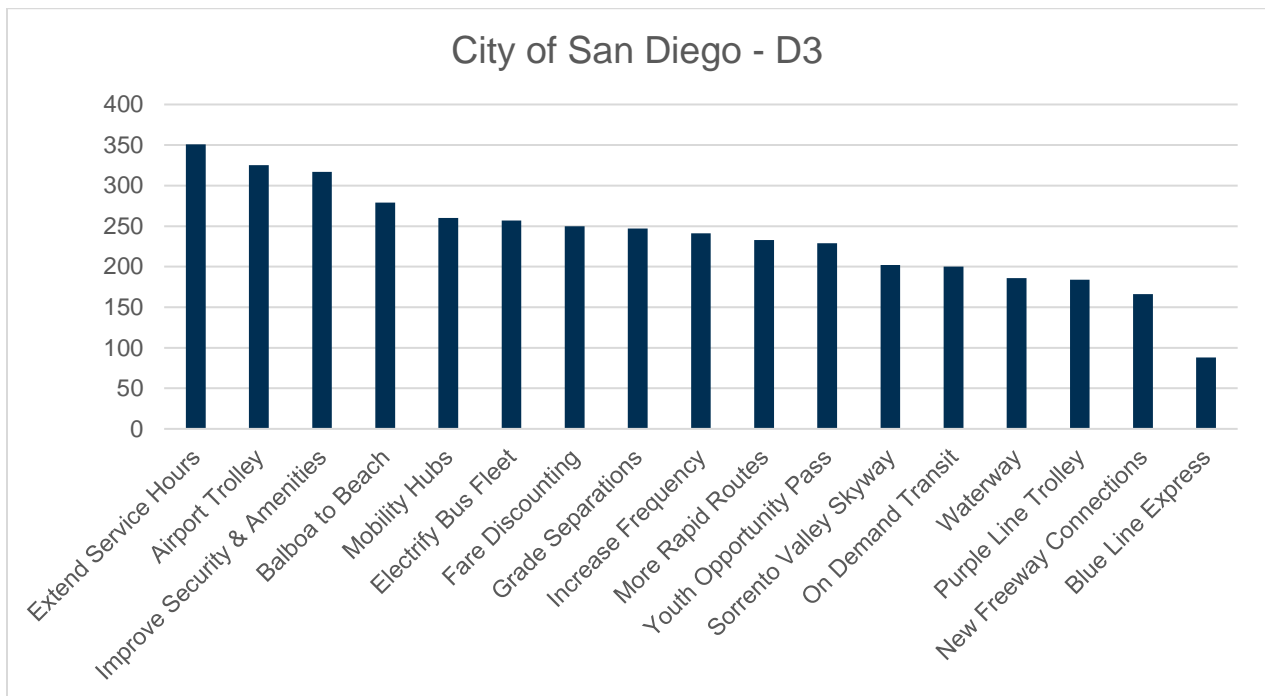
Total Responses To-Date: 540

### Zip Codes Responding:

1. 92101 (142)
2. 92102 (134)
3. 92104 (97)
4. 92103 (87)
5. 92116 (80)

### Top Five Selected Projects:

1. Extended Service Hours
2. Trolley to Airport
3. Improve Security & Amenities
4. Balboa to Beach
5. Mobility Hubs



## CITY OF SAN DIEGO – D4:

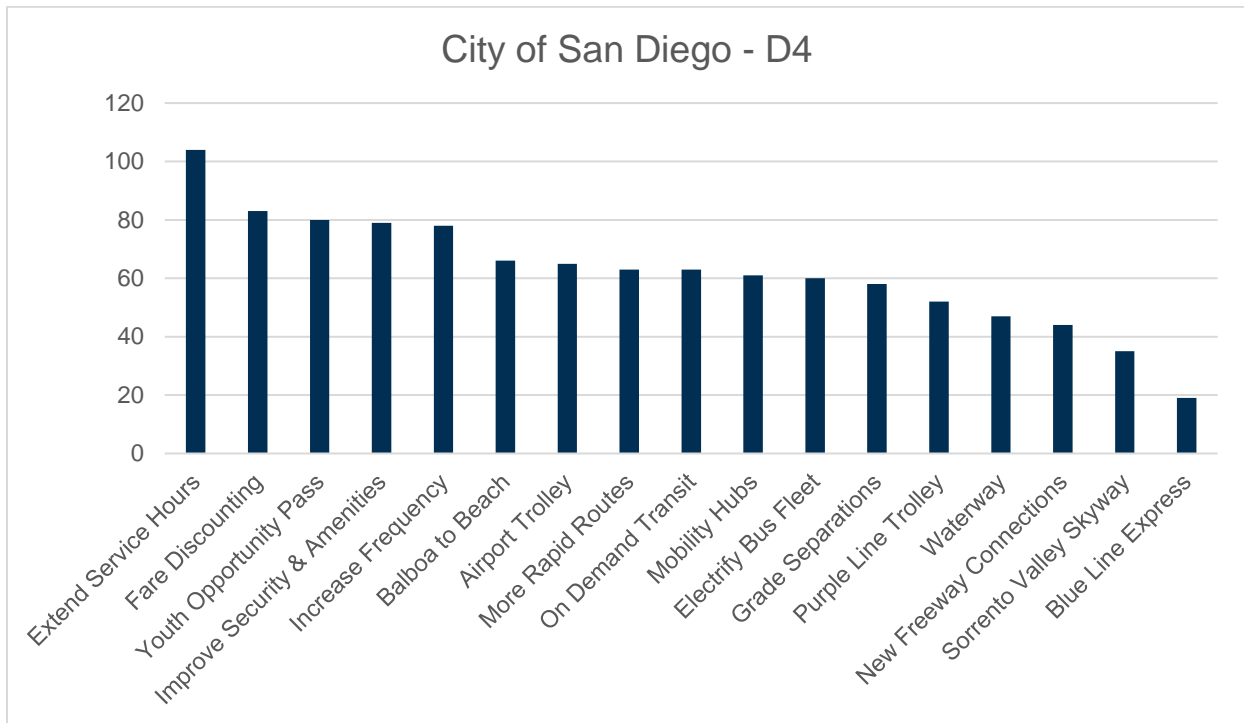
Total Responses To-Date: 146

### Zip Codes Responding:

1. 92114 (69)
2. 92102 (31)
3. 92105 (27)
4. 92139 (19)

### Top Five Selected Projects:

1. Extended Service Hours
2. Fare Discounting
3. Youth Opportunity Pass
4. Improve Security & Amenities
5. Increase Frequency



## CITY OF SAN DIEGO – D5:

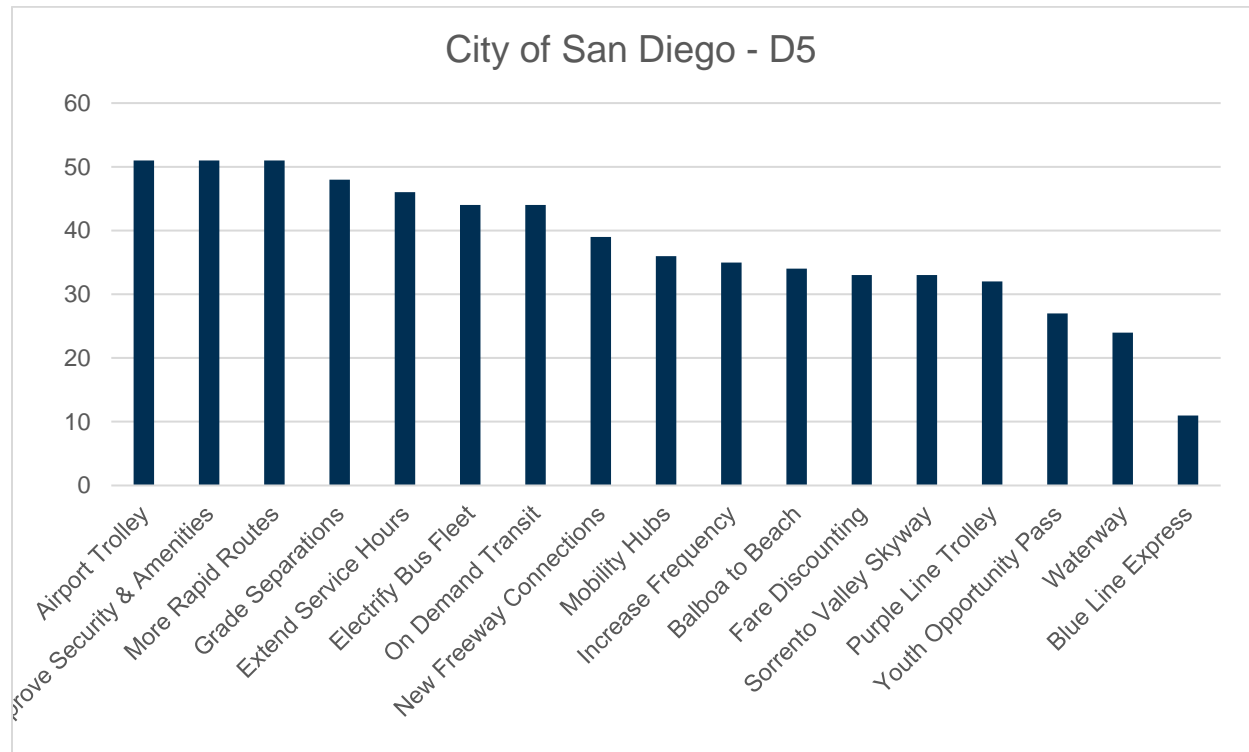
Total Responses To-Date: 94

### Zip Codes Responding:

1. 92129 (33)
2. 92128 (26)
3. 92131 (20)
4. 92127 (15)

### Top Five Selected Projects:

1. Trolley to Airport
2. Improve Security & Amenities (T1)
3. More Rapid Routes (T1)
4. Grade Separations
5. Extended Service Hours



## CITY OF SAN DIEGO – D6:

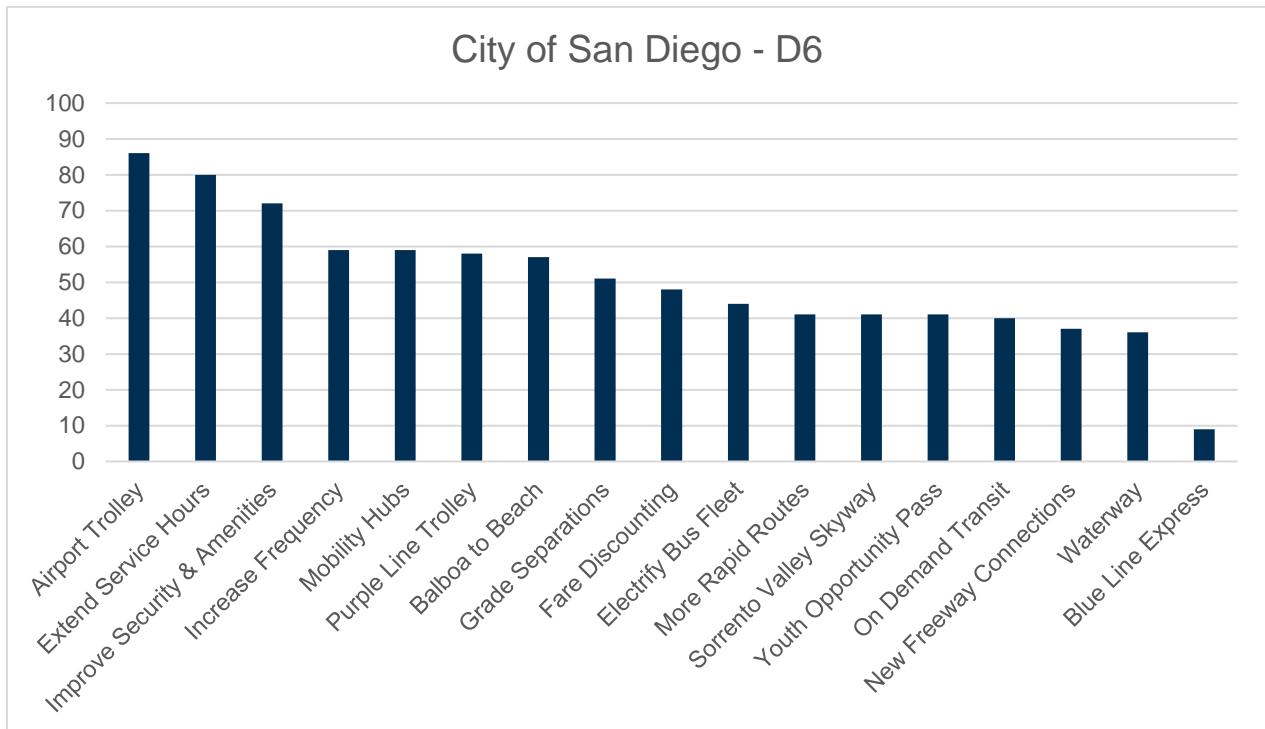
Total Responses To-Date: 121

### Zip Codes Responding:

1. 92126 (37)
2. 92117 (30)
3. 92123 (28)
4. 92111 (26)

### Top Five Selected Projects:

1. Trolley to Airport
2. Extended Service Hours
3. Improve Security & Amenities
4. Increase Frequency
5. Mobility Hubs (T4)



## CITY OF SAN DIEGO – D7:

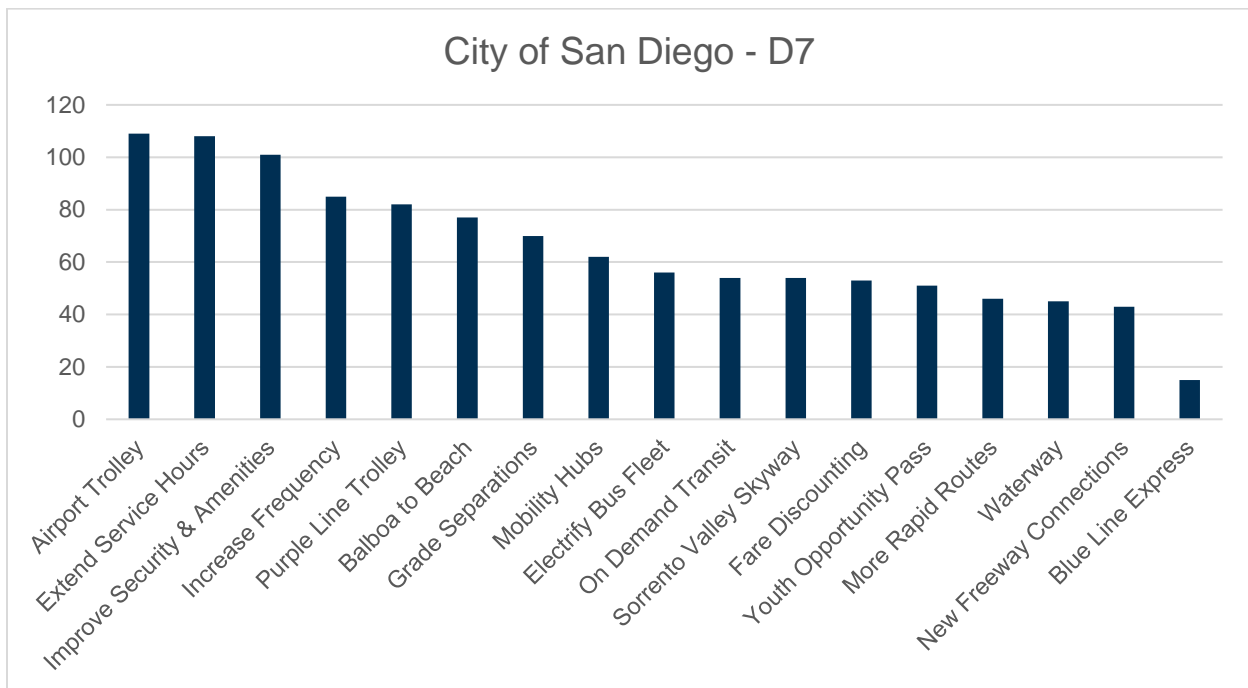
Total Responses To-Date: 169

### Zip Codes Responding:

1. 92111 (38)
2. 92108 (37)
3. 92119 (28)
4. 92123 (28)
5. 92120 (23)
6. 92124 (15)

### Top Five Selected Projects:

1. Trolley to Airport
2. Extended Service Hours
3. Improve Security & Amenities
4. Increase Frequency
5. Purple Line Trolley



## CITY OF SAN DIEGO – D8:

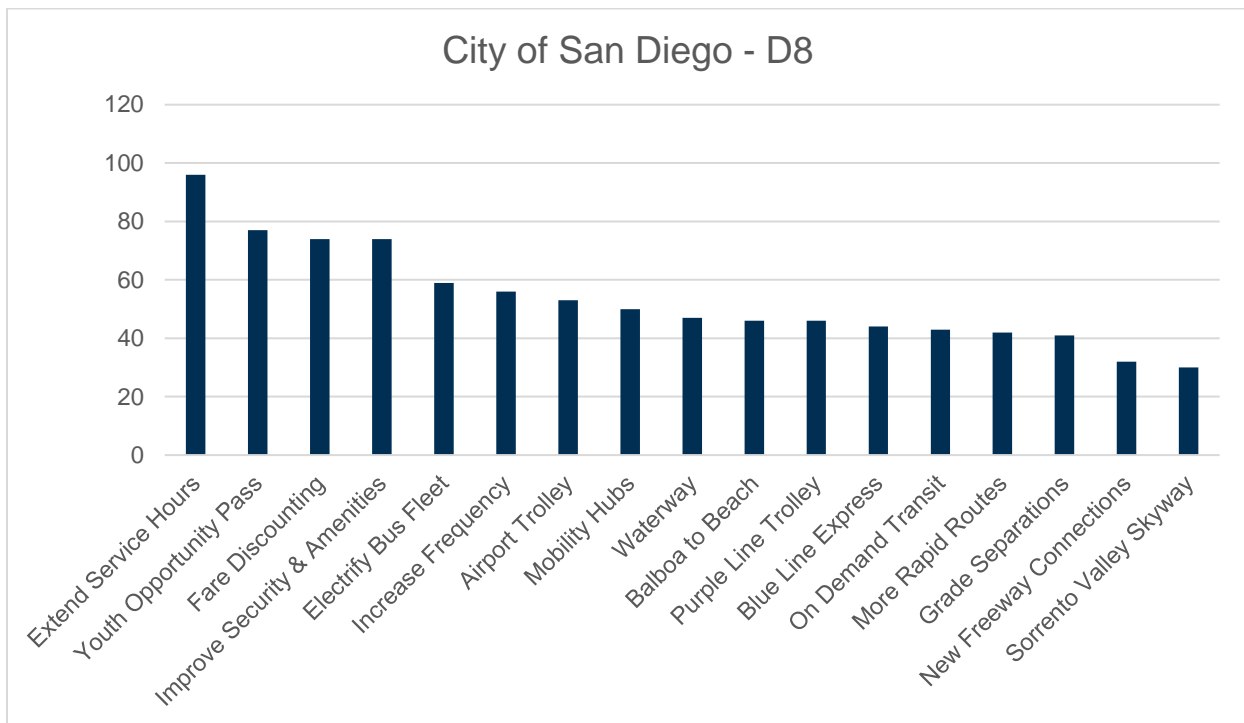
Total Responses To-Date: 137

### Zip Codes Responding:

1. 92113 (61)
2. 92154 (45)
3. 92173 (31)

### Top Five Selected Projects:

1. Extended Service Hours
2. Youth Opportunity Passes
3. Fare Discounting
4. Improve Security & Amenities (T3)
5. Electrify Bus Fleet





## CITY OF SAN DIEGO – D9:

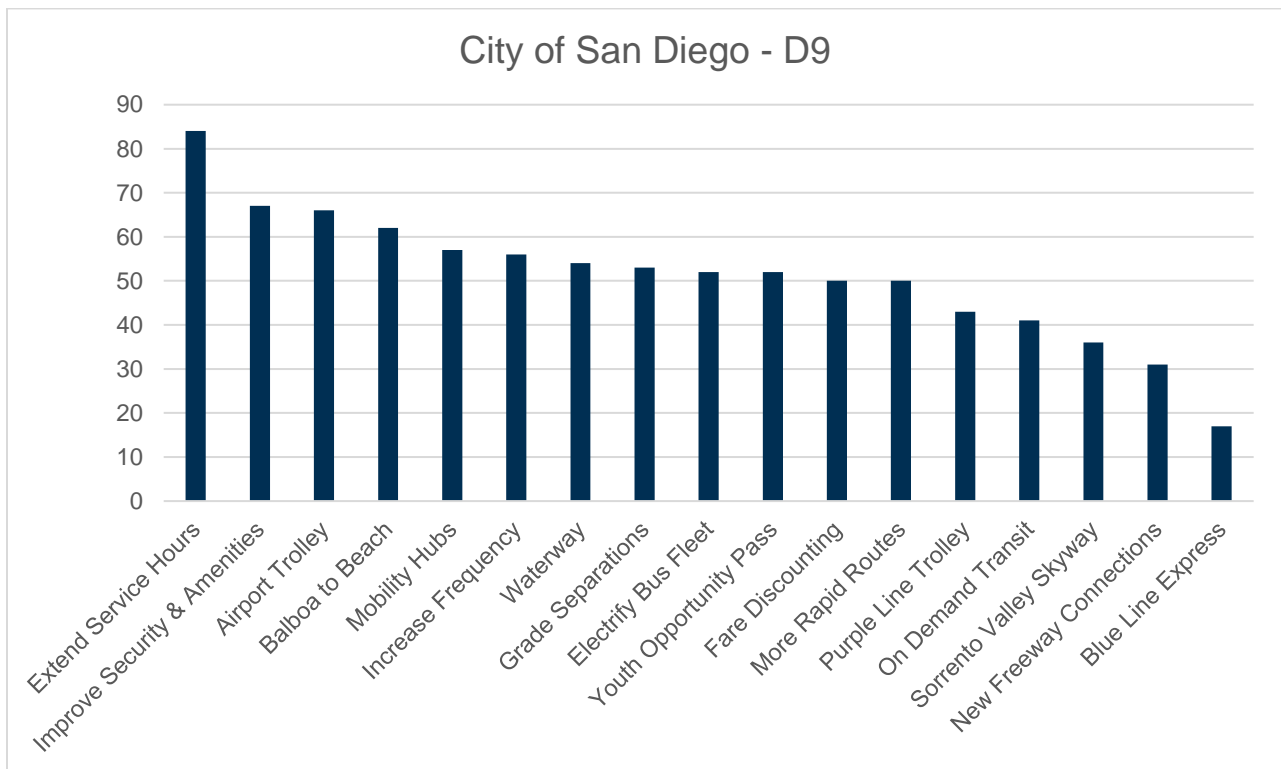
Total Responses To-Date: 117

### Zip Codes Responding:

1. 92115 (68)
2. 92102 (31)
3. 92113 (18)

### Top Five Selected Projects:

1. Extended Service Hours
2. Improve Security & Amenities
3. Trolley to Airport
4. Balboa to Beach
5. Mobility Hubs



## CITY OF SANTEE:

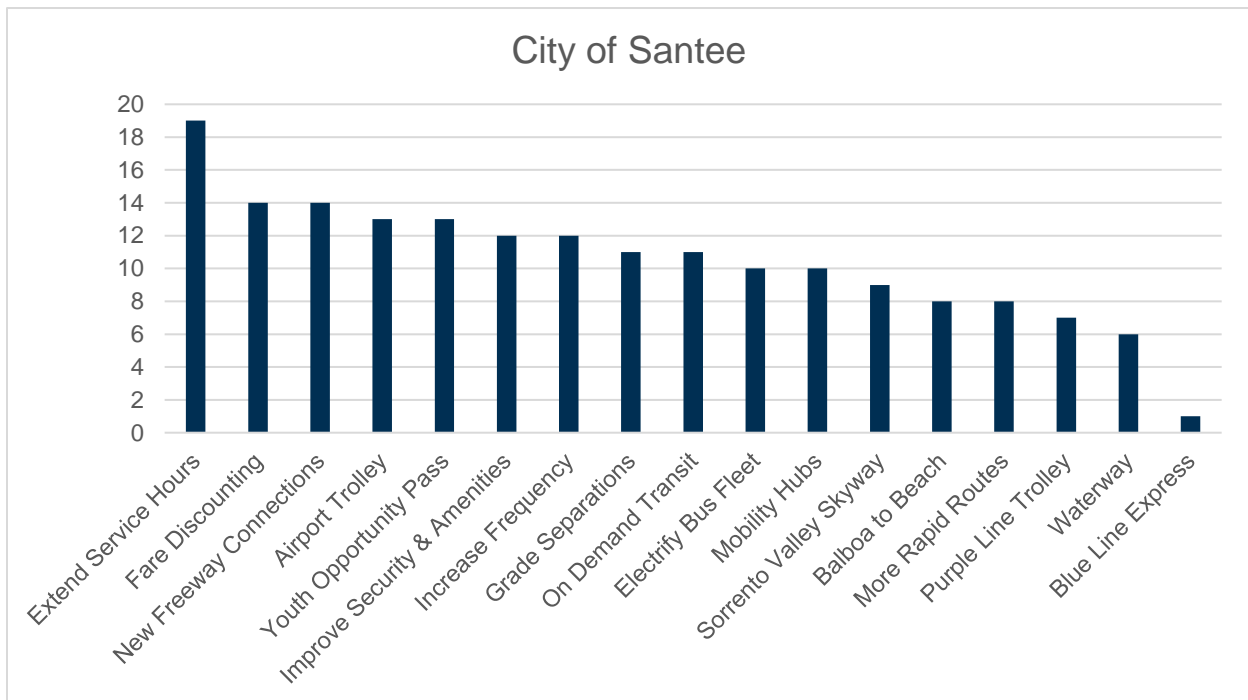
Total Responses To-Date: 24

Zip Codes Responding:

1. 92071 (24)

Top Five Selected Projects:

1. Extended Service Hours
2. Fare Discounting
3. New Freeway Transit Connections (T2)
4. Trolley to Airport
5. Youth Opportunity Pass (T4)



## COUNTY OF SAN DIEGO – D4:

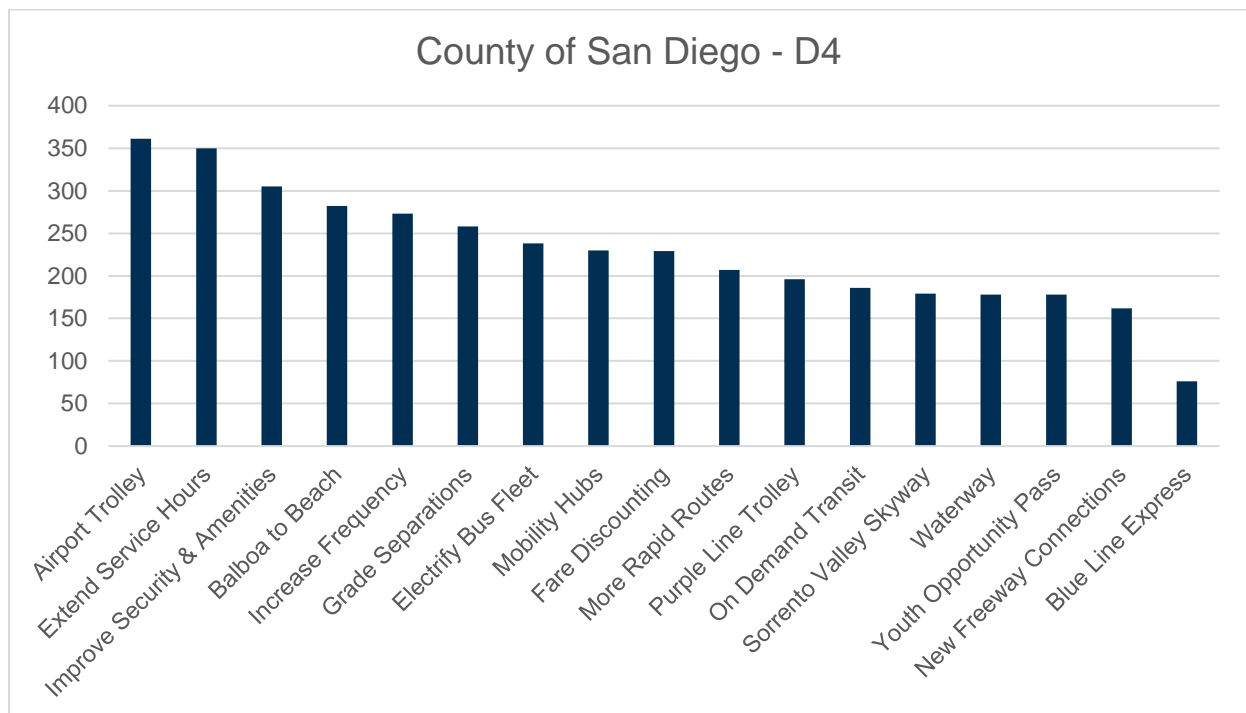
Total Responses To-Date: 537

### Zip Codes Responding:

- |               |                |
|---------------|----------------|
| 1. 92104 (72) | 9. 92111 (26)  |
| 2. 92103 (68) | 10. 92114 (23) |
| 3. 92115 (68) | 11. 92107 (21) |
| 4. 92116 (58) | 12. 92123 (21) |
| 5. 92109 (35) | 13. 92037 (20) |
| 6. 92102 (31) | 14. 92110 (20) |
| 7. 92117 (30) | 15. 92106 (15) |
| 8. 92105 (27) | 16. 92093 (2)  |

### Top Five Selected Projects:

1. Trolley to Airport
2. Extended Service Hours
3. Improve Security & Amenities
4. Balboa to Beach
5. Grade Separations



## COUNTY OF SAN DIEGO – UNINCORPORATED:

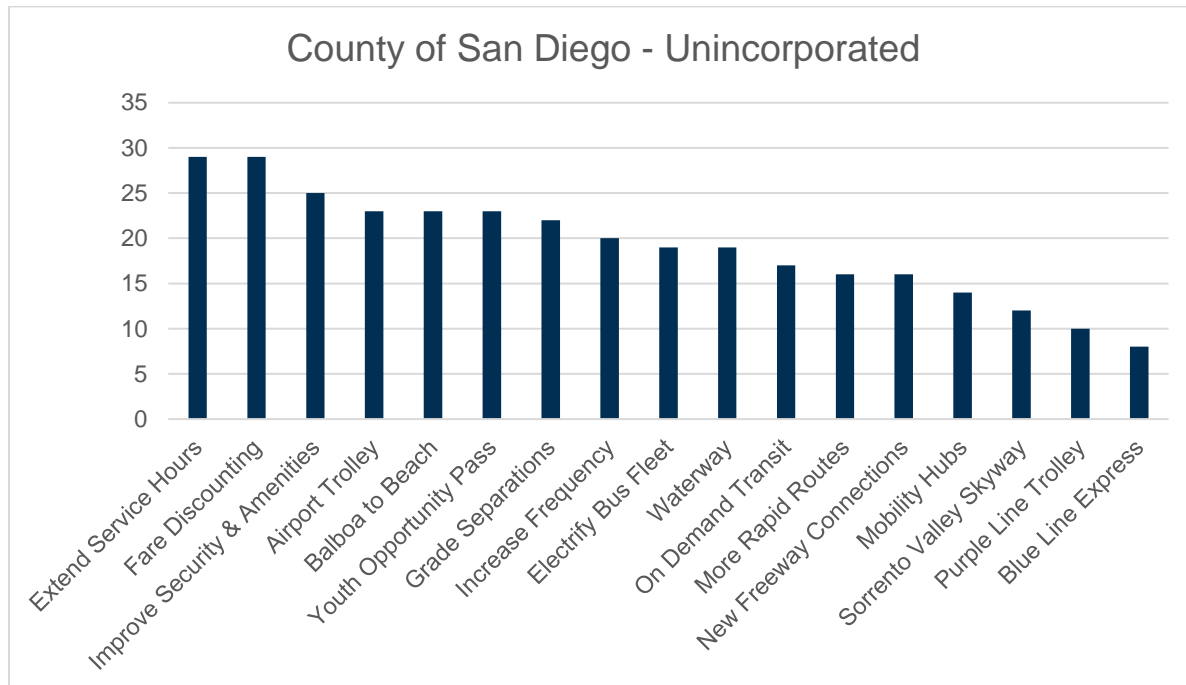
Total Responses To-Date: 44

### Zip Codes Responding:

1. 91977 (24)
2. 92040 (7)
3. 91901 (5)
4. 91978 (3)
5. 91935 (2)
6. 91902 (2)
7. 92036 (1)

### Top Five Selected Projects:

1. Extended Service Hours
2. Fare Discounting (T1)
3. Improve Security & Amenities
4. Trolley to the Airport
5. Balboa to Beach (T4)
6. Youth Opportunity Pass (T4)

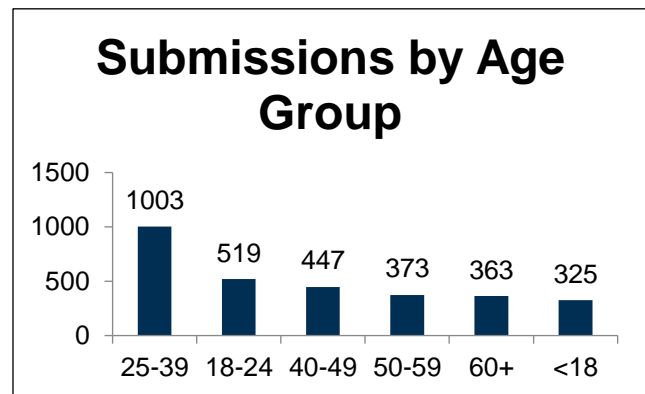
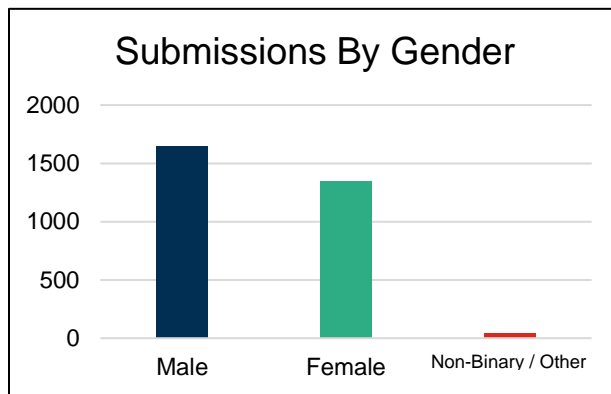


## SUMMARY OF VISION BUILDER PARTICIPATION

In October 2019, MTS launched the online Vision Builder Challenge. The tool gives participants 1,000 coins and 17 different project concepts to choose from. Their task is to identify which transit projects they prefer, and to create their own plan for the future of transit. (Participants also have the option to submit open comments to identify projects they think are missing, and provide other feedback.)

Below is a summary of who has responded to-date and initial results. All totals reflect responses through 5 p.m. on Thursday, October 31, 2019.

Total Participants: 3,030



Of all submissions received, more than 92% are from the MTS service territory.

Top Responses by Zip Code:

1. 92101 (178 – 5.8%)
2. 92102 (158 – 5.2%)
3. 92115 (152 – 5.0%)
4. 92104 (130 – 4.3%)
5. 92105 (126 – 4.2%)
6. 91911 (109 – 3.6%)

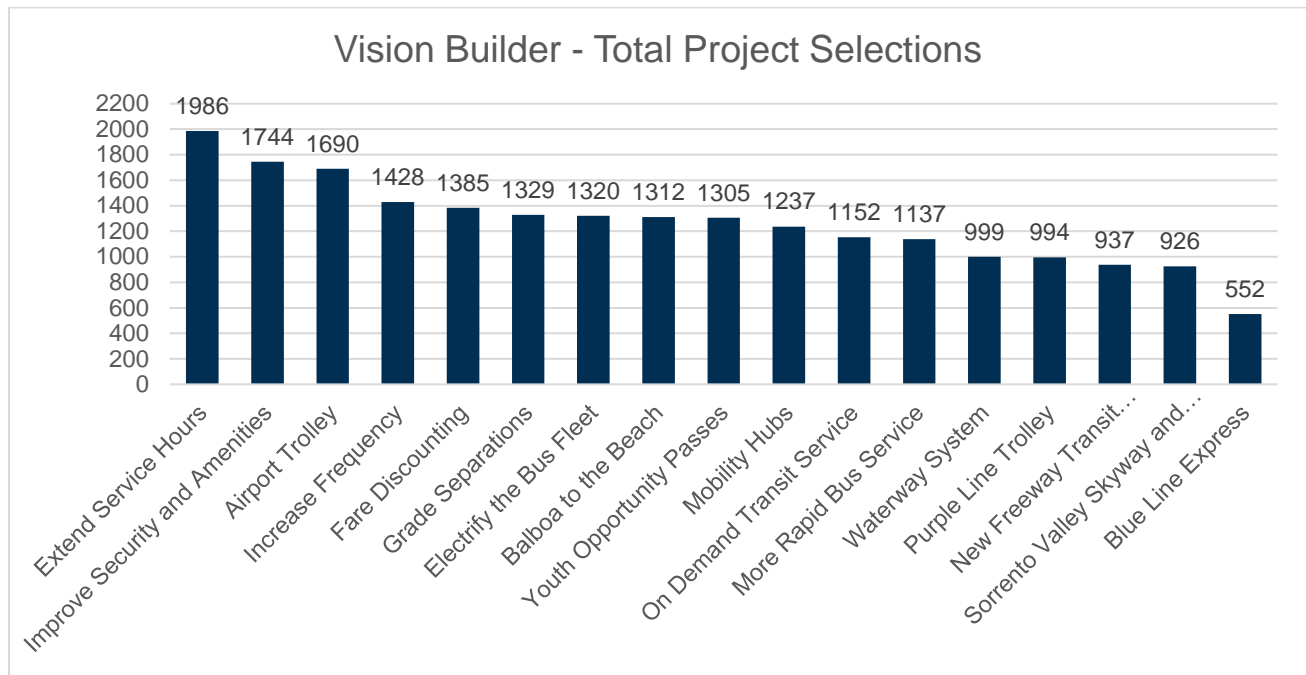
In the initial survey responses, the overall top selected projects include:

- Extended Service Hours (included in 65.5% of submissions)
- Improve Security & Amenities (included in 57.6% of submissions)
- Airport Trolley (included in 55.8% of submissions)

The least selected transit projects to-date include:

- Blue Line Express Trolley (included in 18.2% of submissions)
- Sorrento Valley Skyway and Connectors (included in 30.6% of submissions)
- New Freeway Transit Connections (included in 30.9% of submissions)

Please see the following page for the full chart of project rankings to-date.



In the following pages, MTS has provided a summary of submissions by each of the following jurisdictions:

- City of Chula Vista
- City of Coronado
- City of El Cajon
- City of Imperial Beach
- City of La Mesa
- City of Lemon Grove
- City of National City
- City of Poway
- City of San Diego, D1
- City of San Diego, D2
- City of San Diego, D3
- City of San Diego, D4
- City of San Diego, D5
- City of San Diego, D6
- City of San Diego, D7
- City of San Diego, D8
- City of San Diego, D9
- City of Santee
- County of San Diego, D4
- County of San Diego, Unincorporated

Note: For the jurisdiction count, MTS divided responses by ZIP code provided by user and attempted to avoid overlap where possible. However, in instances where there seemed to be a significant residential area across multiple districts, the following City of San Diego ZIP codes are included in multiple jurisdictions' summaries:

- 92102 (D3, D4, D9)
- 92105 (D4, D9)
- 92111 (D6, D7)
- 92113 (D8, D9)
- 92117 (D2, D6)
- 92123 (D6, D7)

## SUMMARY OF RESPONSES: CITY OF CHULA VISTA

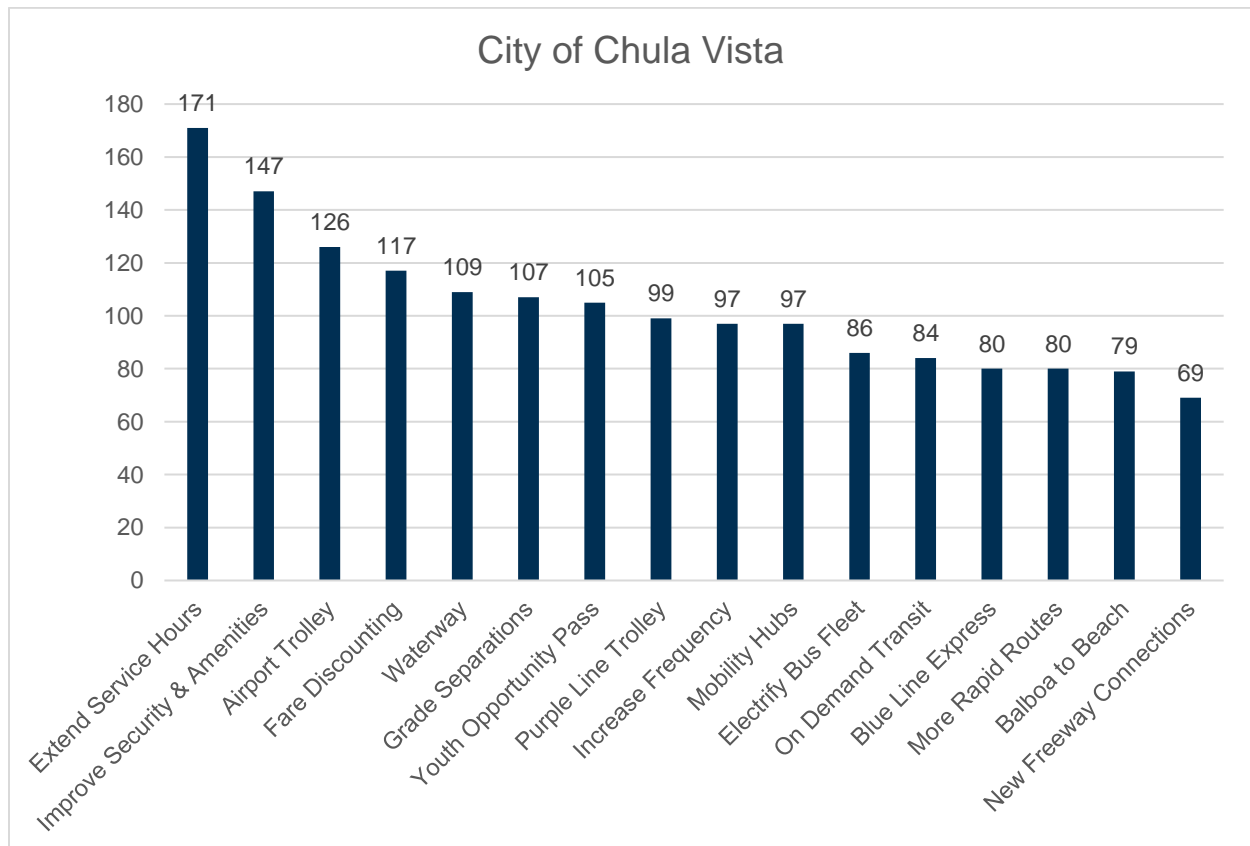
Total Responses To-Date: 248

### Zip Codes Responding:

1. 91911 (109)
2. 91910 (76)
3. 91913 (25)
4. 91915 (18)
5. 91914 (12)
6. 91902 (6)
7. 91912 (1)
8. 91921 (1)

### Top Five Selected Projects:

1. Extended Service Hours
2. Improve Security & Amenities
3. Trolley to Airport
4. Fare Discounting
5. Waterway





## SUMMARY OF RESPONSES: CITY OF CORONADO

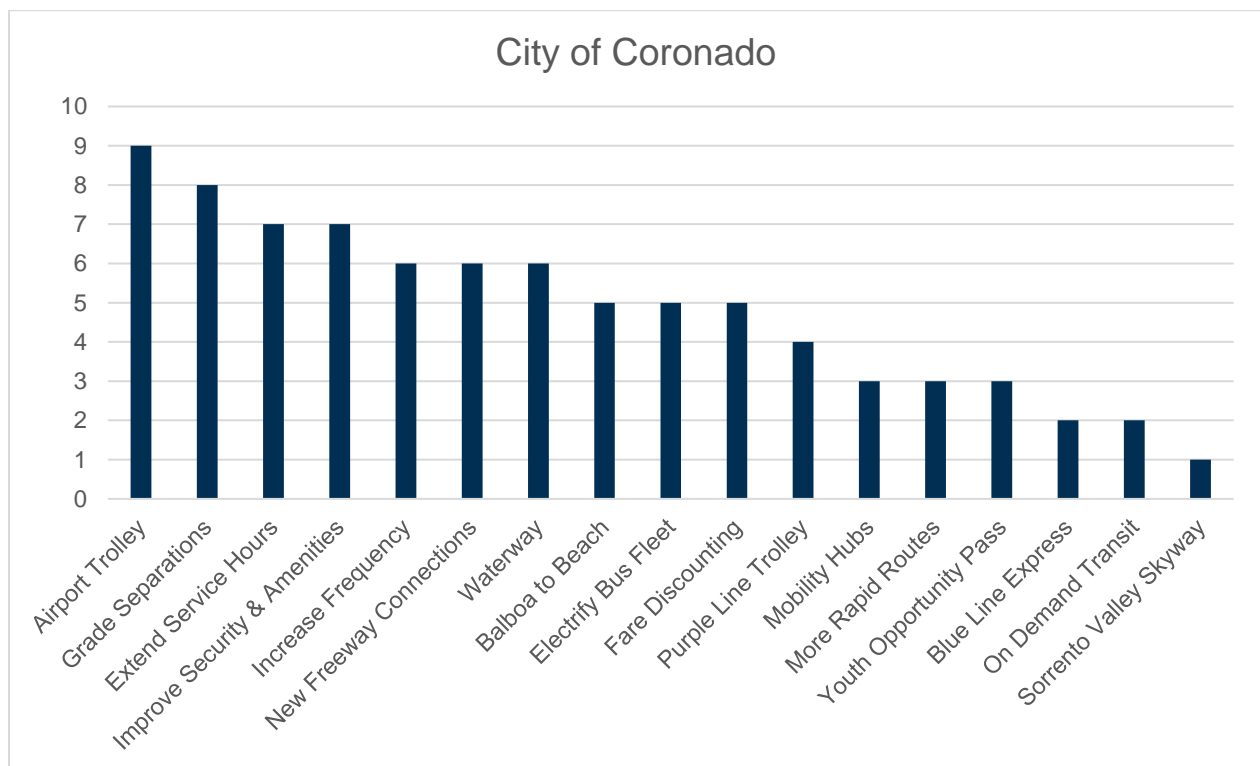
Total Responses To-Date: 13

Zip Codes Responding:

1. 92118 (12)
2. 92178 (1)

Top Five Selected Projects:

1. Trolley to the Airport
2. Grade Separations
3. Extended Service Hours
4. Improve Security and Amenities (T3)
5. Increase Frequency (T5)
6. New Freeway Transit Connections (T5)
7. Waterway (T5)







## SUMMARY OF RESPONSES: CITY OF EI CAJON

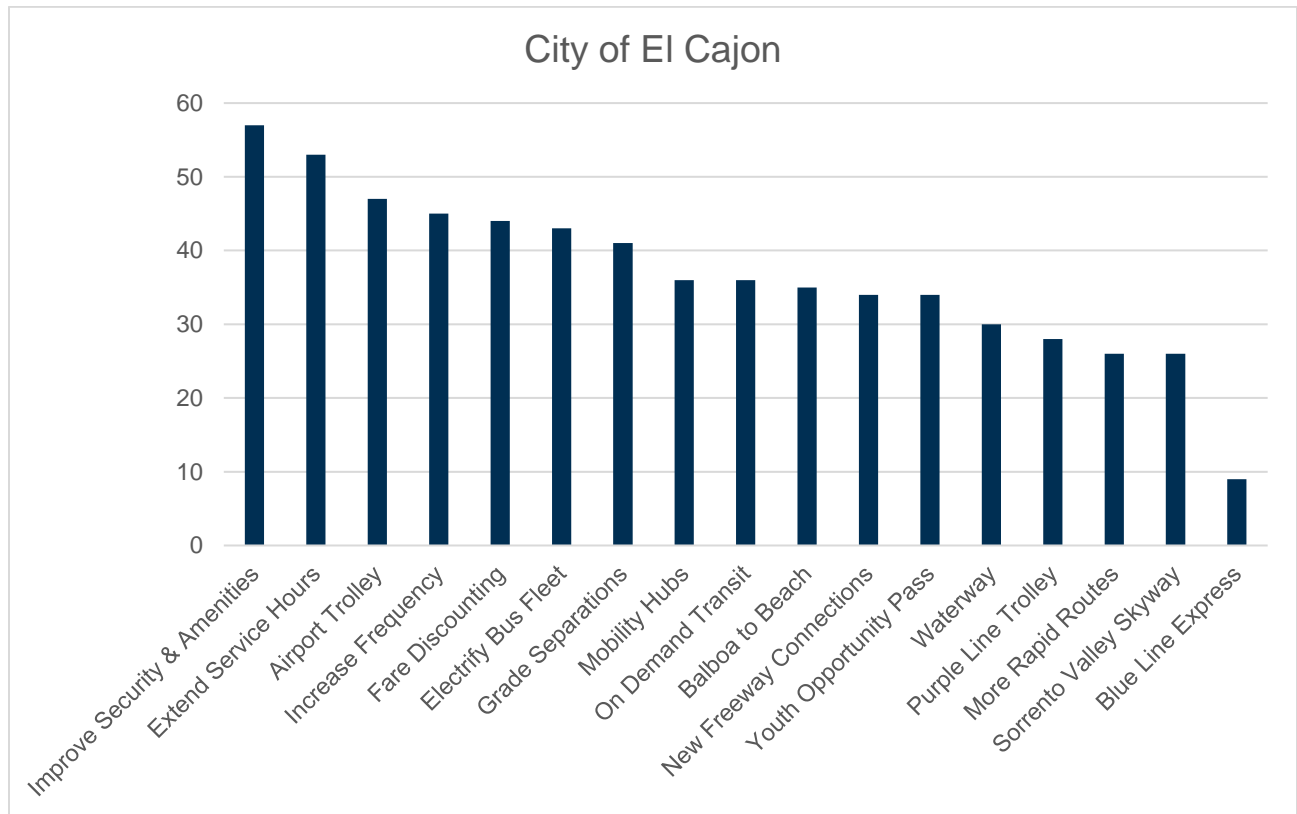
Total Responses To-Date: 88

Zip Codes Responding:

1. 92021 (42)
2. 92020 (33)
3. 92019 (13)

Top Five Selected Projects:

1. Improve Security and Amenities
2. Extended Service Hours
3. Trolley to the Airport
4. Increase Frequency
5. Fare Discounting





## SUMMARY OF RESPONSES: CITY OF IMPERIAL BEACH

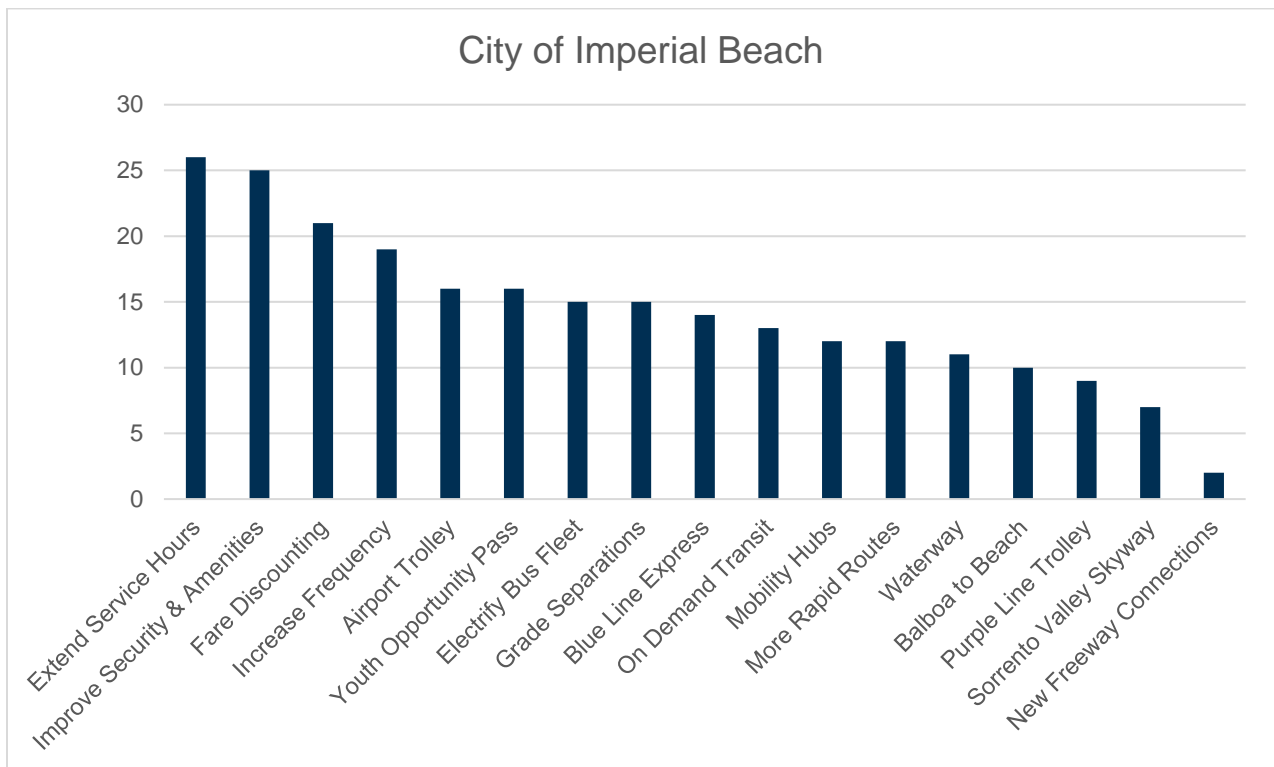
Total Responses To-Date: 33

Zip Codes Responding:

1. 91932 (31)
2. 91933 (2)

Top Five Selected Projects:

1. Extended Service Hours
2. Improve Security and Amenities
3. Fare Discounting
4. Increase Frequency
5. Trolley Airport



## SUMMARY OF RESPONSES: CITY OF LA MESA

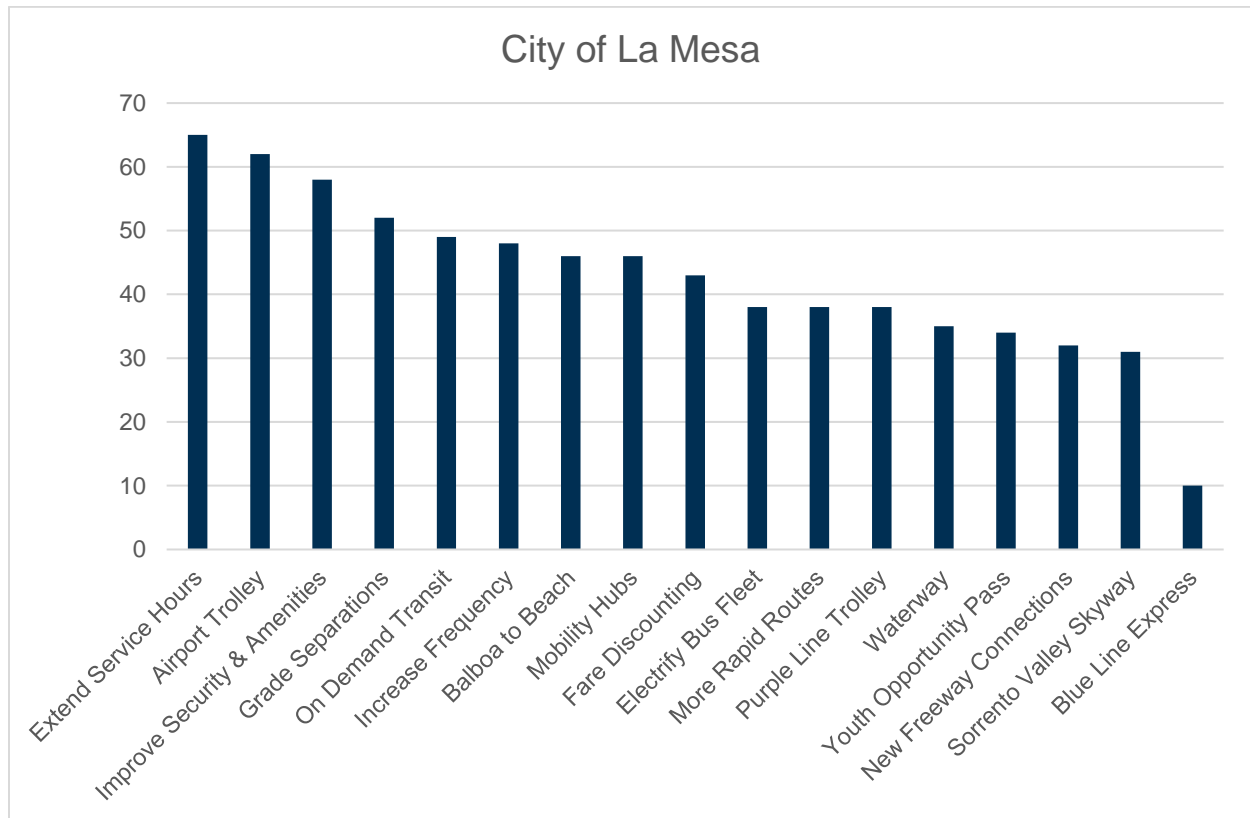
Total Responses To-Date: 102

Zip Codes Responding:

1. 91942 (54)
2. 91941 (46)
3. 91944 (2)

Top Five Selected Projects:

1. Extended Service Hours
2. Trolley to the Airport
3. Improve Security & Amenities
4. Grade Separations
5. On-Demand Transit





## CITY OF LEMON GROVE:

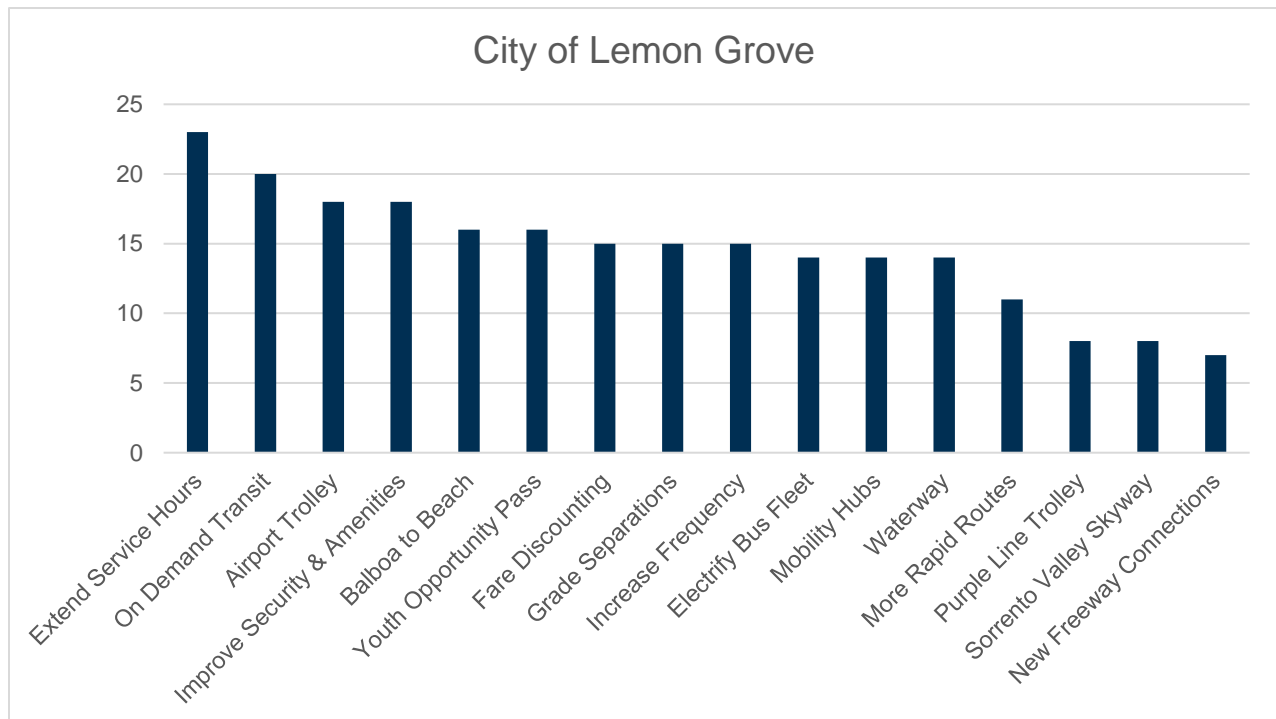
Total Responses To-Date: 31

Zip Codes Responding:

1. 91945 (31)

Top Five Selected Projects:

1. Extended Service Hours
2. On-Demand Transit
3. Trolley to the Airport
4. Improve Security and Amenities (T3)
5. Balboa to Beach
6. Youth Opportunity Pass (T5)





## CITY OF NATIONAL CITY:

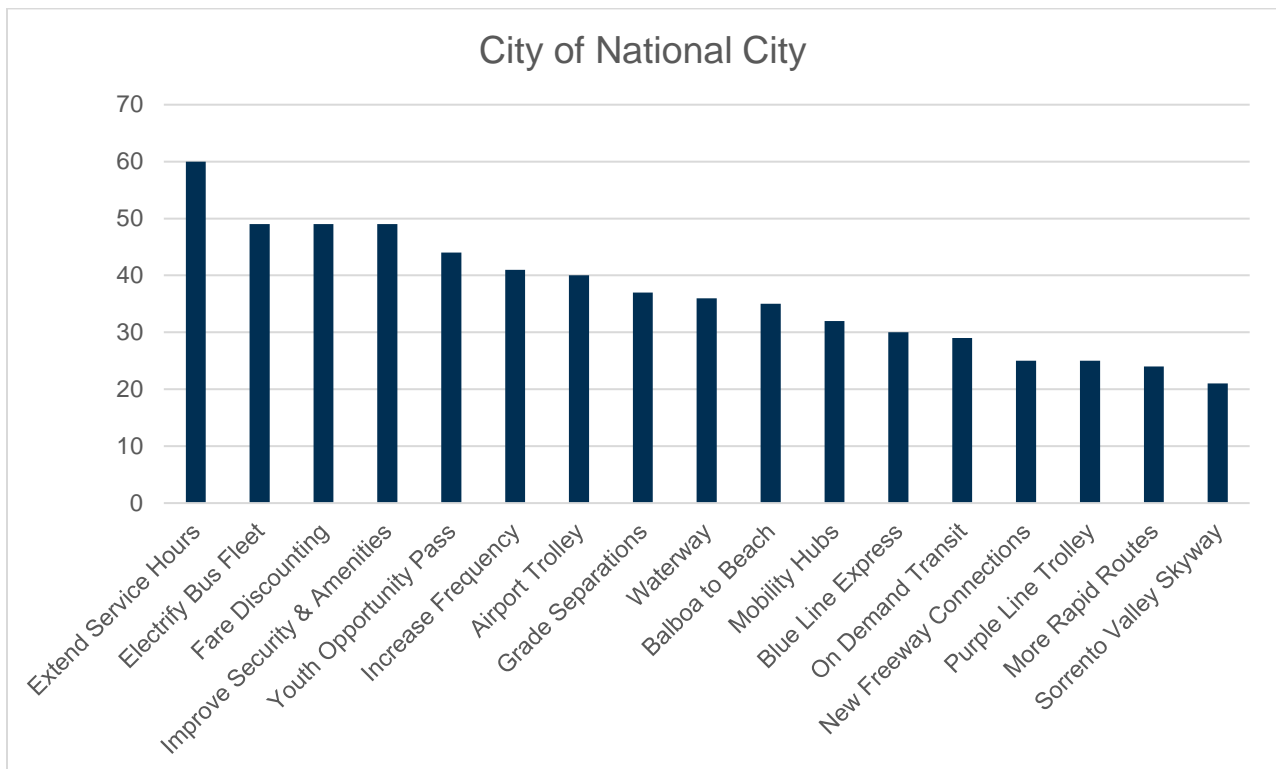
Total Responses To-Date: 91

### Zip Codes Responding:

1. 91950 (88)
2. 92136 (2)
3. 91951 (1)

### Top Five Selected Projects:

1. Extended Service Hours
2. Electrify the Bus Fleet
3. Fare Discounting (T2)
4. Improve Security & Amenities (T2)
5. Youth Opportunity Pass





## CITY OF POWAY:

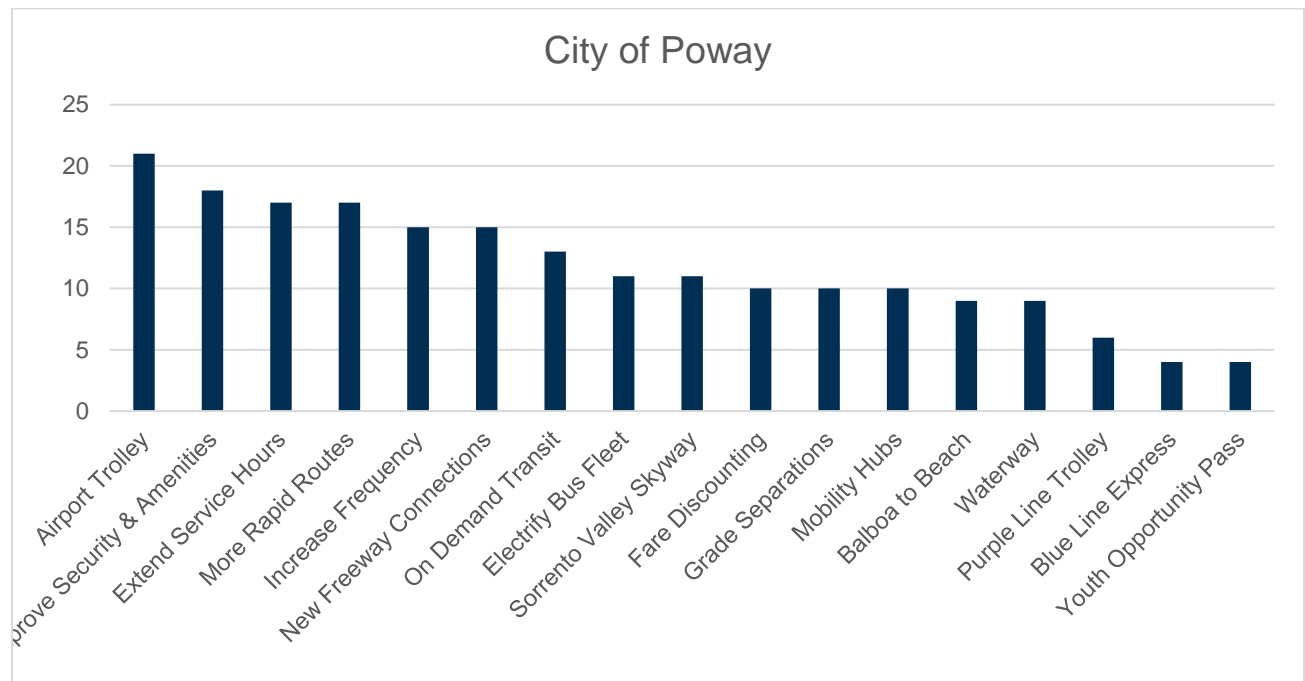
Total Responses To-Date: 31

Zip Codes Responding:

1. 92064 (23)
2. 92025 (8)

Top Five Selected Projects:

1. Trolley to the Airport
2. Improve Security and Amenities
3. Extended Service Hours
4. More Rapid Routes (T3)
5. Increase Frequency
6. New Freeway Connections (T5)





## CITY OF SAN DIEGO – D1:

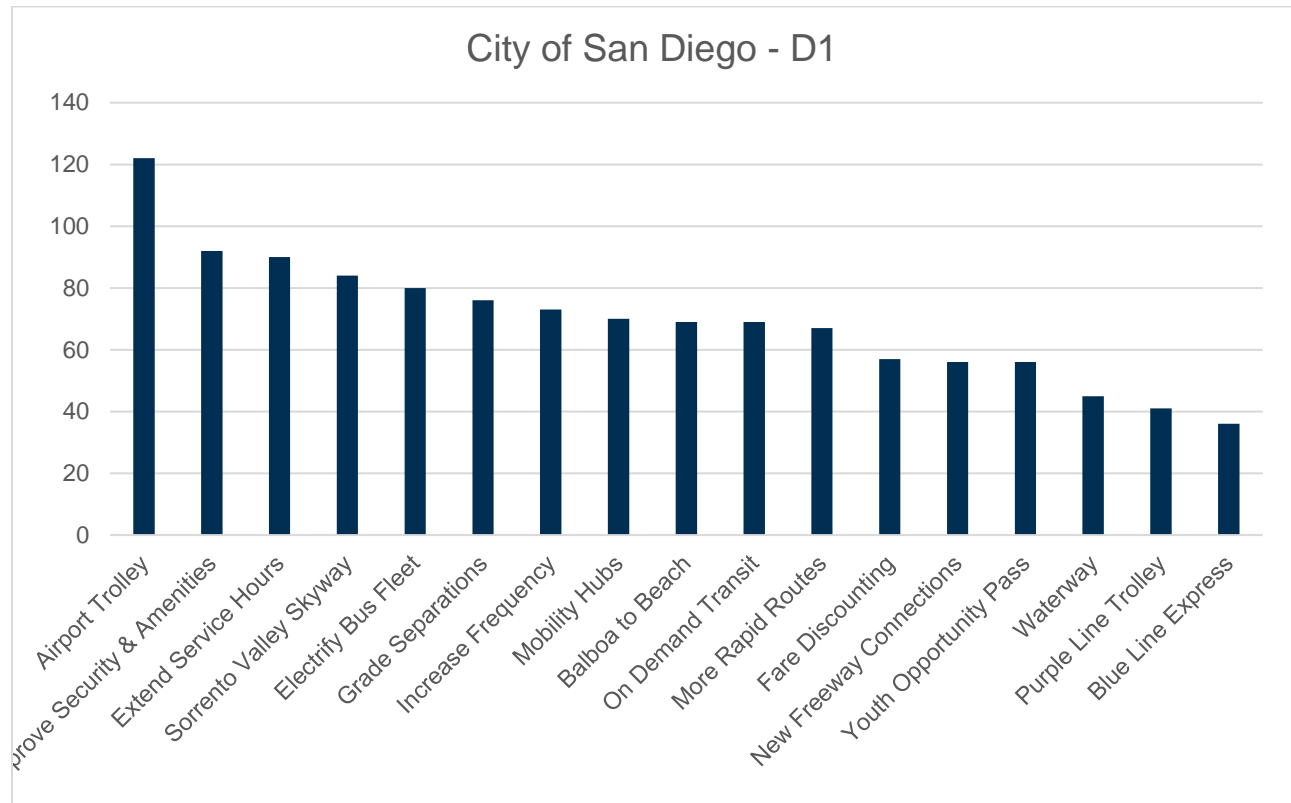
Total Responses To-Date: 166

### Zip Codes Responding:

1. 92122 (52)
2. 92037 (41)
3. 92130 (33)
4. 92014 (16)
5. 92121 (13)
6. 92092 (4)
7. 92093 (2)
8. 92015 (2)

### Top Five Selected Projects:

1. Trolley to the Airport
2. Improve Security and Amenities
3. Extended Service Hours
4. Sorrento Valley Skyway & Transit Connectors
5. Electrify Bus Fleet





## CITY OF SAN DIEGO – D2:

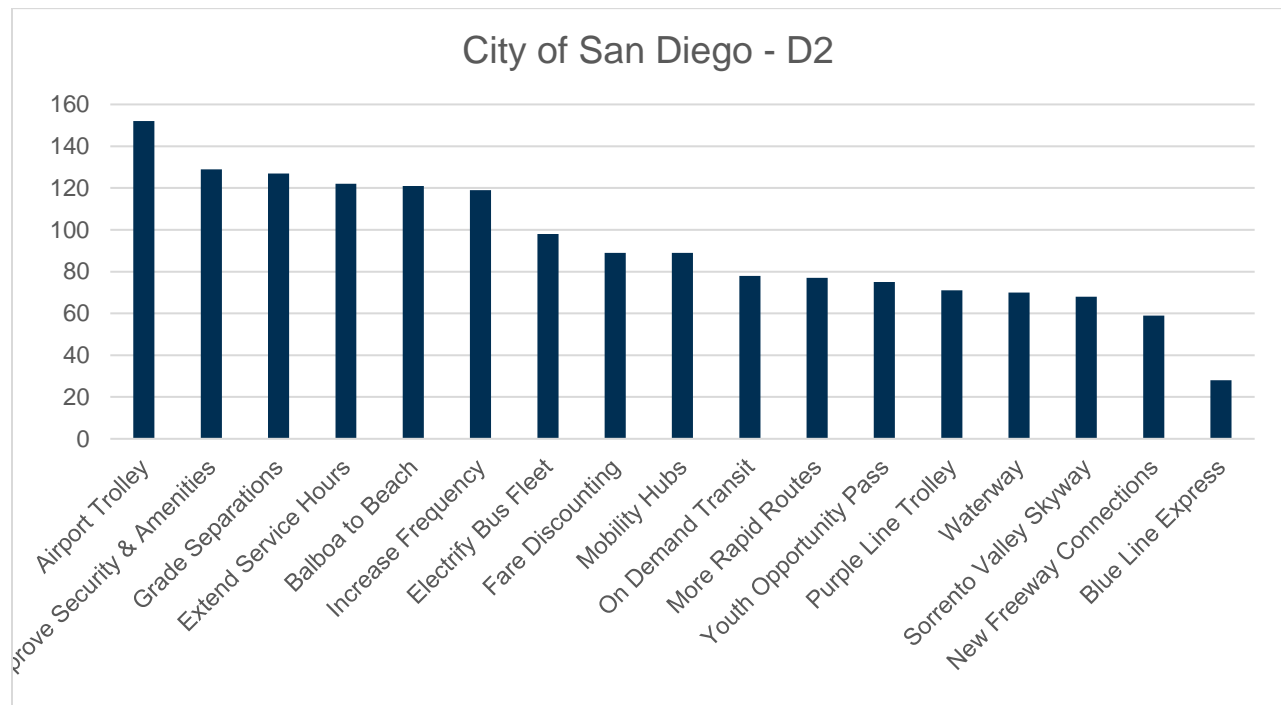
Total Responses To-Date: 222

### Zip Codes Responding:

1. 92109 (59)
2. 92117 (55)
3. 92110 (37)
4. 92107 (33)
5. 92106 (30)
6. 92017 (3)
7. 92137 (3)
8. 92138 (1)
9. 92167 (1)

### Top Five Selected Projects:

1. Trolley to the Airport
2. Improve Security and Amenities
3. Grade Separations
4. Extended Service Hours
5. Balboa to Beach







## CITY OF SAN DIEGO – D3:

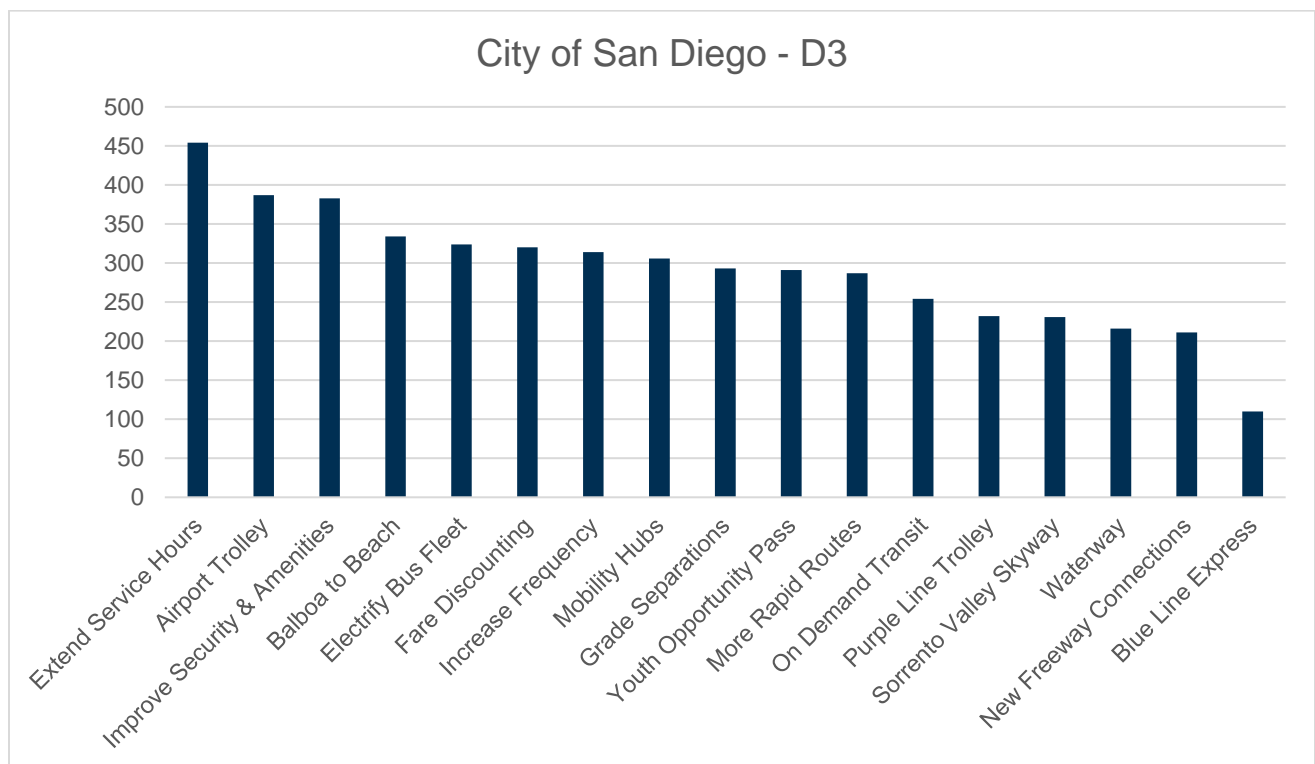
Total Responses To-Date: 683

### Zip Codes Responding:

1. 92101 (178)
2. 92102 (158)
3. 92104 (130)
4. 92103 (109)
5. 92116 (102)
6. 92112 (6)

### Top Five Selected Projects:

1. Extended Service Hours
2. Trolley to Airport
3. Improve Security & Amenities
4. Balboa to Beach
5. Electrify Bus Fleet





## CITY OF SAN DIEGO – D4:

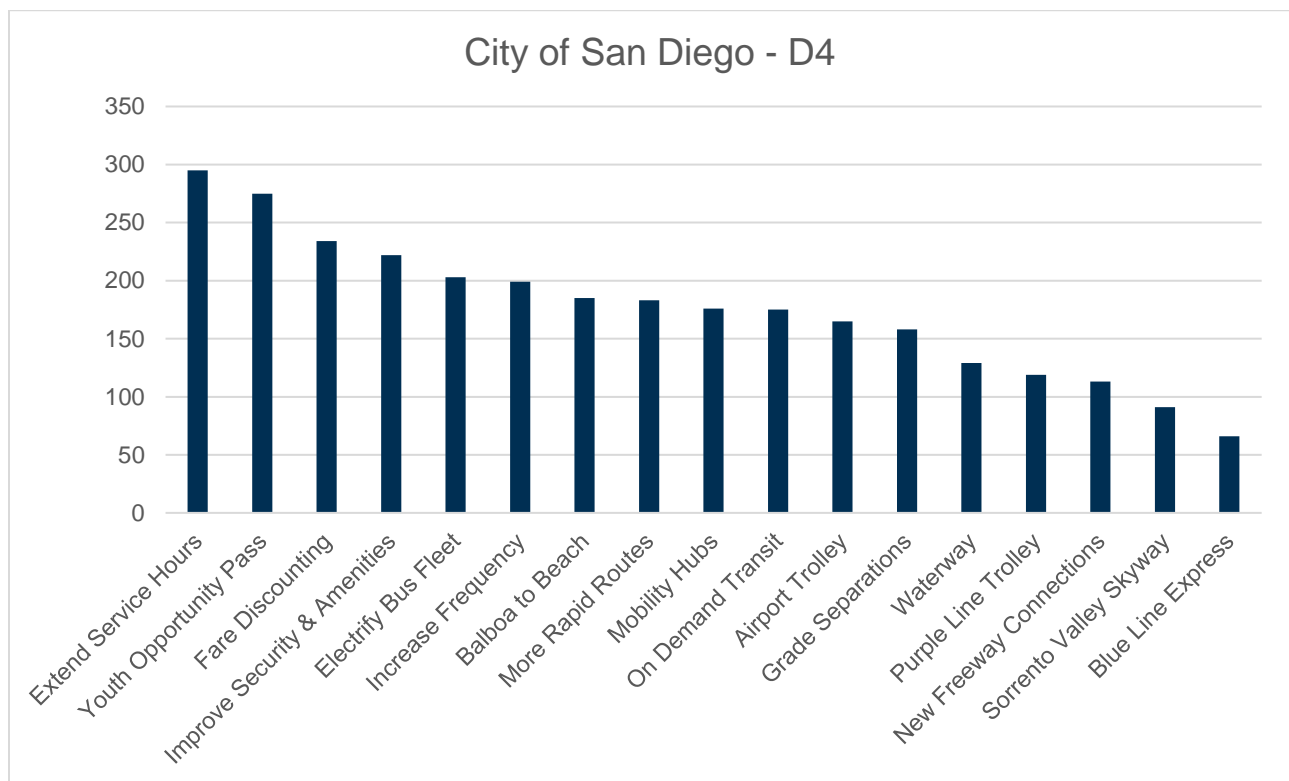
Total Responses To-Date: 412

### Zip Codes Responding:

1. 92102 (158)
2. 92105 (126)
3. 92114 (99)
4. 92139 (28)
5. 92149 (1)

### Top Five Selected Projects:

1. Extended Service Hours
2. Youth Opportunity Pass
3. Improve Security & Amenities
4. Fare Discounting
5. Balboa to Beach





## CITY OF SAN DIEGO – D5:

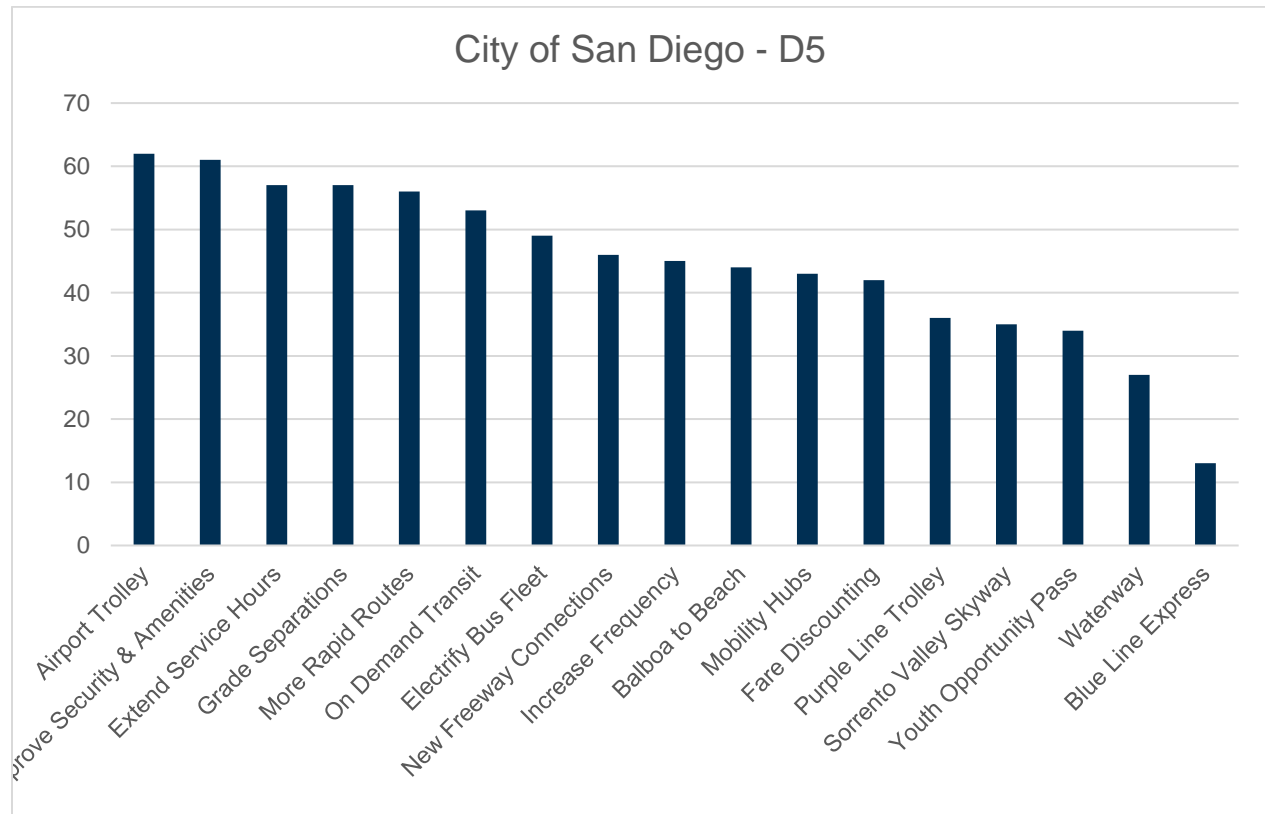
Total Responses To-Date: 111

### Zip Codes Responding:

1. 92129 (36)
2. 92128 (29)
3. 92131 (26)
4. 92127 (20)

### Top Five Selected Projects:

1. Trolley to Airport
2. Improve Security & Amenities
3. Extended Service Hours
4. Grade Separations
5. More Rapid Routes





## CITY OF SAN DIEGO – D6:

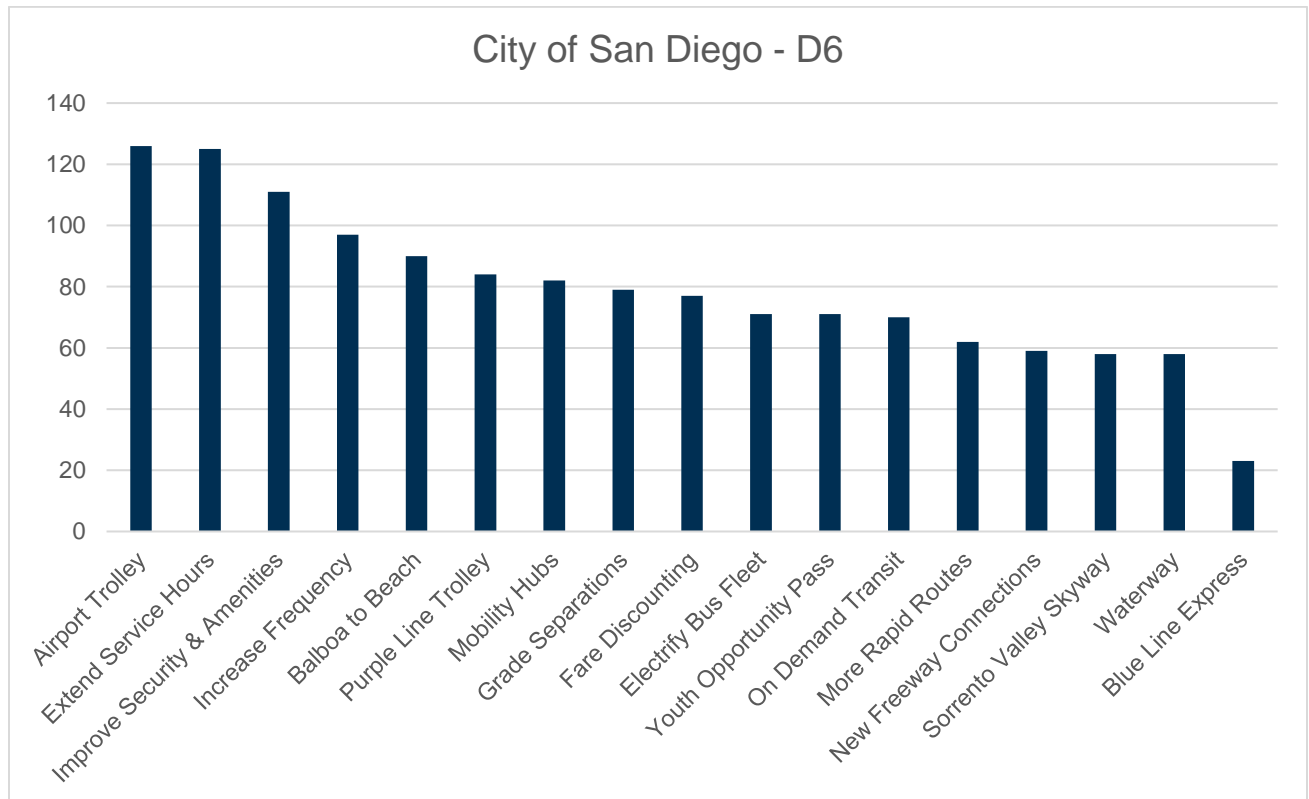
Total Responses To-Date: 192

### Zip Codes Responding:

1. 92117 (55)
2. 92111 (52)
3. 92126 (51)
4. 92123 (34)

### Top Five Selected Projects:

1. Trolley to Airport
2. Extended Service Hours
3. Improve Security & Amenities
4. Increase Frequency
5. Balboa to Beach



## CITY OF SAN DIEGO – D7:

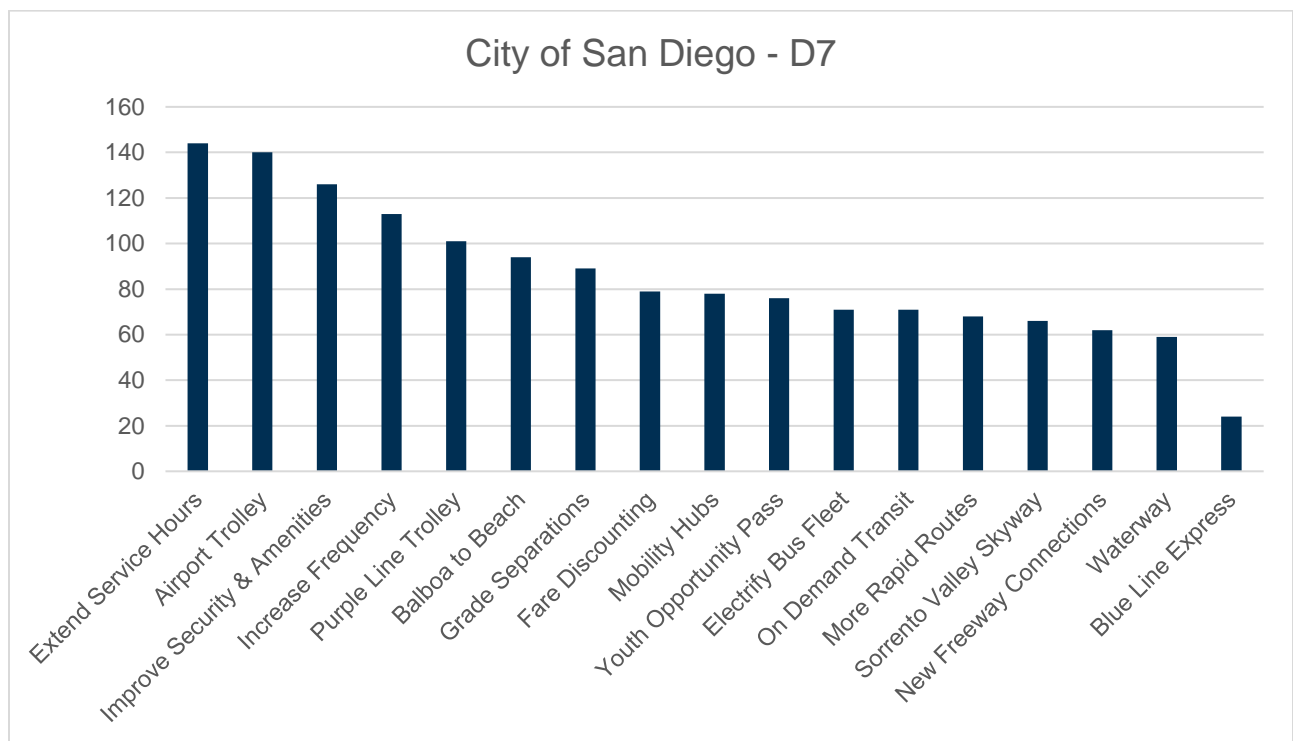
Total Responses To-Date: 215

### Zip Codes Responding:

1. 92111 (52)
2. 92108 (44)
3. 92119 (39)
4. 92123 (34)
5. 92120 (27)
6. 92124 (19)

### Top Five Selected Projects:

1. Extended Service Hours
2. Trolley to Airport
3. Improve Security & Amenities
4. Increase Frequency
5. Purple Line Trolley





## CITY OF SAN DIEGO – D8:

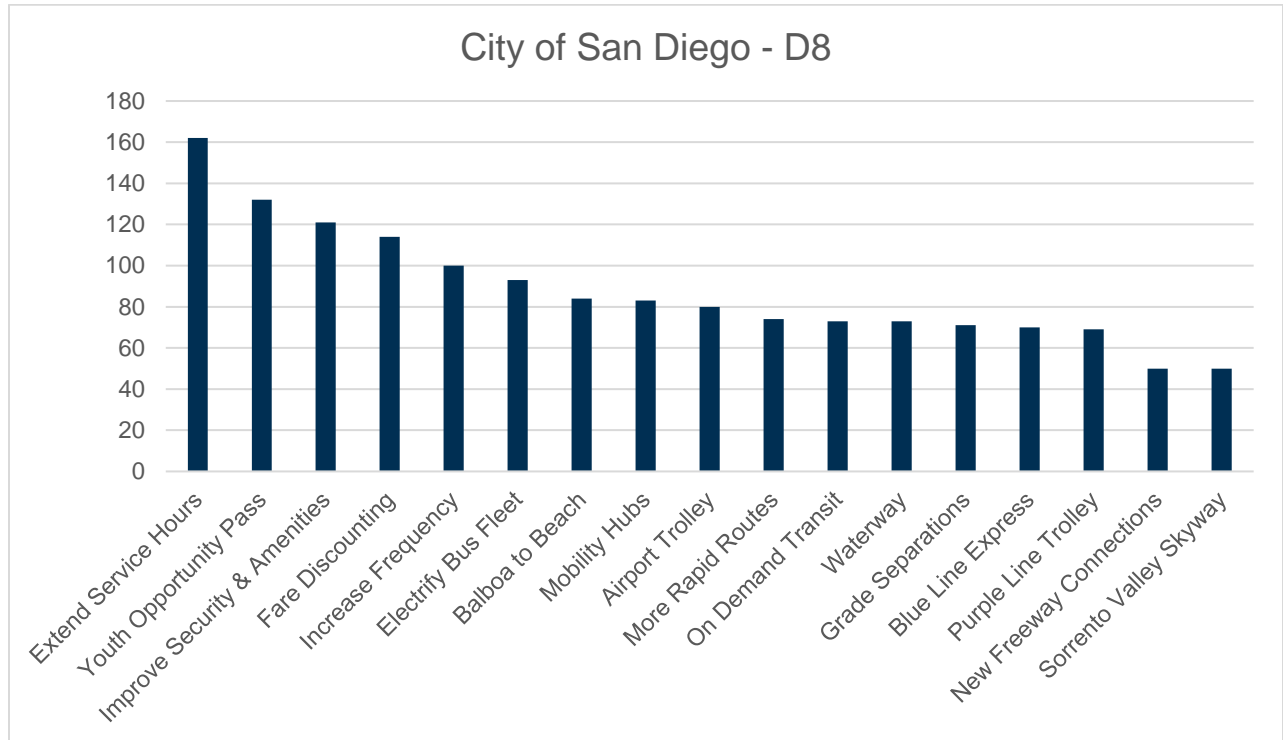
Total Responses To-Date: 222

### Zip Codes Responding:

1. 92113 (87)
2. 92154 (75)
3. 92173 (60)

### Top Five Selected Projects:

1. Extended Service Hours
2. Youth Opportunity Passes
3. Improve Security & Amenities
4. Fare Discounting
5. Increase Frequency





## CITY OF SAN DIEGO – D9:

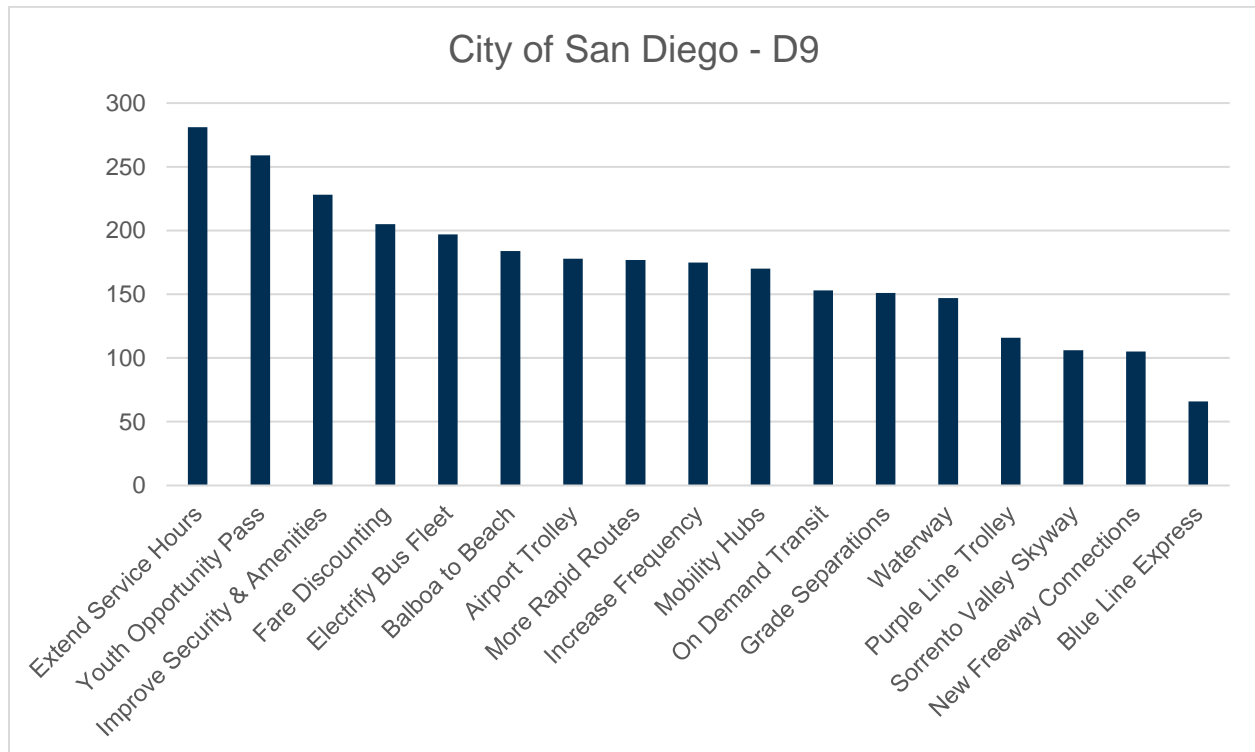
Total Responses To-Date: 397

### Zip Codes Responding:

1. 92102 (158)
2. 92115 (150)
3. 92113 (87)
4. 92182 (2)

### Top Five Selected Projects:

1. Extended Service Hours
2. Youth Opportunity Passes
3. Improve Security & Amenities
4. Fare Discounting
5. Electrify Bus Fleet





## CITY OF SANTEE:

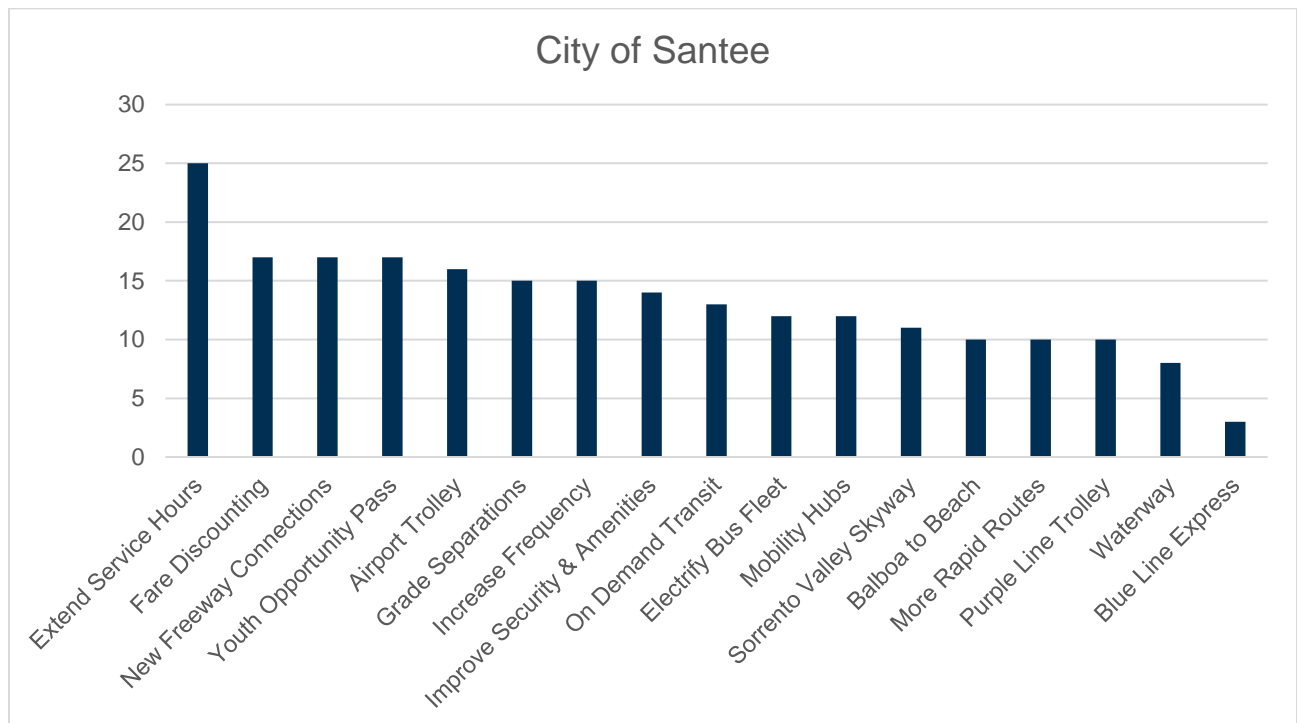
Total Responses To-Date: 31

Zip Codes Responding:

1. 92071 (31)

Top Five Selected Projects:

1. Extended Service Hours
2. Fare Discounting
3. New Freeway Transit Connections (T2)
4. Youth Opportunity Pass (T2)
5. Trolley to Airport







## COUNTY OF SAN DIEGO – D4:

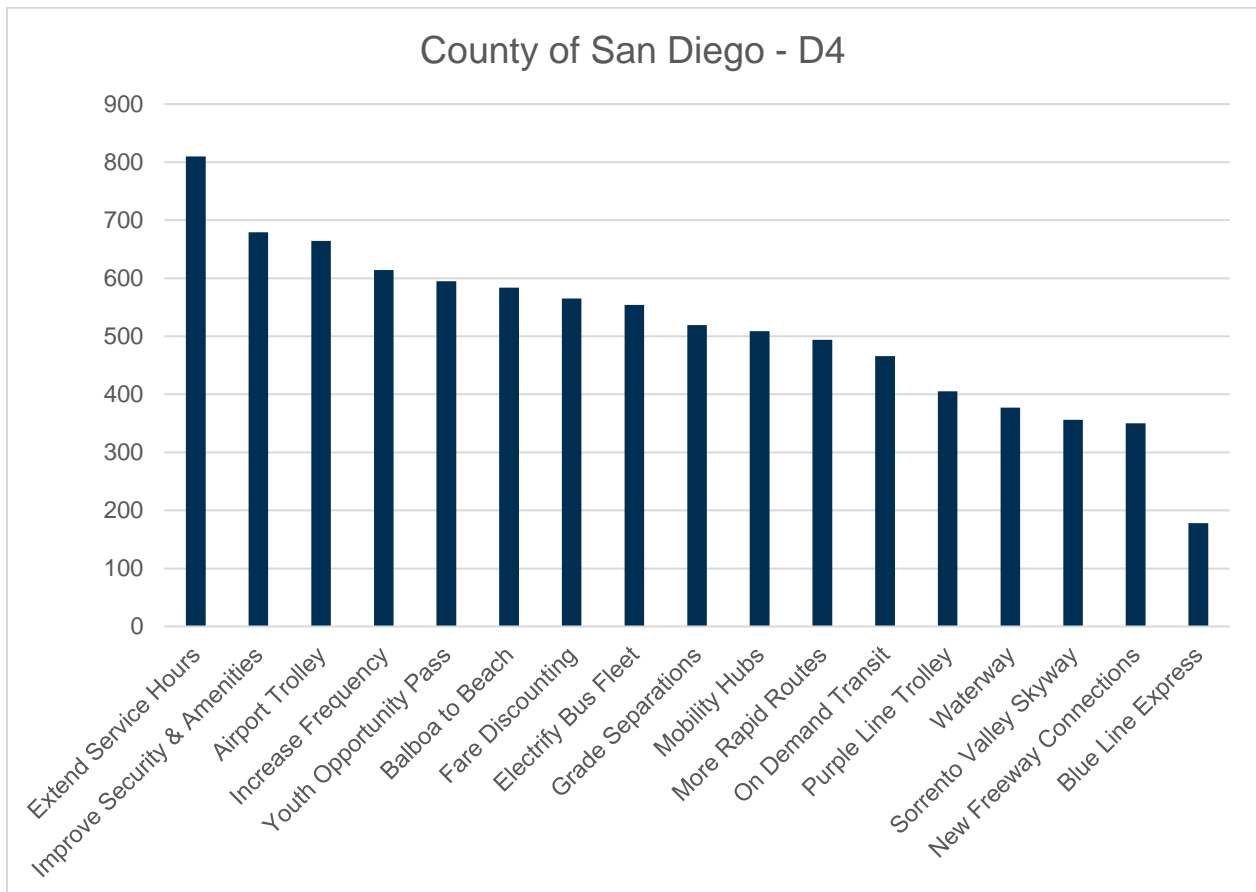
Total Responses To-Date: 374 + 560 +284

### Zip Codes Responding:

- |                |                |
|----------------|----------------|
| 1. 92102 (158) | 9. 92117 (55)  |
| 2. 92115 (150) | 10. 92111 (52) |
| 3. 92104 (130) | 11. 92037 (41) |
| 4. 92105 (126) | 12. 92110 (37) |
| 5. 92103 (109) | 13. 92123 (34) |
| 6. 92116 (102) | 14. 92107 (33) |
| 7. 92114 (100) | 15. 92106 (30) |
| 8. 92109 (59)  | 16. 92093 (2)  |

### Top Five Selected Projects:

1. Extended Service Hours
2. Improve Security & Amenities
3. Trolley to Airport
4. Increase Frequency
5. Youth Opportunity Passes





## COUNTY OF SAN DIEGO – UNINCORPORATED:

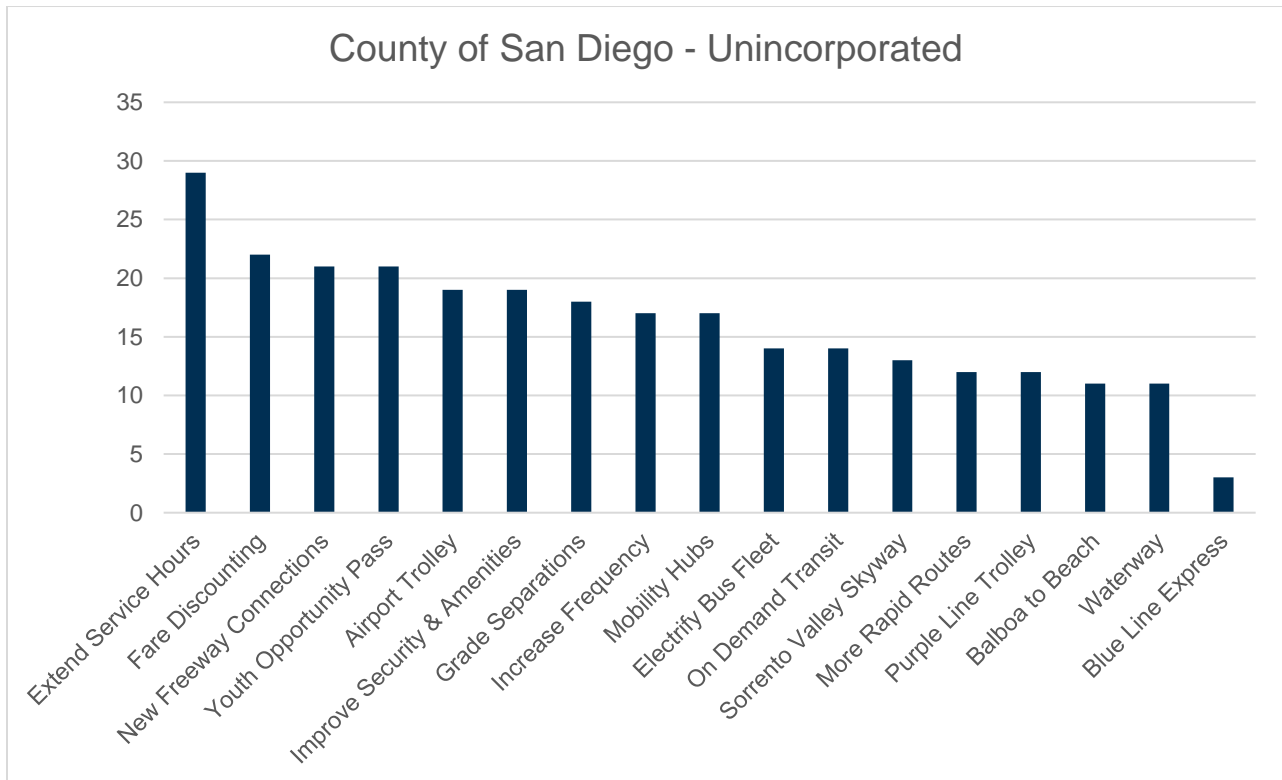
Total Responses To-Date: 77

### Zip Codes Responding:

1. 91977 (41)
2. 92040 (15)
3. 91901 (7)
4. 91902 (6)
5. 91978 (4)
6. 91935 (2)
7. 92036 (1)

### Top Five Selected Projects:

1. Extended Service Hours
2. Fare Discounting
3. New Freeway Transit Connections (T2)
4. Youth Opportunity Pass (T2)
5. Trolley to the Airport



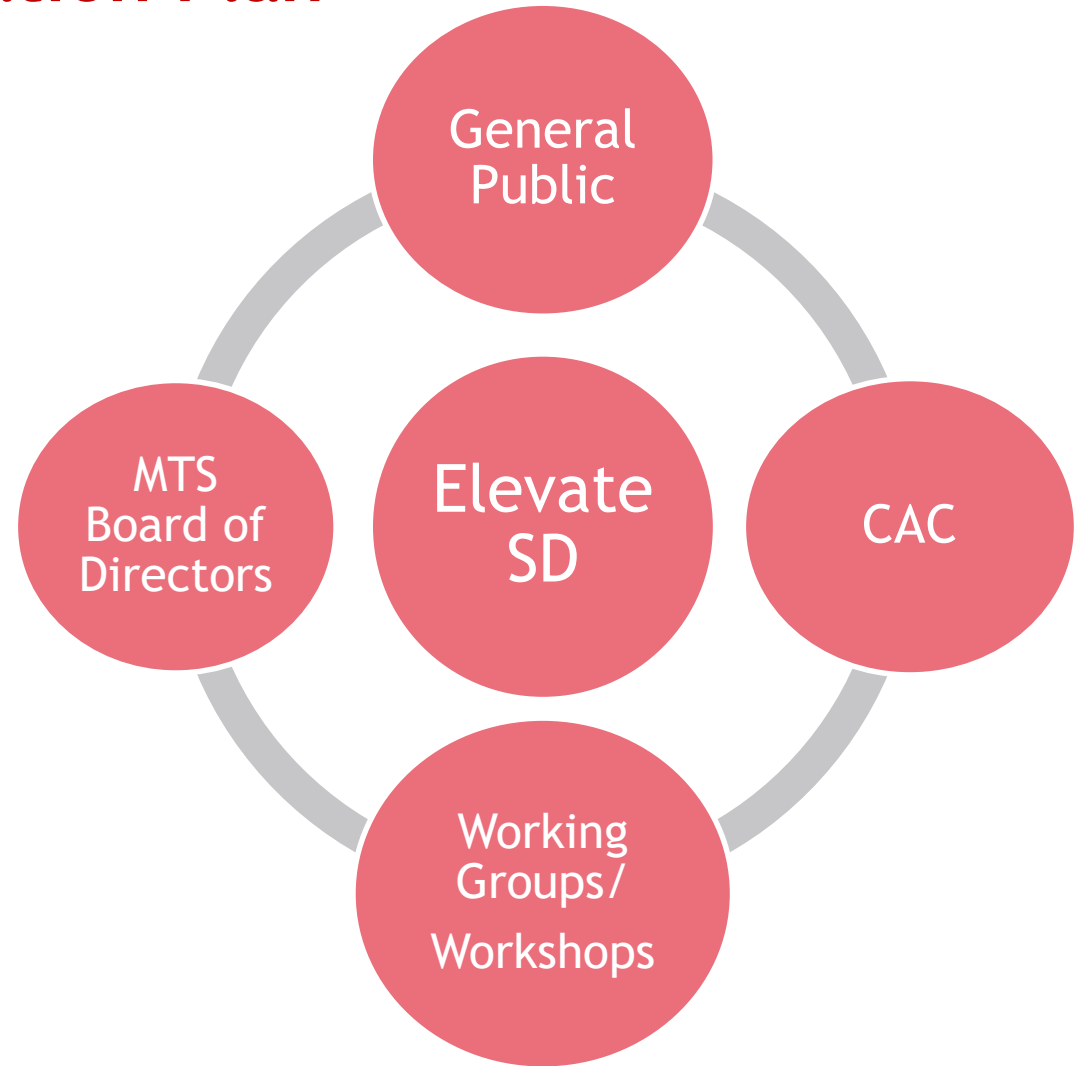


**Agenda Item #3a**  
**Public Engagement Efforts & Results**

November 2, 2019



# Public Participation Plan





**2,237**

Community Participants  
at 28 Outreach Events



**3,000+**

Vision Builder Challenge  
Participants



**345**

Attendees at 11 Community  
Forums



**200+**

Working  
Group Members



**100+**

One-on-one briefings and  
group presentations with  
key stakeholders



**80**

Community Advisory Committee  
Members



**12**

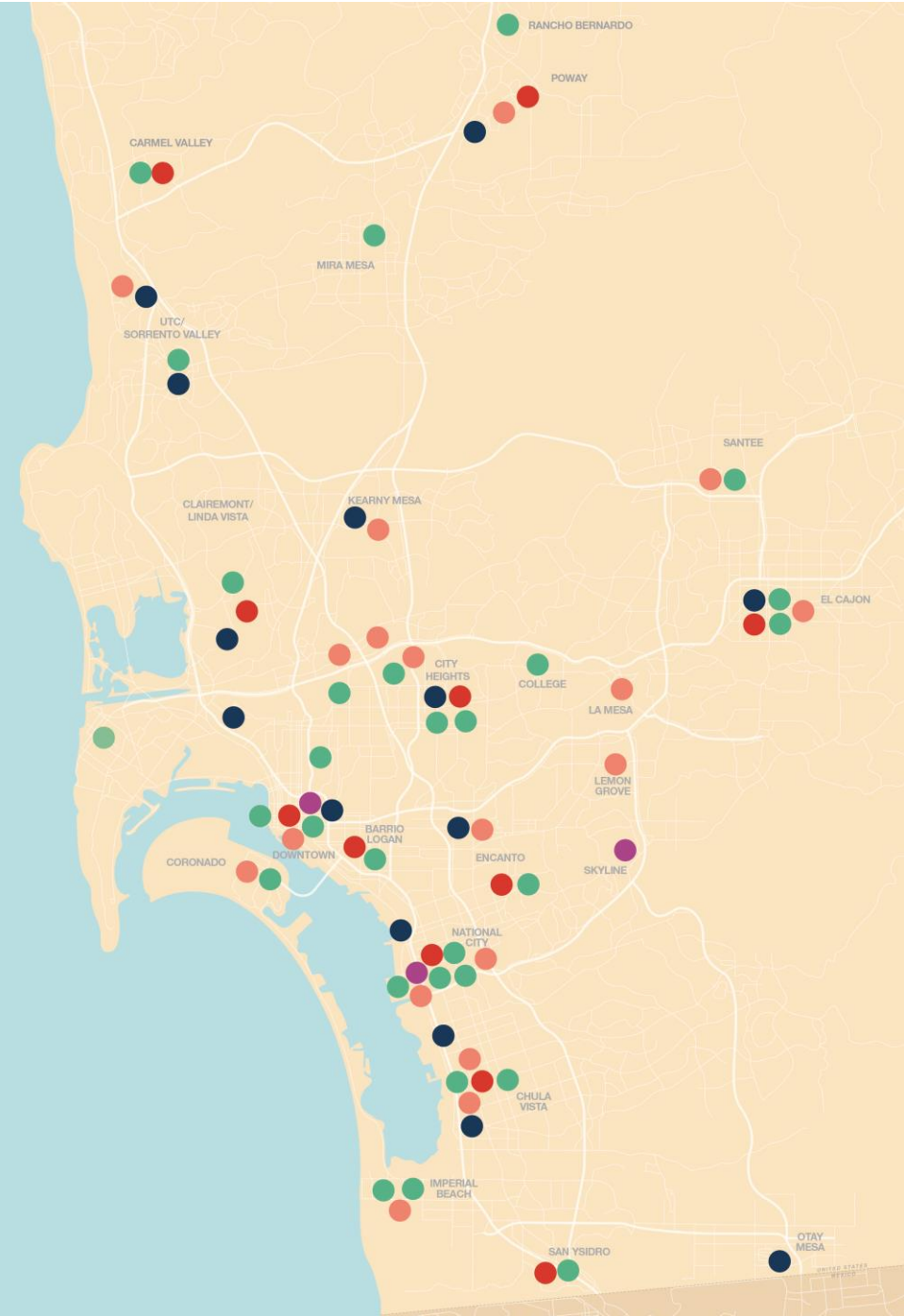
Working Group Meetings  
and Workshops



**5**

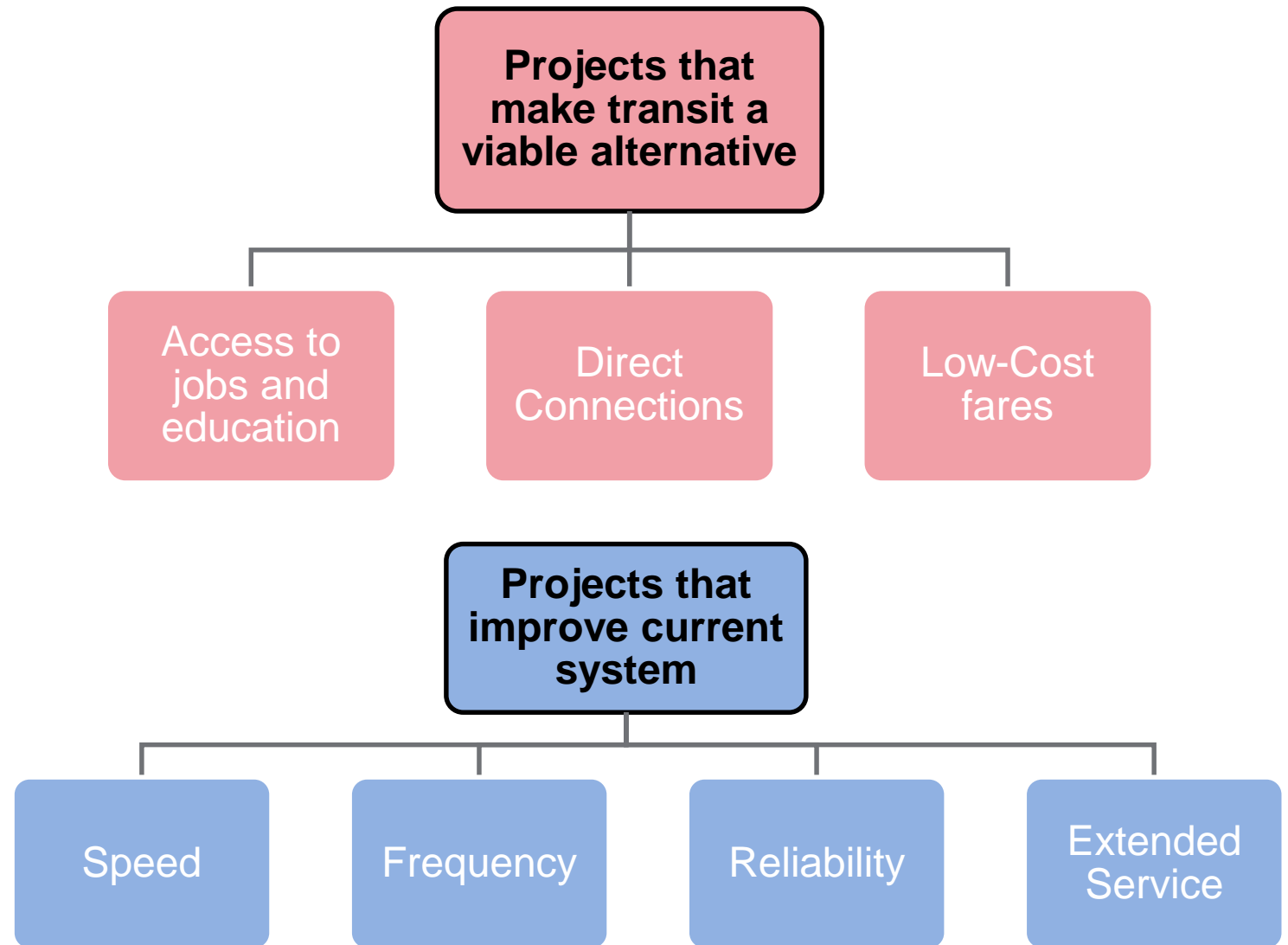
Business Workshops

# Public Engagement To-Date



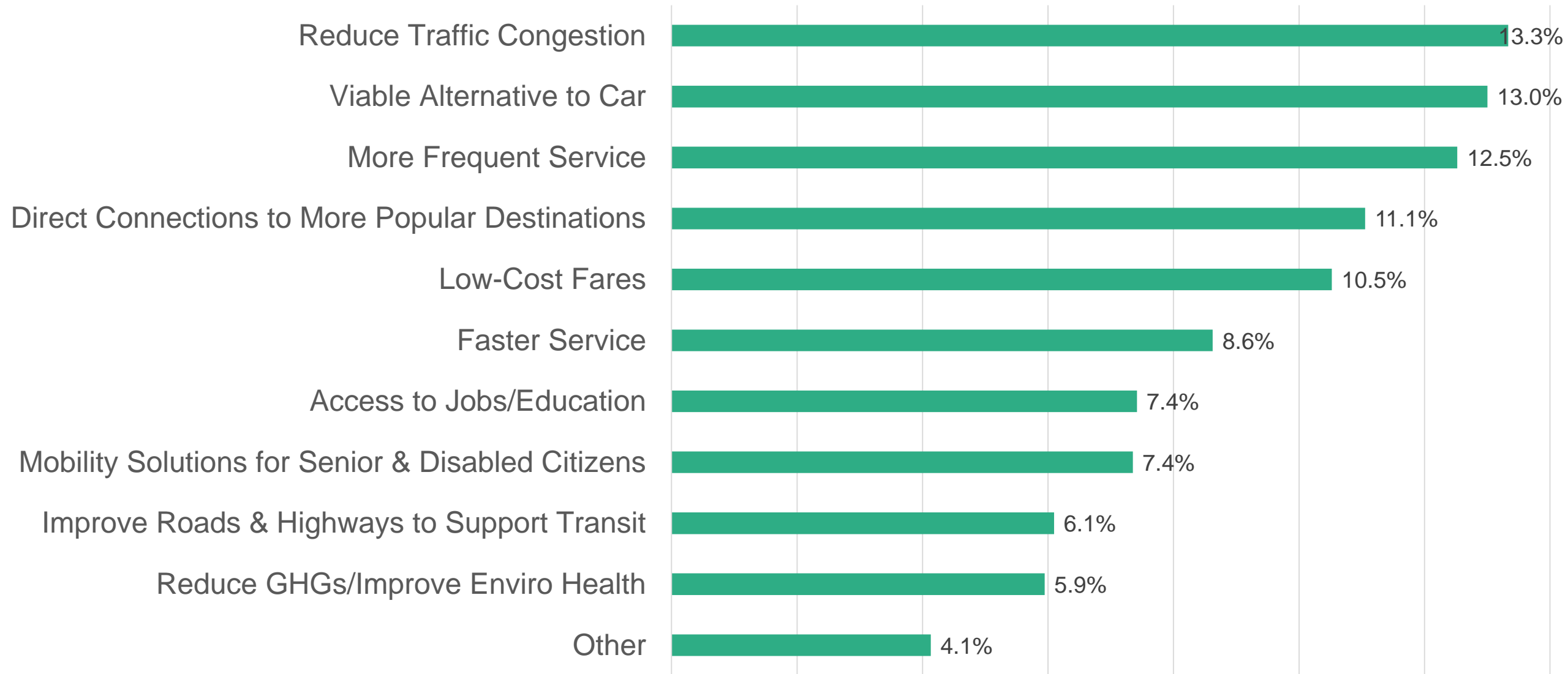
## Key Themes Observed

Across all outreach, the majority of consensus tends to fall within one of two areas:



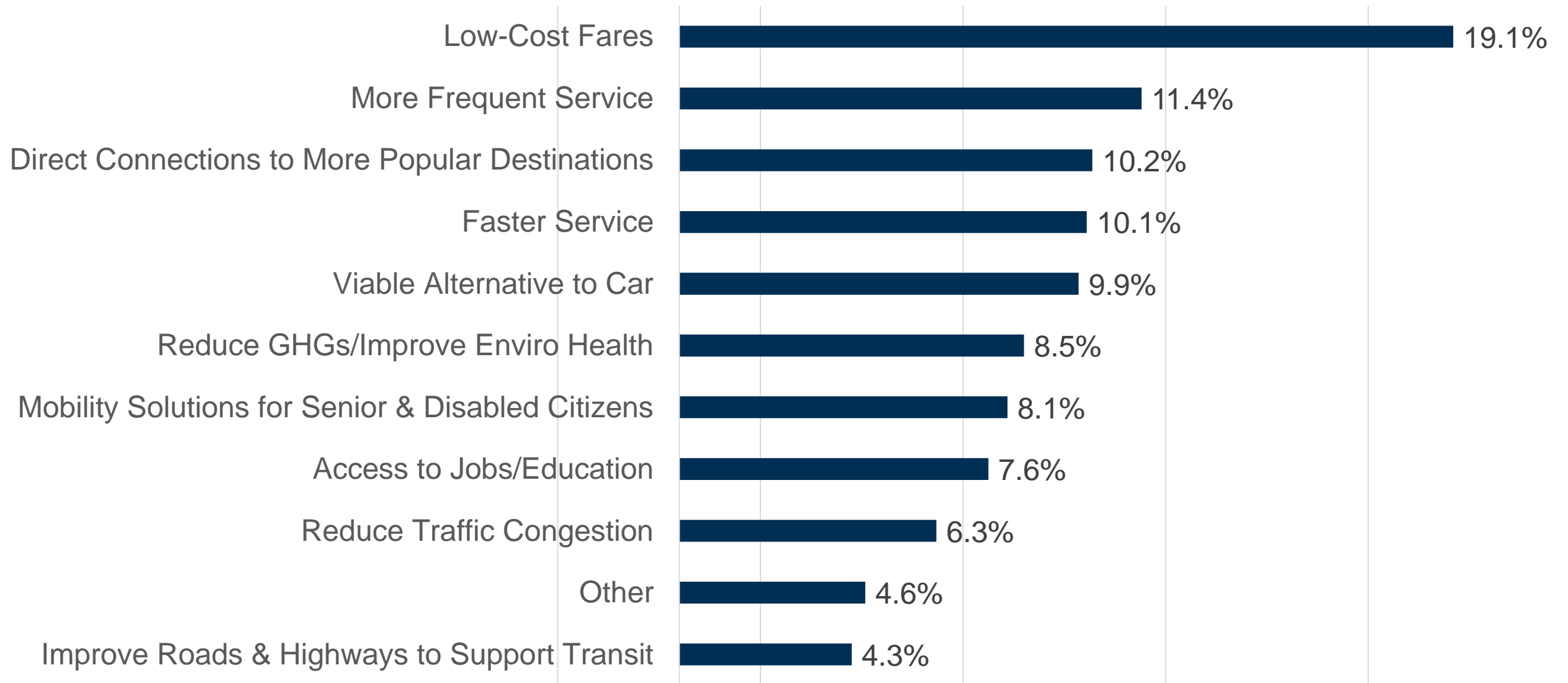


# Total Value Rankings (Outreach Events)

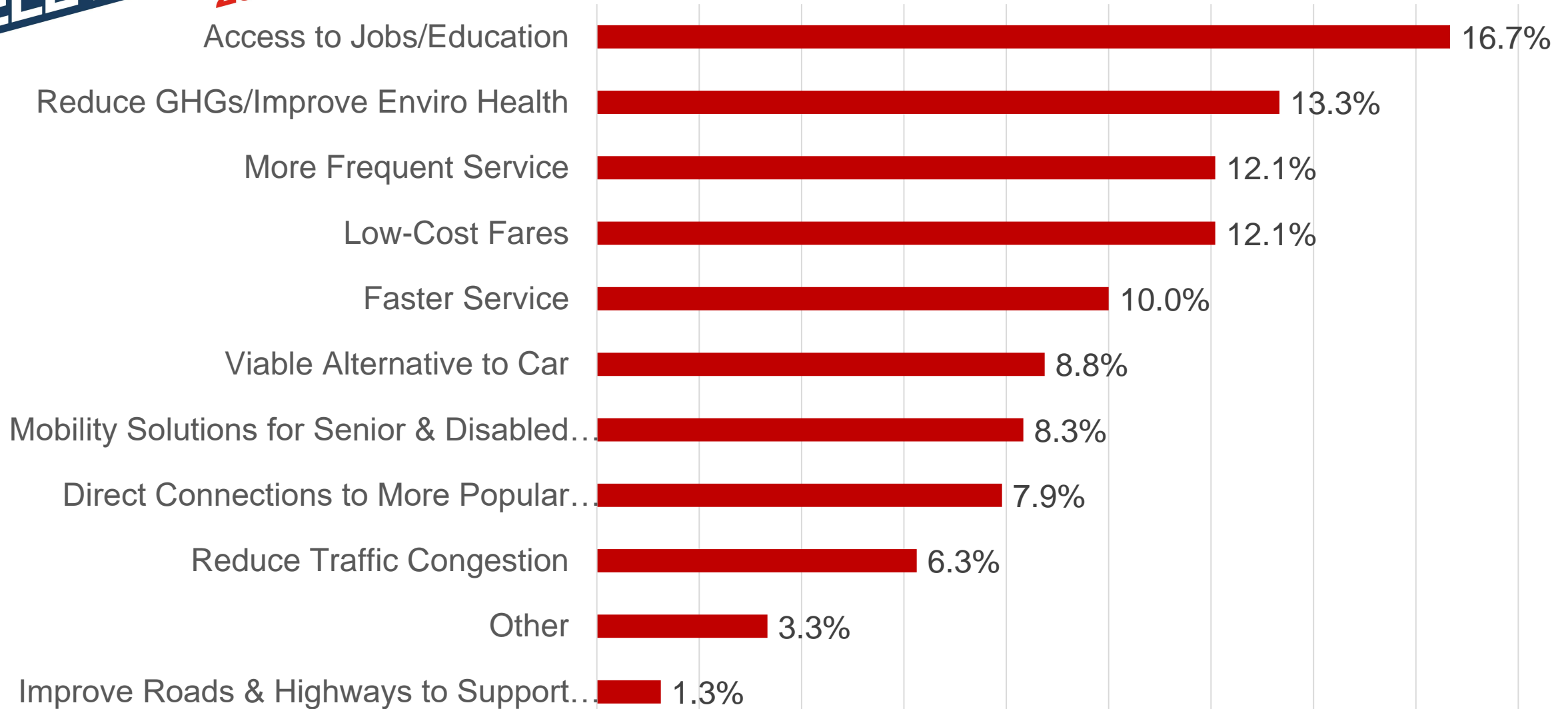




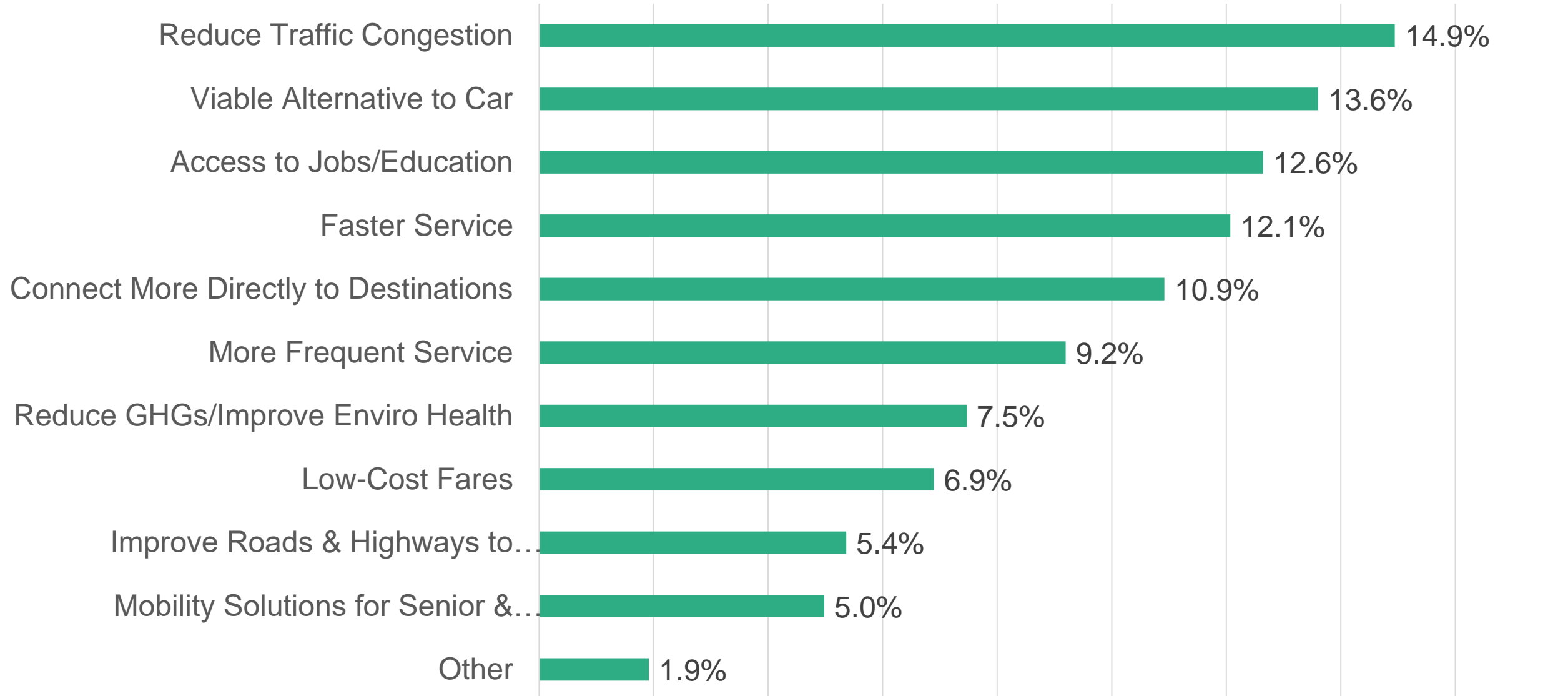
# Total Value Rankings (Community Forums)



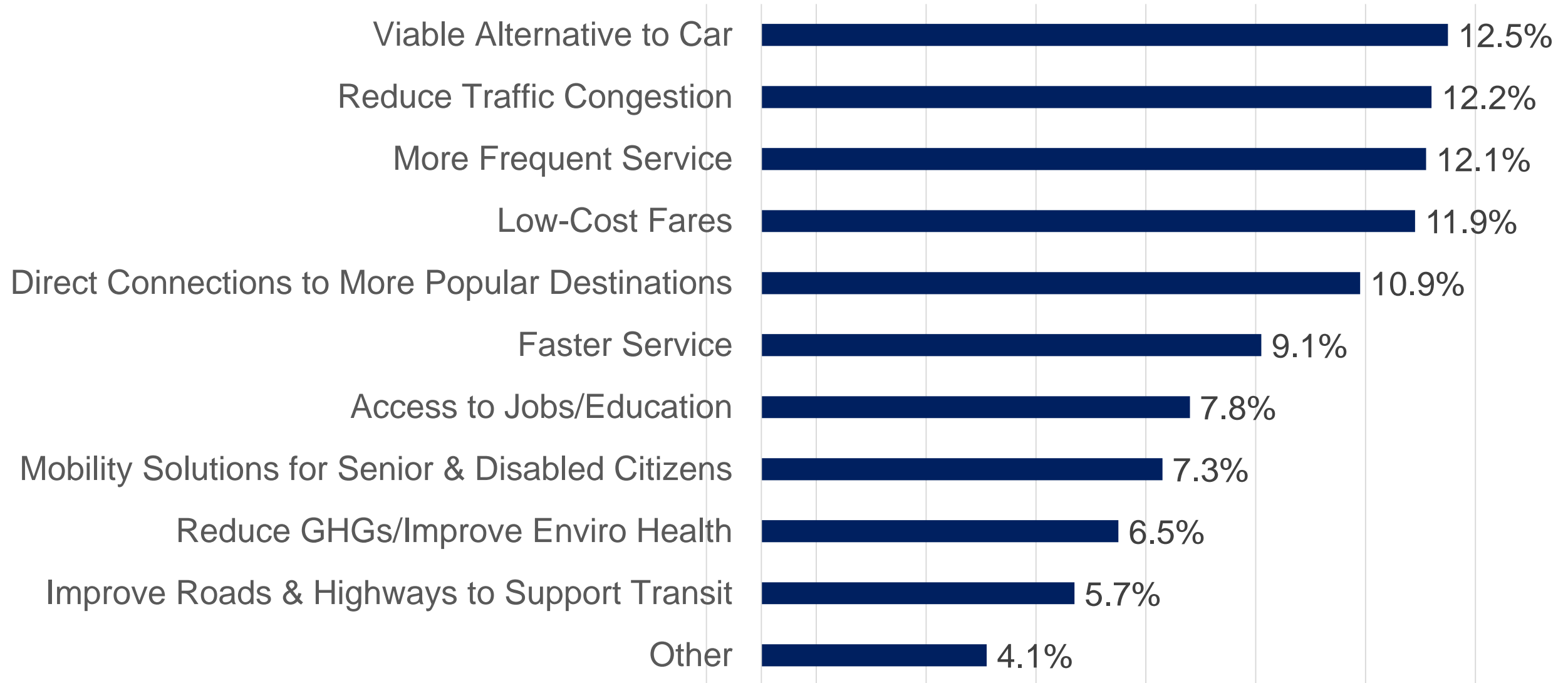
# Total Value Rankings (CAC)



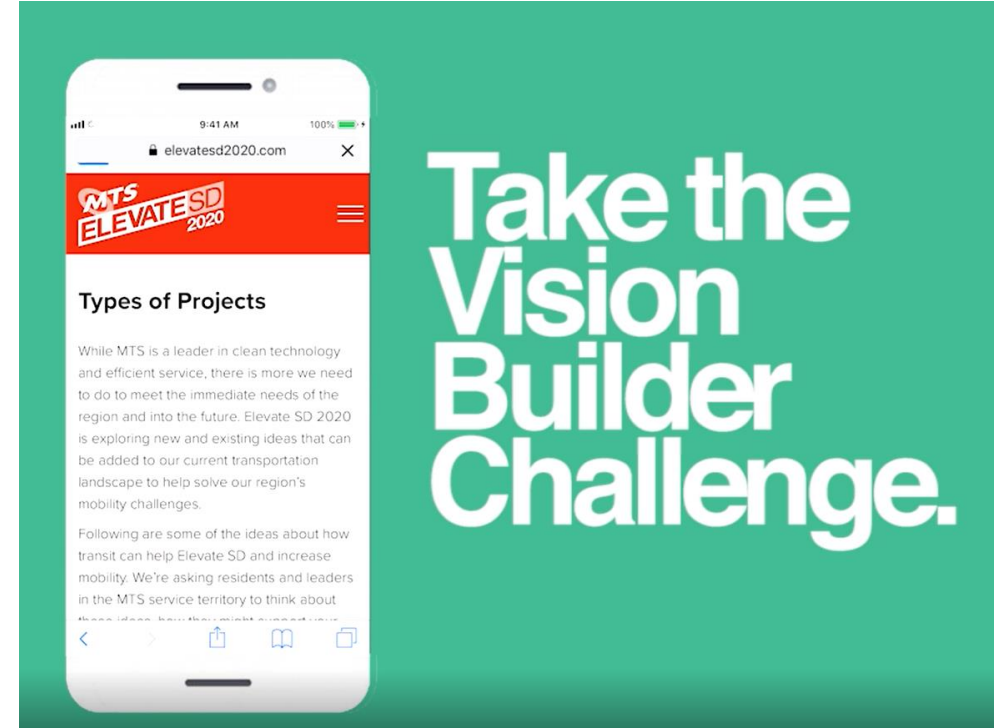
## Total Value Rankings (Working Groups/Workshops)



## Total Value Rankings (Combined)



- 1) Previous Research
- 2) Polling
- 3) Public Participation
- 4) Planning

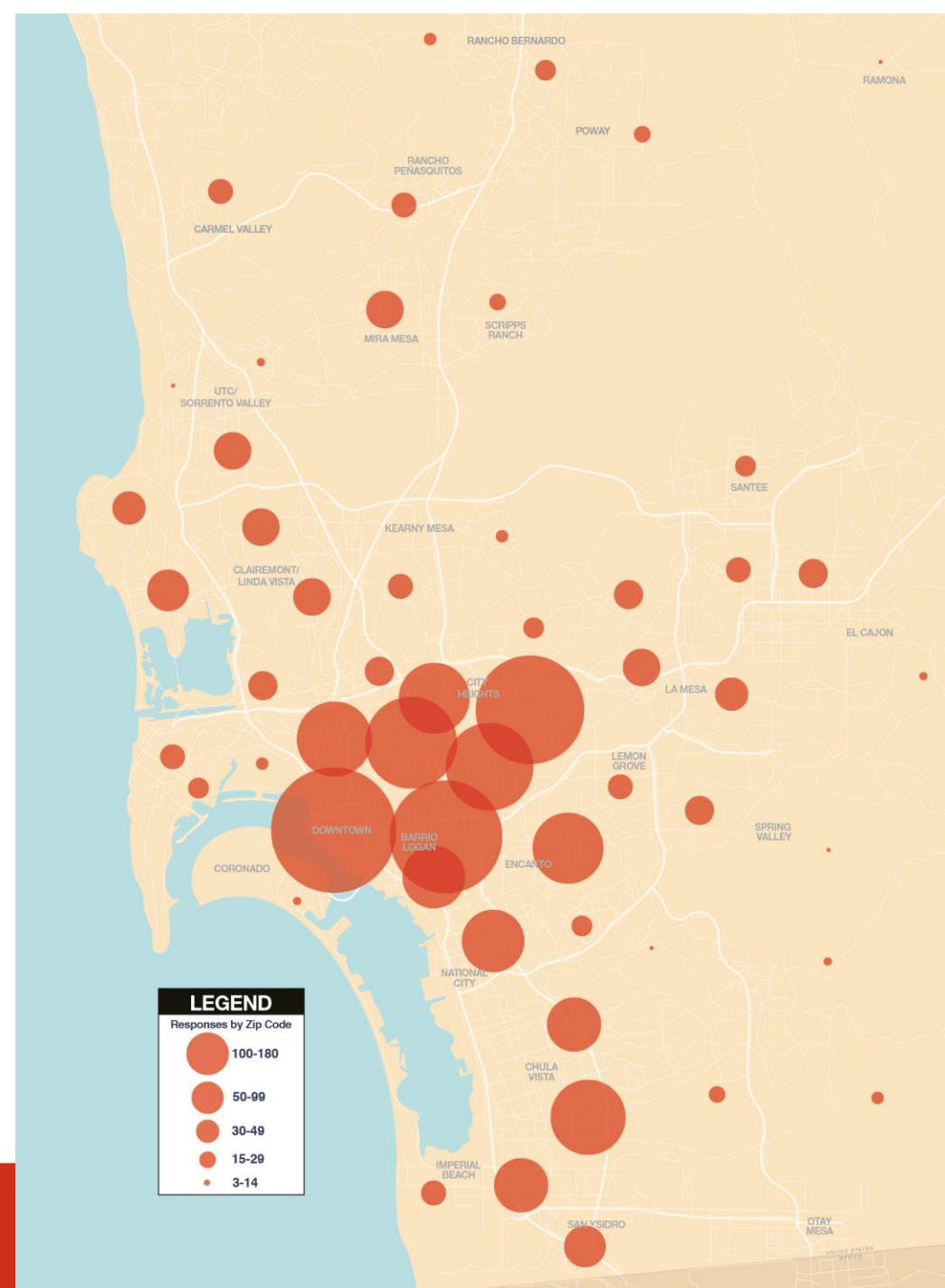




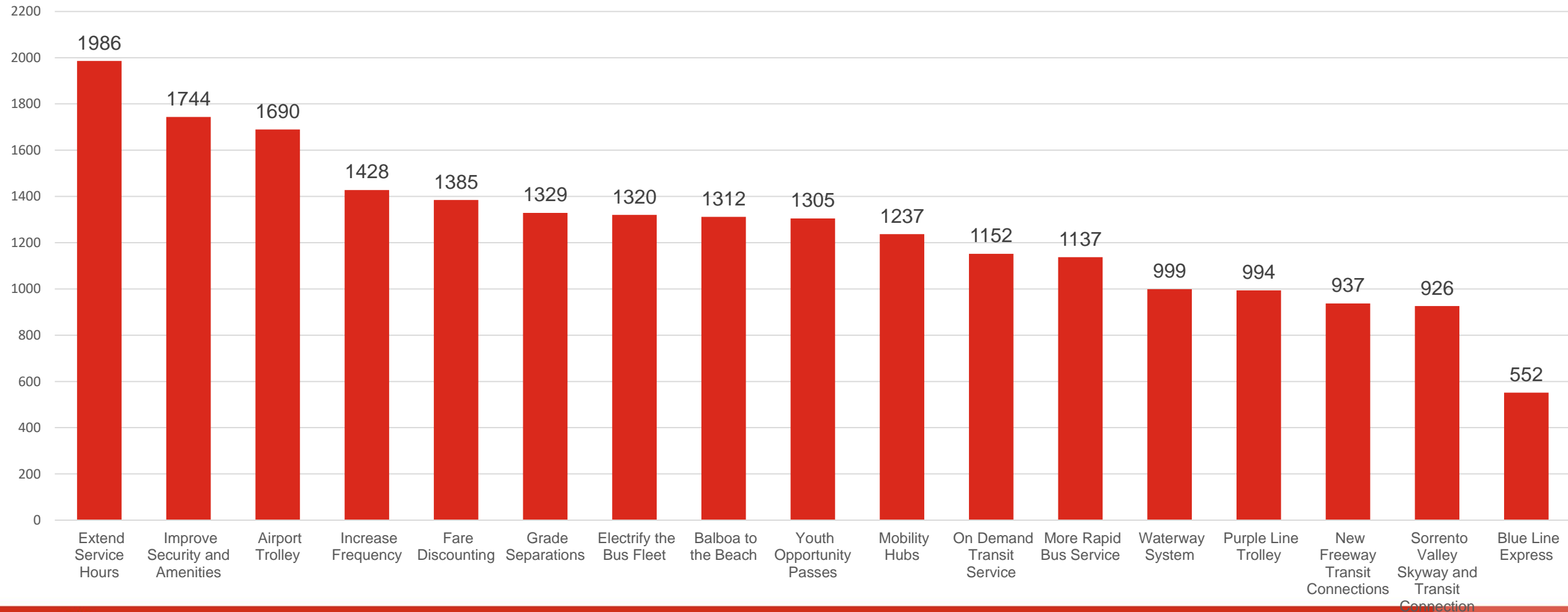
## Responses by Zip Code

Top Zip Codes:

1. 92101 – D3 (178 )
2. 92102 – D3/4/9 (158)
3. 92115 – D9 (152)
4. 92104 – D3 (130)
5. 92105 – D4/9 (126)
6. 91911 – Chula Vista (109)



# Overall Results (By Project)



# Vision Builder Early Takeaways

3,100+ Submissions (92% from MTS Service Territory)

## Most Popular



66% of submissions included Extend Service Hours



58% of submissions included Security & Amenities



56% of submissions included Trolley to the Airport

- Relatively affordable items are popular

## Least Popular



18% of submissions included Blue Line Express



31% of submissions included Sorrento Valley Skyway/Connectors



31% of submissions included New Freeway Transit Connections

- High-investment items are less attractive



## Project Rankings (By City)

### City of Chula Vista:

1. Extended Service Hours
2. Improve Security and Amenities
3. Trolley to the Airport

### City of Coronado:

1. Trolley to the Airport
2. Grade Separations
3. Extended Service Hours /  
Improve Security and Amenities

### City of La Mesa:

1. Extended Service Hours
2. Trolley to the Airport
3. Improve Security and Amenities

### City of El Cajon:

1. Improve Security and Amenities
2. Extended Service Hours
3. Trolley to the Airport

### City of Imperial Beach:

1. Extended Service Hours
2. Improve Security and Amenities
3. Fare Discounting

### City of Lemon Grove:

1. Extended Service Hours
2. On-Demand Transit
3. Trolley to the Airport / Improve  
Security and Amenities

### City of National City:

1. Extended Service Hours
2. Electrify Bus Fleet / Fare  
Discounting / Improve Security  
and Amenities

### City of Poway:

1. Trolley to the Airport
2. Improve Security and Amenities
3. Extended Service Hours / More  
Rapid Routes

### City of Santee:

1. Extended Service Hours
2. Fare Discounting / New Freeway  
Transit Connections / Youth  
Opportunity Pass



## Project Rankings (By Council District)

### City of San Diego: D1

1. Trolley to the Airport
2. Improve Security and Amenities
3. Extended Service Hours

### City of San Diego: D2

1. Trolley to the Airport
2. Improve Security and Amenities
3. Grade Separations

### City of San Diego: D3

1. Extended Service Hours
2. Trolley to the Airport
3. Improve Security and Amenities

### City of San Diego: D4

1. Extended Service Hours
2. Youth Opportunity Passes
3. Fare Discounting

### City of San Diego: D5

1. Trolley to the Airport
2. Improve Security and Amenities
3. Extended Service Hours / Grade Separations

### City of San Diego: D6

1. Trolley to the Airport
2. Extended Service Hours
3. Improve Security and Amenities

### City of San Diego: D7

1. Extended Service Hours
2. Trolley to the Airport
3. Improve Security and Amenities

### City of San Diego: D8

1. Extended Service Hours
2. Youth Opportunity Pass
3. Improve Security and Amenities

### City of San Diego: D9

1. Extended Service Hours
2. Youth Opportunity Passes
3. Improve Security and Amenities



# Next Steps/Board Direction

- Continue on the current path of Wave 2 outreach and report back at the December 7 meeting on results of the Vision Builder and next steps

## REQUEST TO SPEAK FORM

ORDER REQUEST RECEIVED

1

**PLEASE SUBMIT THIS COMPLETED FORM (AND YOUR WRITTEN STATEMENT)  
TO THE CLERK OF THE BOARD PRIOR TO DISCUSSION OF YOUR ITEM**

## 1. INSTRUCTIONS

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(PLEASE PRINT)

DATE	11/02/19		
Name	Oscar Medina		
Address			
Telephone	858-922-4644		
Email	OscarM@environmentalhealth.org		
Organization Represented	Environmental Health Coalition		
Subject of Your Remarks	Need for bilingual Staff at engagement events		
Regarding Agenda Item No.	3A		
Your Comments Present a Position of:	<input checked="" type="checkbox"/>	SUPPORT	<input type="checkbox"/> OPPOSITION

## 2. TESTIMONY AT NOTICED PUBLIC HEARINGS

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## 3. DISCUSSION OF AGENDA ITEMS

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**REQUEST TO SPEAK FORM**

ORDER REQUEST RECEIVED

2

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(PLEASE PRINT)

DATE	11/2/19		
Name	Rosa Olascoaga Vidal		
Address			
Telephone	(619) 920-3650		
Email	rolas@midcitycan.org		
Organization Represented	Mid - City CAN		
Subject of Your Remarks			
Regarding Agenda Item No.			
Your Comments Present a Position of:	<input checked="" type="checkbox"/>	<b>SUPPORT</b>	<input type="checkbox"/> <b>OPPOSITION</b>

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(PLEASE PRINT)

DATE	Nov. 2, 2019		
Name	Jacob Shu		
Address	8040 Wetherly St. La Brea 91941		
Telephone	(619) 708 .		
Email	jksu52@gmail.com		
Organization Represented	CNFF		
Subject of Your Remarks			
Regarding Agenda Item No.	3 Public Planning Process		
Your Comments Present a Position of:	<input type="checkbox"/>	<input checked="" type="checkbox"/> SUPPORT	<input type="checkbox"/> OPPOSITION

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# REQUEST TO SPEAK FORM

ORDER REQUEST RECEIVED

4

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(PLEASE PRINT)

DATE	1/2/19		
Name	Vianney Rualcaba		
Address			
Telephone			
Email			
Organization Represented	City Heights CDC		
Subject of Your Remarks	Public Engagement Results		
Regarding Agenda Item No.	3a		
Your Comments Present a Position of:	<input checked="" type="checkbox"/>	SUPPORT	<input type="checkbox"/> OPPOSITION

## 2. TESTIMONY AT NOTICED PUBLIC HEARINGS

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(PLEASE PRINT)

DATE			
Name	Nicole Burgess		
Address	info		
Telephone	provided		
Email			
Organization Represented			
Subject of Your Remarks			
Regarding Agenda Item No.	3A		
Your Comments Present a Position of:	<input type="checkbox"/>	SUPPORT	<input type="checkbox"/> OPPOSITION

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1255 Imperial Avenue, Suite 1000  
San Diego, CA 92101-7490  
(619) 231-1466 • FAX (619) 234-3407

## Agenda Item No. 3b

### MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM BOARD OF DIRECTORS

November 2, 2019

#### SUBJECT:

TRANSIT NETWORK PLANNING AND PROJECT EVALUATION METRICS (DENIS  
DESMOND)

#### INFORMATIONAL ONLY

##### Budget Impact

None at this time.

#### DISCUSSION:

Staff will provide an update on the planning for a program of projects for Elevate SD 2020, including a summary of projects under evaluation. The report will include details on potential systemwide projects such as fare discounting, bus fleet electrification, grade separations, mobility on demand services, security measures, and mobility hubs. Staff will present concepts for including these within an expenditure plan and seek Board input.

For service-related project proposals, metrics such as costs, ridership gains, and greenhouse gas reductions are currently being calculated. Staff is developing a list of additional metrics to evaluate each project within the guiding values of Elevate SD 2020. Board feedback on these will help develop a final set of metrics, which will be utilized to create an optimized plan for consideration at a future Board meeting.

/s/ Paul C. Jablonski

Paul C. Jablonski  
Chief Executive Officer

Key Staff Contact: Sharon Cooney, 619.557.4513, [Sharon.Cooney@sdmts.com](mailto:Sharon.Cooney@sdmts.com)





# **Agenda Item #3b**

## **Transit Network Planning and Project Evaluation Metrics**

November 2, 2019

## Projects currently in metrics evaluation

*Individual project assumptions  
discussed at 10/10 Board meeting*



Increase Frequency of Existing Service  
Extend Existing Service Network, Span  
Trolley Purple Line



Trolley Airport Extension  
Trolley Blue Line Express



Transit Freeway Lanes & Services  
Rapid Bus Service (Conversion of 18 routes)  
Sorrento Skyway & Shuttles



Mid-Coast to Beach Guideway  
Waterway System (Ferries)

## Systemwide proposals under consideration

*Performance results dependent on  
level of investment, specifications*



Improve Security  
Youth Opportunity Pass  
Other Fare Discounts



Bus Fleet Electrification  
Grade Separations



Mobility-on-Demand Transit  
Mobility Hubs  
Grant Programs

## Today's Discussion



- Discussion of systemwide proposals
- Project evaluation metrics
- Bundling projects into draft package

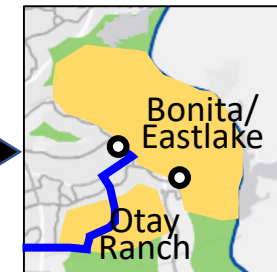
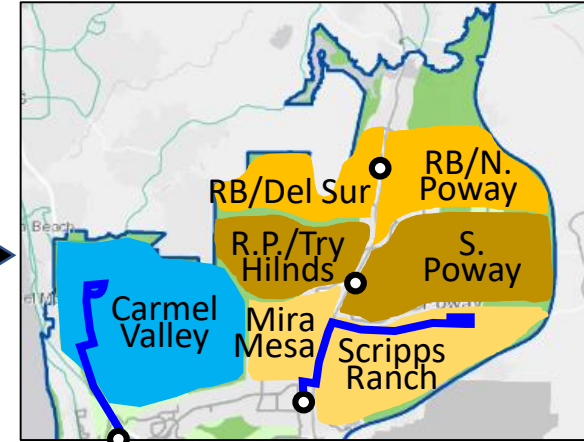
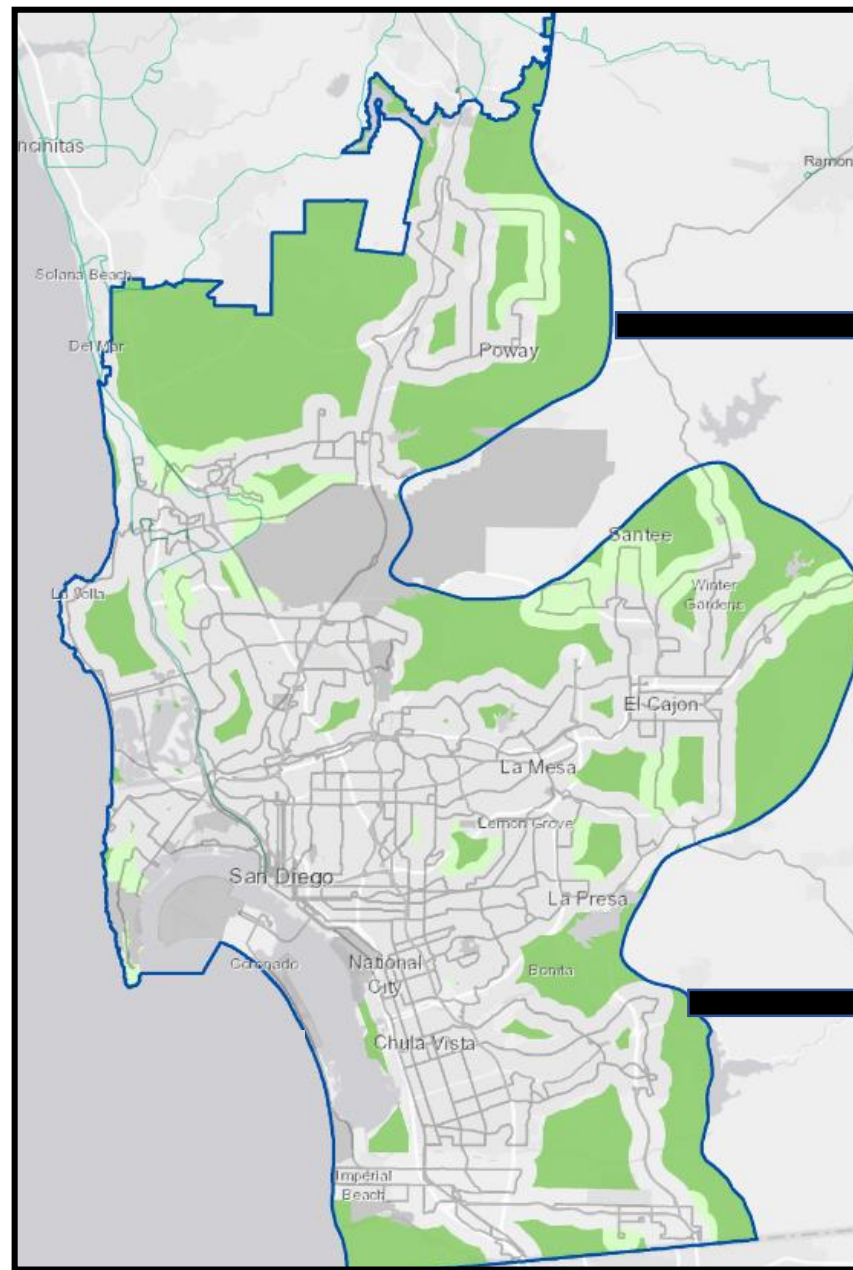




## Mobility-on-Demand

**Dark Green** = Areas more than  
1/2 mile from transit

**Light Green** = Areas more than  
1/2 mile from minimum 30-minute  
transit (base weekday)





## Mobility-on-Demand

- Seniors
- Late night workers
- Connections to transit centers
- Schools/youth

***Potential proposal:** Dedicate revenues towards mobility-on-demand projects in areas/at times with low/no fixed-route coverage.*





**Typically offered in areas where/when fixed-route transit isn't successful**

- Low ridership/demand, low density
- Topography challenges

**Expands reach of transit system to more geography at relatively low cost**

- Per-passenger subsidies are higher, but overall program costs can be lower than fixed-route

**Various service delivery options:**

- Taxi or TNC vouchers/discounts   
- Subsidies/grants for non-profits (seniors & disabled)
- Neighborhood Electric Vehicles (NEVs) 
- *Future – automated shuttles*



## Mobility Hubs

TRANSIT  
AMENITIES



PEDESTRIAN  
AMENITIES



BIKE  
AMENITIES



MOTORIZED  
SERVICES  
AMENITIES



SUPPORT  
SERVICES &  
AMENITIES



Hub is customized for needs of each location

Existing transit centers have mobility hub elements

- Funding could renovate/retrofit features into older facilities

New projects would be built with mobility hub features included from the start

*Potential proposal: Incorporate appropriate mobility hub infrastructure into all Elevate major capital projects. Costs would be included in project budget rather than a separate call-out in a ballot measure.*



## Grade Separations



*Potential proposal: Include funding for separating some grade crossings.*

RTP: Grade separations evaluation criteria differed from other projects:

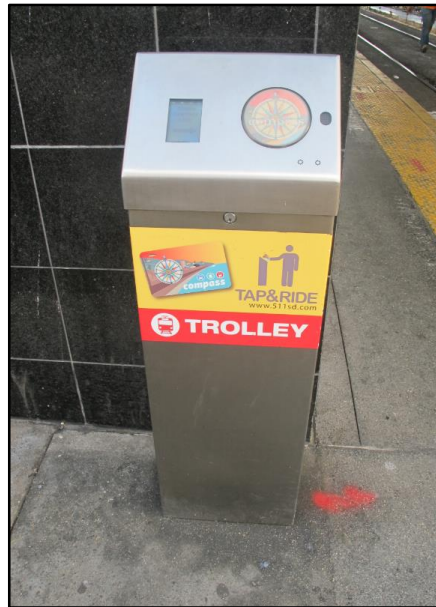
Location	City	2014 Cost (millions)	Avg. Daily Traffic	Trains/Day	Total Score	RTP Rank
Palomar St	Chula Vista	\$41	44,364	206	62.63	1
Broadway/LG Ave	Lemon Grove	\$82	40,403	144	60.19	2
Ash St*	San Diego	\$103	30,575	195	59.81	3
H St	Chula Vista	\$41	41,861	206	59.63	4
Washington St*	San Diego	\$41	30,345	195	58.81	5
E St	Chula Vista	\$41	39,783	206	58.63	6
Broadway*	San Diego	\$113	27,845	150	55.81	7
Taylor St	San Diego	\$113	42,670	195	55.81	7
Euclid Ave	San Diego	\$41	37,000	144	50.81	9
28th St	San Diego	\$41	33,225	206	49.81	10
32nd St	San Diego	\$41	32,470	206	46.81	11
Sorrento Valley	San Diego	\$134	37,990	51	40.81	14
Allison Ave/University	La Mesa	\$103	24,700	144	40.5	15
Severin Dr	La Mesa	\$41	8,311	288	37.94	18
<b>TOTAL</b>		<b>\$976</b>				

\* Downtown heavy rail trench in San Diego excluded from rankings due to feasibility issues.





## Youth Opp. Pass/ Other Fare Discounting



### Youth Opportunity Pass for 24 & Under

- Free passes for all riders under 25
- Est. annual cost \$35-\$40 million (\$1.5 billion)

### Youth Opportunity Pass for 18 & Under

- Free passes for all riders under 19
- Est. annual cost \$10-\$15 million (\$600 million)

### Other options include...

- Additional discounts on reduced-cost passes for Youth, Seniors, and/or Disabled
- Lowering of cash fares

*Potential proposal: Dedicate an amount towards reduced fare programs, with expenditures to be determined during annual budget process. Some programs may be defined specifically in ballot measure.*



## Improve Security



**Security concerns a common theme in polls and rider feedback**

### **Security could include...**

- Personnel
- Infrastructure
  - *Lighting*
  - *Cameras*
  - *Facility hardening*
  - *Other?*

**FY20 annual security budget = \$11m**

*Potential proposal: Dedicate an amount of revenues towards security measures.*



## Bus Fleet Electrification



### Bus fleet electrification required by CARB by 2040:

- Current ZEB capital cost is 2x CNG bus cost
- All five bus divisions need substantial improvements for power capacity and bus charging

### Ballot measure funds could:

- Speed implementation timeline
- Supplement existing sources of funds to ensure compliance with state regulations

*Potential proposal: Include some funding for advancing electrification. Estimated incremental cost is \$420m, so Elevate funds could supplement existing sources.*





## Grant Programs



## Grants to Cities for Improvements

- Access-to-Transit Infrastructure
- Active Transportation

*Potential proposal: Dedicate an amount towards grant programs.*

---

## Project Evaluation Metrics



Proposed metrics to be drafted using Elevate's **Guiding Values**:

- *Metrics*
- *Scoring*
- *Weighting*



## Conceptual Project Metrics

---

Ridership and GHG reductions foremost.

Other metrics based on our values.

Weighting determined by possible points.

Some results calculated, some narrative.

**Providing better access to jobs and educational opportunities, especially for disadvantaged communities.**

- Connects high residential concentration with high employment area.
- Connects high residential concentration with a major college or university.
- Connects Cal Enviroscreen DAC with high employment concentration area.
- Percentage of project mileage within Cal Enviroscreen DAC.

**Providing fast and dependable service for riders.**

- Proposed project headway.

**Making transit time-competitive with the auto.**

- Project in-service speed.

**Improving access for seniors and people with disabilities.**

- Improves comfort of using the system for seniors and disabled.
- Connects high residential concentration with a regional medical facility.

**Utilizing existing infrastructure to make immediate improvements.**

- Could be implemented within 5 years.

**Seeking out opportunities for longer-term, high-investment infrastructure improvements.**

- Includes permanent fixed guideway infrastructure.
- Expands geography of fixed guideway transit network.



## Potential Proposal Recap

---

- 1. Mobility-on-Demand:** Dedicate revenues towards mobility-on-demand projects in areas/at times with low/no fixed-route coverage.
- 2. Mobility Hubs:** Incorporate appropriate mobility hub infrastructure into all Elevate major capital projects. Costs would be included in project budget rather than a separate call-out in a ballot measure.
- 3. Grade Separations:** Include funding for separating some grade crossings.
- 4. Fare Discounting:** Dedicate an amount towards reduced fare programs, with expenditures to be determined during annual budget process. Some programs may be defined specifically in ballot measure.
- 5. Security:** Dedicate an amount of revenues towards security measures.
- 6. Electric Bus Program:** Include some funding for advancing electrification. Estimated incremental cost is \$420m, so Elevate funds could supplement existing sources.
- 7. Grants:** Dedicate an amount towards grant programs for cities.

# Next Steps/Board Direction

Create a draft expenditure plan for the Board to review at the December 7 Workshop that offers the optimum combination of ridership gains, GHG reductions, adherence to the established guiding principles, and the public's priorities.





AGENDA ITEM NO.

3(B)

## REQUEST TO SPEAK FORM

ORDER REQUEST RECEIVED

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(PLEASE PRINT)

DATE	Peter W. Wynn		
Name	P.O. Box 270		
Address			
Telephone	Hartford, CT 06182		
Email			
Organization Represented	Hammicks		
Subject of Your Remarks			
Regarding Agenda Item No.	30		
Your Comments Present a Position of:	<input checked="" type="checkbox"/>	SUPPORT	<input type="checkbox"/> OPPOSITION

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(619) 231-1466 • FAX (619) 234-3407

## Agenda Item No. 3C

### MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM BOARD OF DIRECTORS

November 2, 2019

#### SUBJECT:

GUIDELINES FOR IMPLEMENTING ELEVATE SD 2020 PROJECTS (HEATHER FUREY)

#### INFORMATIONAL ONLY

##### Budget Impact

None at this time.

#### DISCUSSION:

MTS is measuring a number of high-investment infrastructure projects for Elevate SD 2020, such as new Trolley lines, freeway transit connections, a waterway system in the San Diego Bay and more. In this presentation, MTS staff will update the Board on the cost estimates and project scheduling, and will seek input on procurement procedures.

/s/ Paul C. Jablonski  
Paul C. Jablonski  
Chief Executive Officer

Key Staff Contact: Sharon Cooney, 619.557.4513, [Sharon.Cooney@sdmts.com](mailto:Sharon.Cooney@sdmts.com)





**Agenda Item #3c**  
**Guidelines for Implementing**  
**Elevate 2020 Projects**

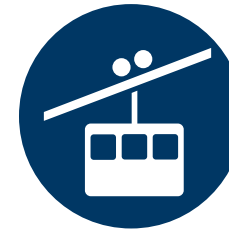
November 2, 2019



# Projects with Capital Cost Components



**WATERWAY SYSTEM:  
SAN DIEGO BAY**



**SORRENTO VALLEY &  
BALBOA TO BEACH  
TRANSIT CONNECTIONS**



**NEW FREEWAY  
TRANSIT  
CONNECTIONS**



**AIRPORT  
TROLLEY**



**PURPLE LINE  
TROLLEY &  
BLUE LINE EXPRESS**



## Cost Estimate Methodology

- Based on FTA Standards for Cost Estimates
- Standards adapted for application to Ferry / Skyway Projects
- Historic estimates updated based on project location, complexity
- Contingencies applied to account for level of design
- All estimates in 2019 dollars, escalation applied in financial model
- Soft Costs included to cover environmental analysis, design, permits, etc.
- ROW estimates included with each project individually
- Vehicles and Operational Costs applied in financial model

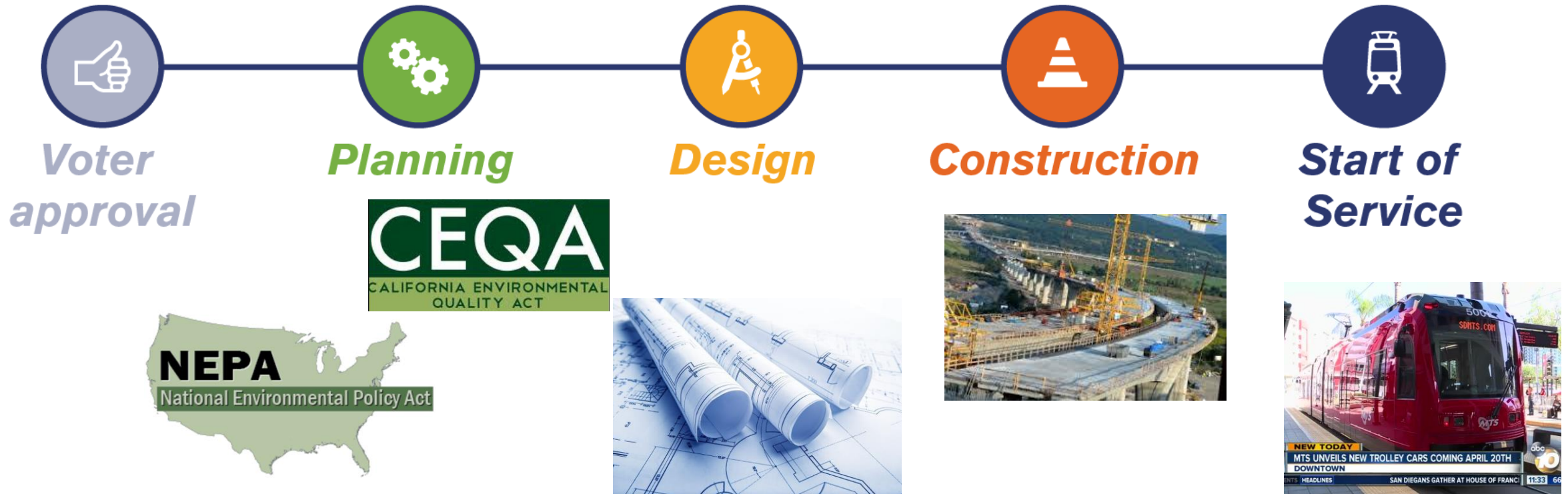


## Schedule Methodology

- All projects will include environmental analysis, design and construction
- On a per project basis, a duration for each phase is assumed
- Project Durations range from 3 years to 16 years, depending on complexity
- Inputs to the financial model are capital cost, start date, and duration



# Capital Cost & Schedule Phases









# Purple Line per RTP

- Cost Estimate
- Southern extension along I-805 to connect:
  - Spring Valley
  - East Lake
  - East Chula Vista
  - Palm City
  - Otay West
- Northern extension to connect:
  - Serra Mesa
  - Kearny Mesa





- Alternatives analysis needed
- Alignments could include:
  - Otay Mesa Border Crossing
  - Otay Mesa
  - Ocean View Hills
  - Kearny Mesa
  - Clairemont
  - UTC
  - Sorrento Valley





# I-805 BRT:

## Iris Transit Center to Sorrento Valley

- **\$529M in 2019\$, 10 years**
- Construction between Market Street and State Route 52 to add two BRT Lanes on paved shoulders
- Provides transit connection between existing car pool lanes
- BRT Service connecting:
  - Otay West
  - Palm City
  - East Chula Vista
  - East Lake
  - Spring Valley
  - National City
  - Lincoln Park
  - Mid-City
  - Kearny Mesa
  - Clairemont
  - UTC
  - Sorrento Valley

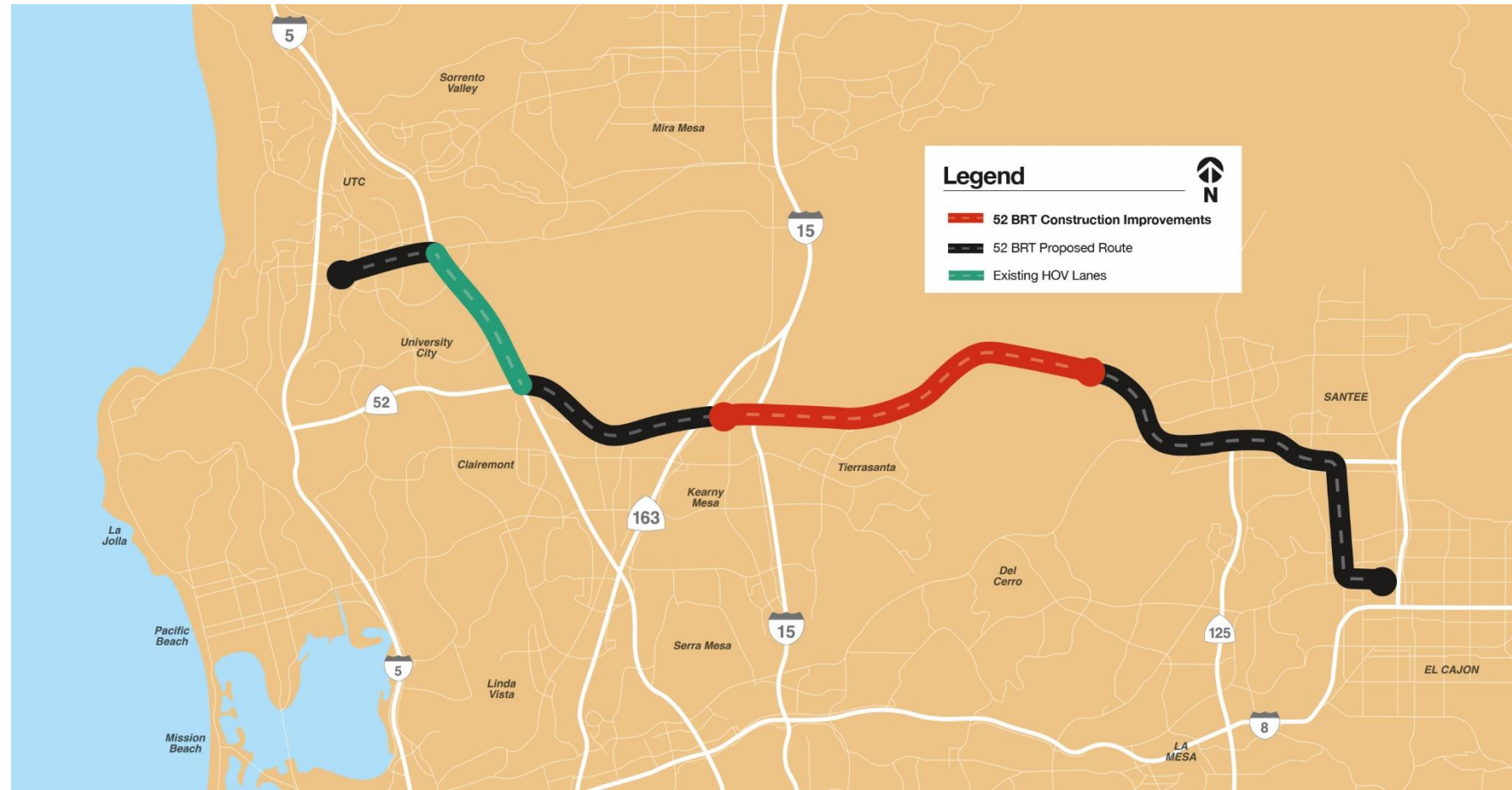






## SR-52 BRT: El Cajon to UTC

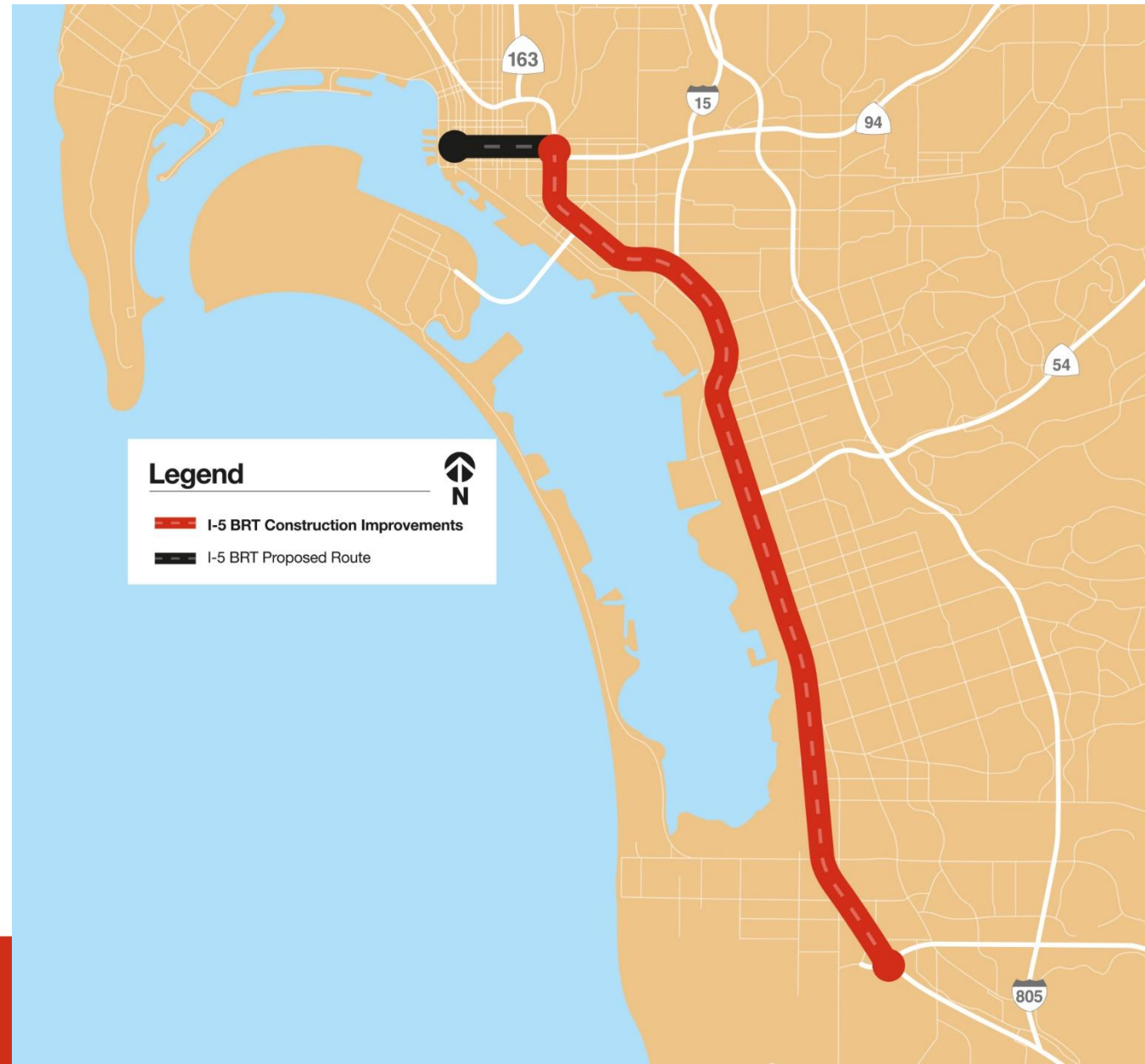
- **\$94M in 2019\$, 6 years**
- Single, reversible Peak Hour BRT Service connecting:
  - El Cajon
  - Santee
  - Kearny Mesa, and
  - UTC
- Potential for shoulder running between I-15 and I-805
- Team looking at additional improvements east of Mast Blvd





- **\$180M in 2019\$, 8 years**
- Peak Direction BRT Only Lanes
- Peak Hour, Express, Non-Stop Service from Iris Transit Center to Santa Fe Depot
- Alternative to the Blue line trolley express
- Approx. 12 miles, 2 barrier systems
- Team is estimating cost to continue this BRT up to Sorrento Valley

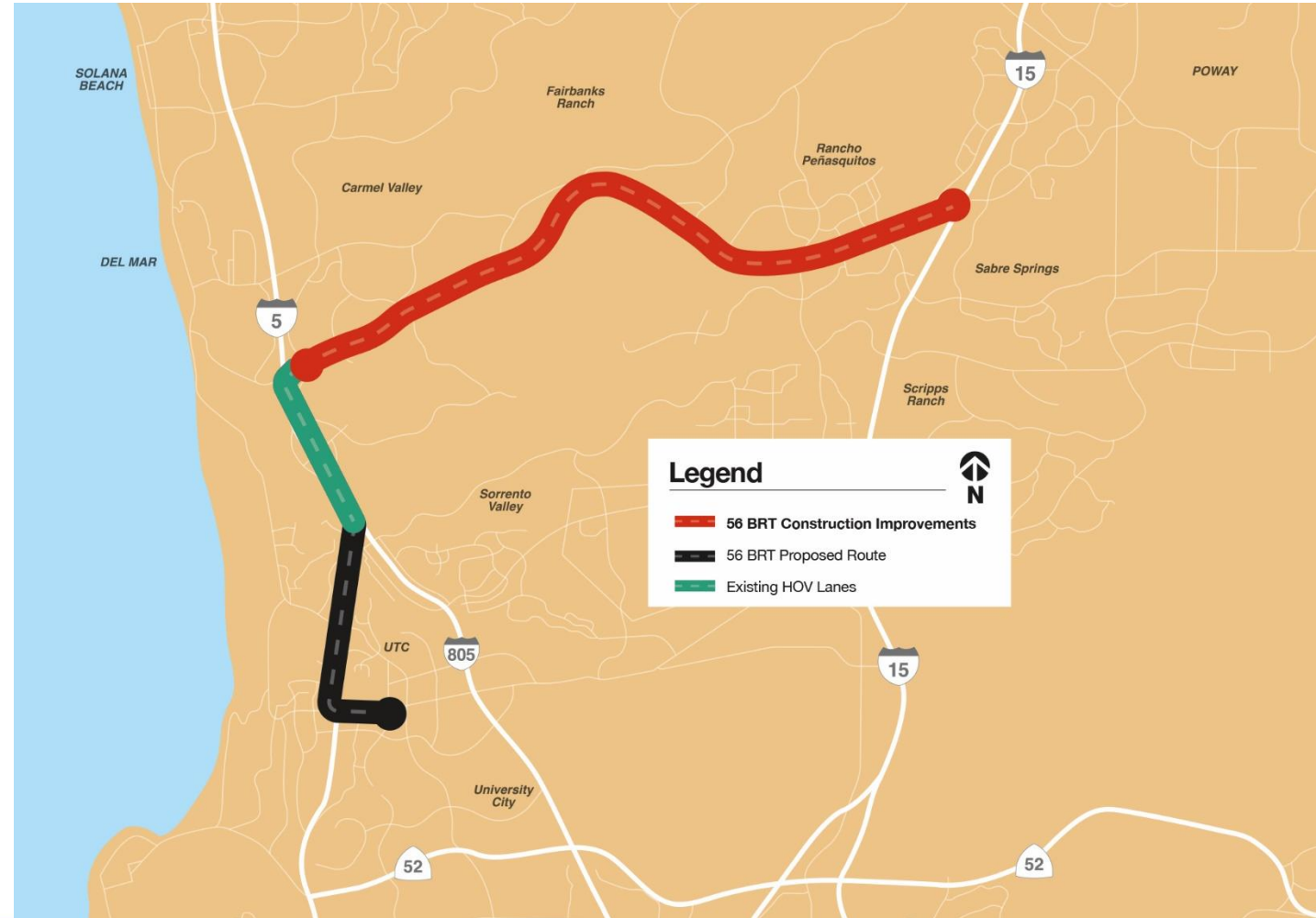
## I-5 BRT: Iris TC to Downtown





## SR-56 BRT: Sabre Springs to UTC

- **\$361M in 2019\$, 10 years**
- Peak Hour BRT Service Connecting:
  - Rancho Penasquitos
  - Sabre Springs
  - Torrey Highlands
  - Carmel Valley
  - UTC
- Single Reversible BRT Only lane in median
- Extension of Sabre Springs DAR, Widening of six bridges







# UCSD to Sorrento Valley Skyway

- **\$178M in 2019\$, 4 years**
- One transfer connection from border to Sorrento Valley
- 4 stations between Trolley Blue line and East Sorrento Mesa
- Conceptual routing based on 2017 feasibility study

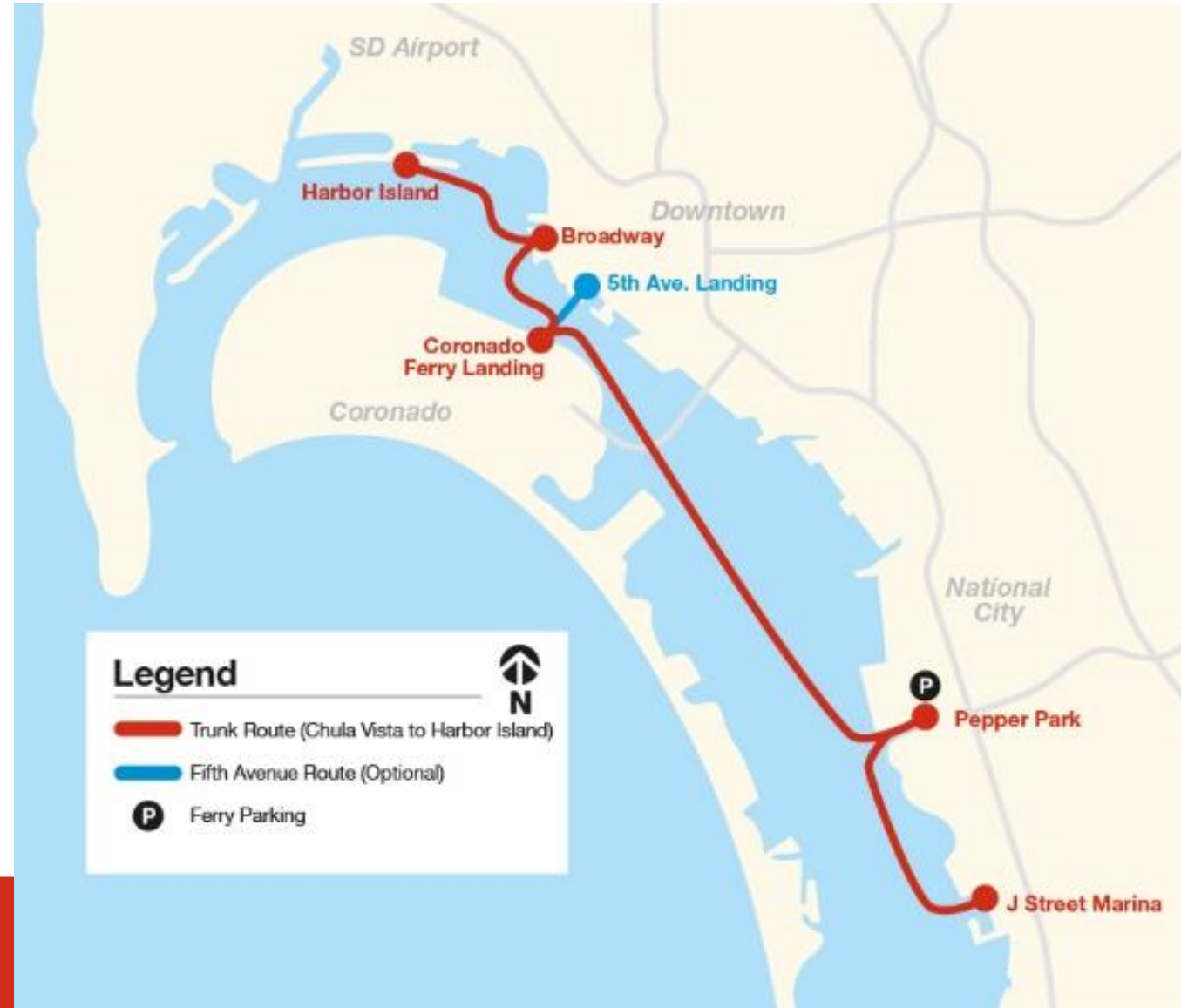






# Ferry Projects: Trunk Route

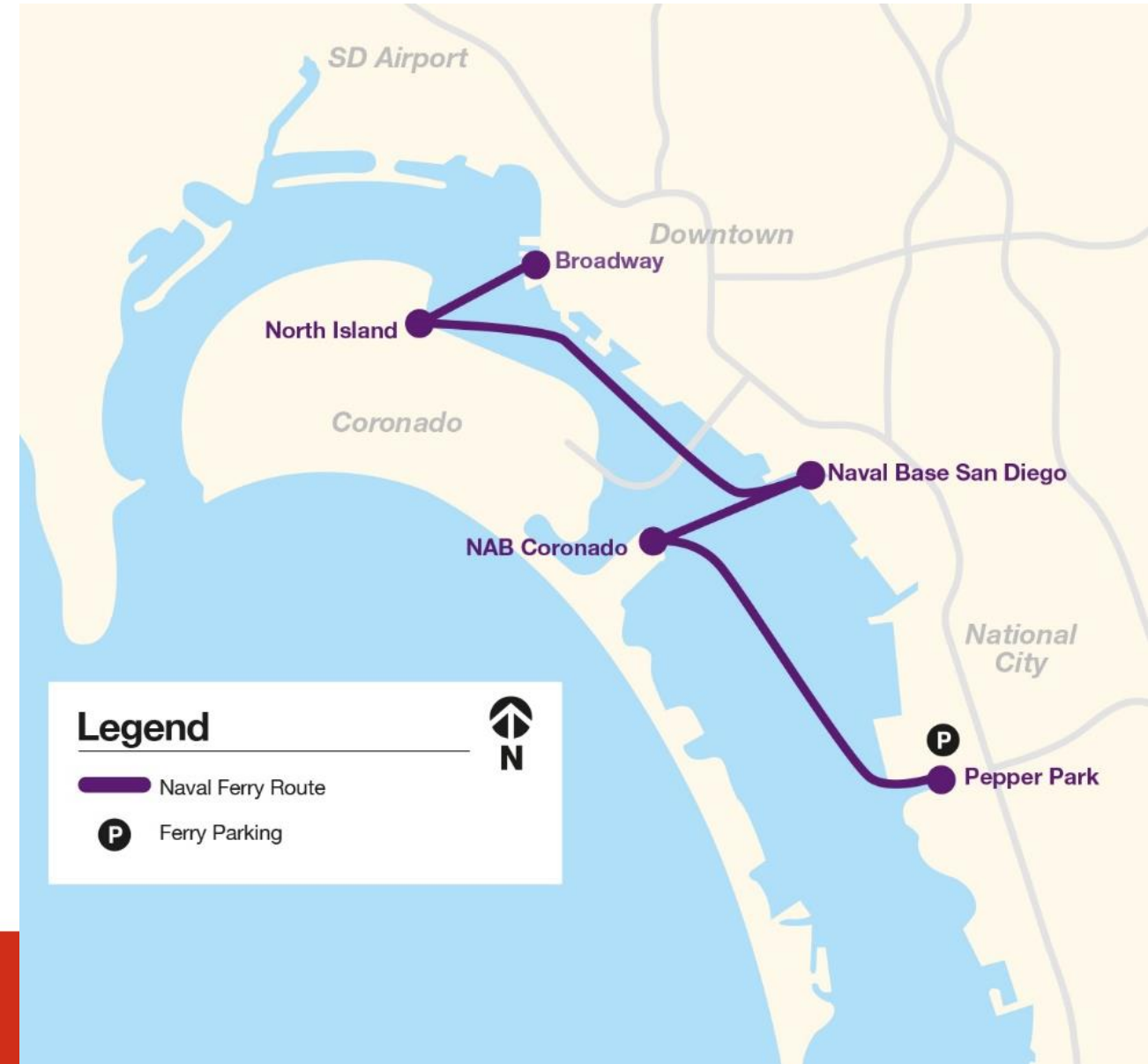
- **\$63M in 2019\$, 3 years**
- Cost includes:
  - 3 new vessels
  - Park and Ride Facility @ Pepper Park
- Waterway Connections between:
  - Chula Vista
  - National City
  - Coronado
  - Downtown
  - Harbor Island





# Ferry Projects: Navy Route

- **\$12.5M in 2019\$, 3 years**
- Cost includes 2 new vessels
- Secure Connections between:
  - New Southbay Park and Ride
  - NAB Coronado
  - Naval Base San Diego
  - North Island, and
  - Broadway Pier





## Additional Project Estimates:

- Future Purple Line Phases
- Trolley to the Airport
- Blue Line Express
- I-5 BRT from Border to Sorrento Valley
- Bus Division
- Skyway from Beach to Balboa Trolley Station
- Grade Separations



## Project Sequencing

- Project Start dates adjusted based on program cash flow
- Inputs to the financial model set up to enable simple start date adjustments
- Iterative process based on overall financial goals
- Consider including expedited projects



## MTS Board Procurement Policies

- All contracts will comply with:
  - State Public Contracting Code – requiring prevailing wage rates for all contracts
  - AB 805 – requiring skilled and trained workforce for all construction contracts over \$1M, and
  - FTA – Davis Bacon Act, requiring prevailing wages on federally funded projects
- DBE goals established at agency level, approved by FTA

## Next Steps/Board Direction

- Application of current Board procurement policies
- Identify a list of priority projects to be expedited as part of the overall implementation plan. If desired, the list of projects would be presented to the board at the December 7 workshop



## REQUEST TO SPEAK FORM

ORDER REQUEST RECEIVED

**PLEASE SUBMIT THIS COMPLETED FORM (AND YOUR WRITTEN STATEMENT)  
TO THE CLERK OF THE BOARD PRIOR TO DISCUSSION OF YOUR ITEM**

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(PLEASE PRINT)

DATE	11/2/19		
Name	Jennifer Williamson + Ray Major		
Address	401 B St.		
Telephone	619-699-1959		
Email	jwil@sandag.org		
Organization Represented	SANDAG		
Subject of Your Remarks	Purple Line / Airport Projects		
Regarding Agenda Item No.	3C		
Your Comments Present a Position of:	<input checked="" type="checkbox"/>	SUPPORT	<input type="checkbox"/> OPPOSITION

## 2. TESTIMONY AT NOTICED PUBLIC HEARINGS

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## Agenda Item No. 4a

### MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM BOARD OF DIRECTORS

November 2, 2019

#### SUBJECT:

FINANCING PLAN FOR THE DRAFT EXPENDITURE PLAN (LARRY MARINESI)

#### INFORMATIONAL ONLY

##### Budget Impact

None at this time.

#### DISCUSSION:

Staff will be presenting an overview of the Elevate SD 2020 Finance Plan and providing a baseline of work completed to date. The report will include descriptions of the elements of a Finance Plan and current assumptions, including an update to the forecasted revenue assumptions, matching assumptions, as well as revenue and cost inflationary factors. PFM will present various lending concepts and strategies that will allow assistance with the timing of project completion. The Board will be asked for input on various decision points as to continue the framework for the Finance Plan including sales tax rate and term, capital project matching forecasts, Farebox Recovery Ratio (FRR) assumptions, and Program administrative allocations and financing (borrowing) strategies.

/s/ Paul C. Jablonski

Paul C. Jablonski  
Chief Executive Officer

Key Staff Contact: Sharon Cooney, 619.557.4513, [Sharon.Cooney@sdmts.com](mailto:Sharon.Cooney@sdmts.com)





# Agenda Item #4a Finance Plan

November 2, 2019

## Finance Plan

### What is a Finance Plan?

- Tool to make informed decisions
- Optimize the use of tax dollars
- Estimate of cash flow
- Long term forecast built on many assumptions

### Goals:

- Provide transparency
- Demonstrate financial feasibility
- Ensure long term sustainability
- Monitor actual to plan variances

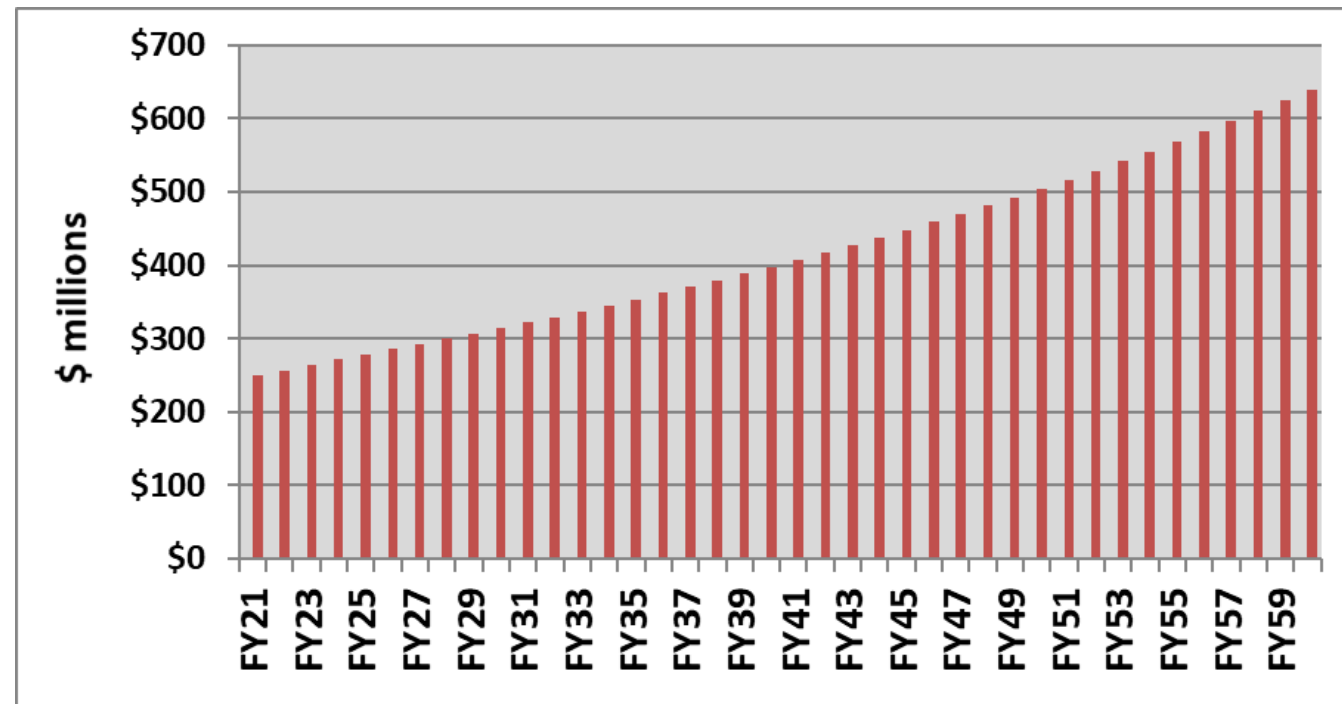


## Forecasted Revenue Inputs

- 0.25% / 0.50% Sales Tax Increase
- **Term:** 30-Year, 40-Year, Perpetual
- Updated forecast of \$16.7B for 0.50% over a 40-Year term
  - Increase to the starting base:
    - Strong performance in FY19
  - Increase in the average growth rate:
    - Current draft reflects 2.5% avg. growth
    - Law change for internet based retailers increased future projections



- Chart below assumes 0.50% for 40-Year term



# Matching Assumptions

- Additional funding for the Program
- Could generate an additional \$2-4B depending on project selection
- Will calculate overall Program target after selection of the projects

## • Major Extensions:

- Examples: Purple Line / Airport extension
- 40% match from a federal full funding grant agreement

## • Capital Projects:

- Assume a generic 20% match
- No specific funding streams identified
- Generic target for discretionary federal / state grants



## • Operational Support to Capital Projects:

- Need the ability to operate and maintain the new initiatives
- Need to determine Operating Farebox contribution (FRR), which lowers net operating cost to the Program

## • Operating Service Enhancements:

- Capital aspects like facilities/revenue vehicles use same generic 20% match
- Also need to determine Operating FRR



## NEW FREEWAY TRANSIT CONNECTIONS



## Program Costs: Capital Projects

- ✓ Capital costs
- ✓ Inflationary factors by year
- ✓ Implementation timelines
- ✓ Operational support for added service post-implementation

## SKYWAYS



## PURPLE LINE TROLLEY



## Program Costs: Operations

- ✓ Service levels
- ✓ Cost per service mile
- ✓ Implementation timelines
- ✓ New passengers
- ✓ Inflationary factors by year



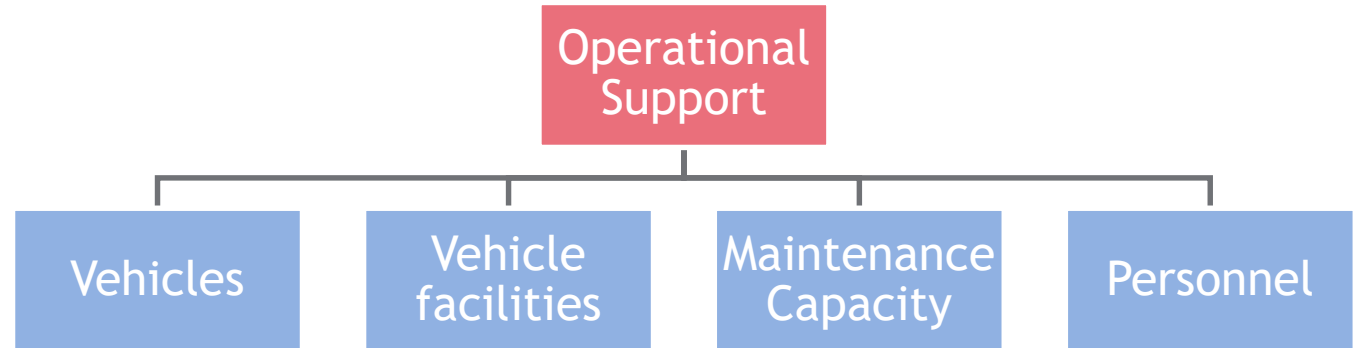
**INCREASE FREQUENCY**



**EXTEND SERVICE SPAN  
(24 HOUR SERVICE)**



**MORE RAPID/  
EXPRESS BUS  
SERVICE**

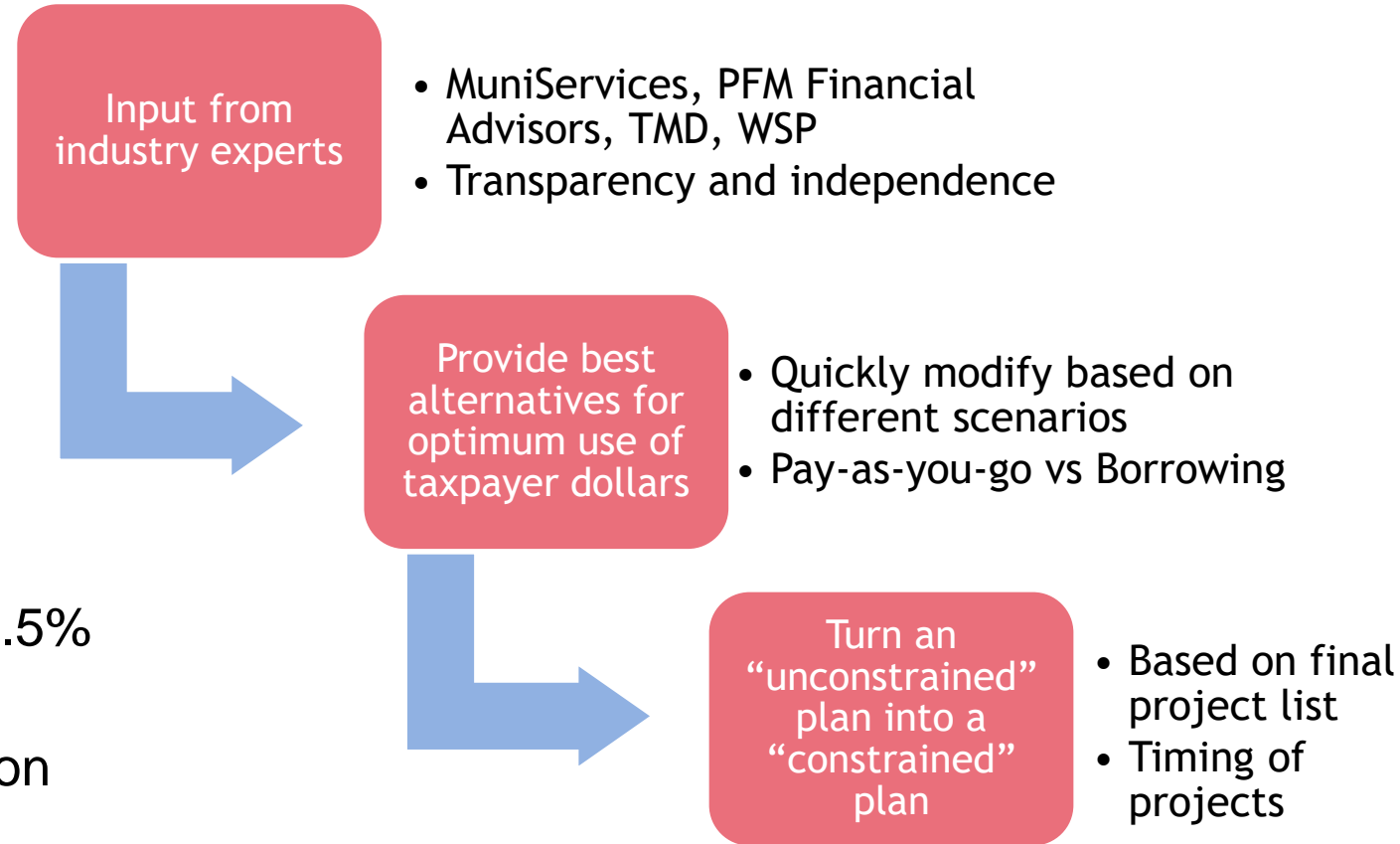




## Model Development

### Cost and revenue factors

- Inflationary factors incorporated:
  - Sales Tax revenue inflation = 2.5%
  - Capital inflation = 2.75%
  - Operating cost inflation = 2.75%
  - Normal passenger revenue growth = 1.5%
- Administrative costs off the top:
  - TransNet allocates 1% for administration
    - Program/Financial Management
    - \$2.5M year one for Elevate SD 2020
  - Separate allocation for Independent Taxpayer Oversight Committee

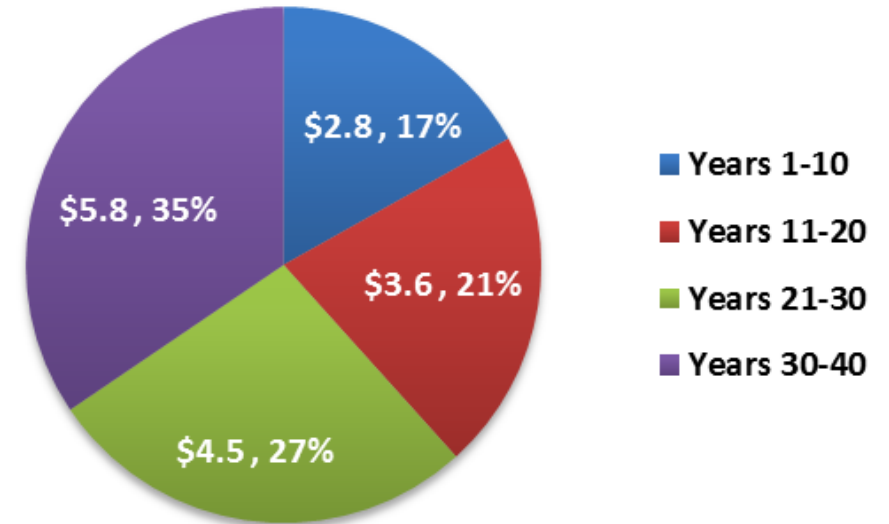


## Selection/Timing

### Project Costs

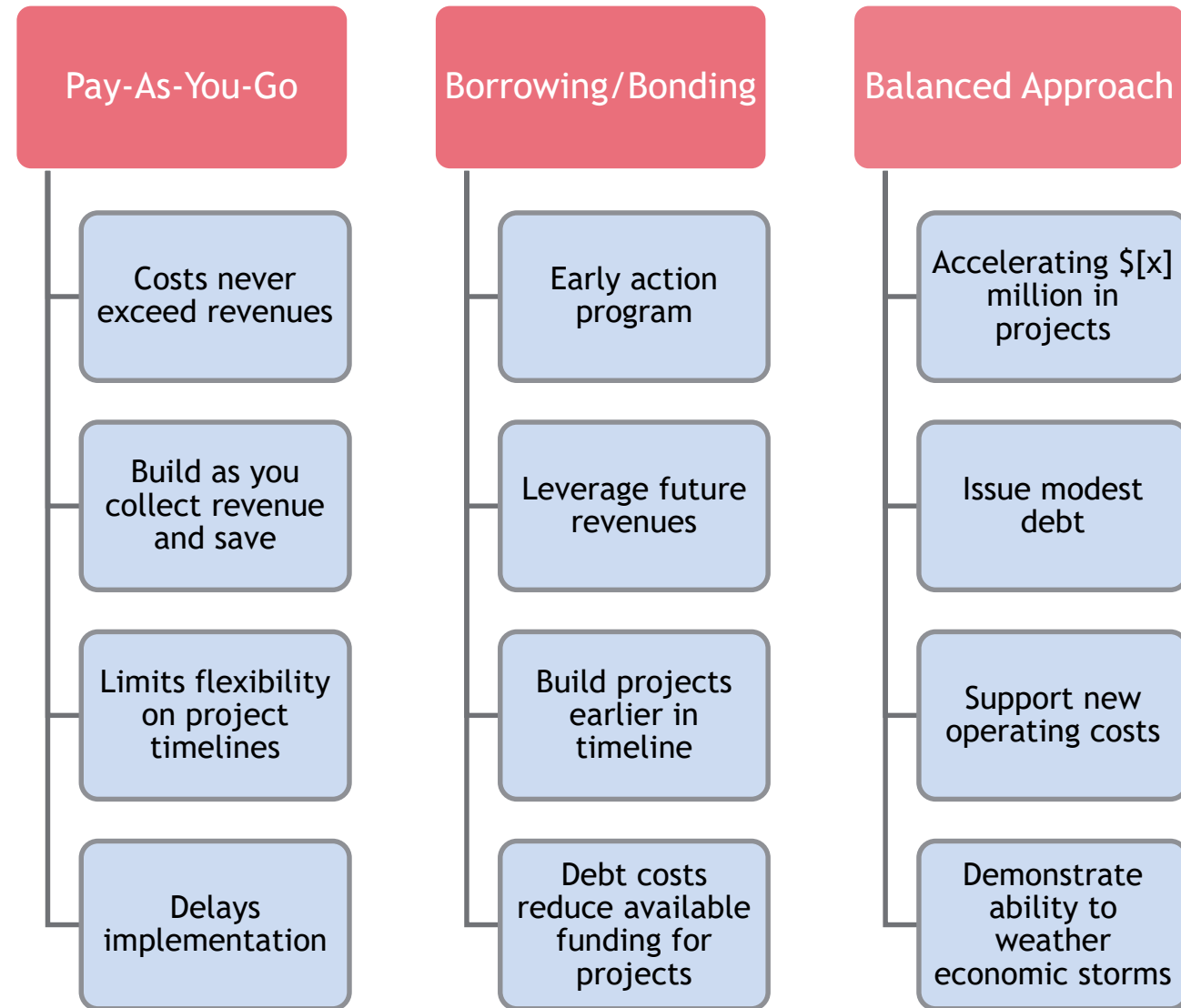
- Costs highly dependent on what and when
- **What** projects are selected
  - Current projects under consideration
    - ≈ \$24B (today's dollars)
  - Can only accomplish a portion of projects identified
    - ≈ \$10B in forecasted revenue (today's dollars)
- **When** the project will be programmed
  - Determine the borrowing requirements
  - Only ≈ \$2.8B of revenues in the first 10 years
    - 62% of revenue is received over the last 20 years

### 40 Year, 0.50% (\$ Billions)



## Project Delivery/Financing

- Goals of the Plan:
  - Constrained project list
  - Optimal timing of projects
  - Costs equal available funding
  - Minimize the cost of debt service
  - Financial Flexibility
    - Will face changes to economic realities, grant funding opportunities, etc.
    - Demonstrate flexibility in delaying/accelerating project delivery schedules
    - Sufficient liquidity
    - Prudent debt service coverage levels

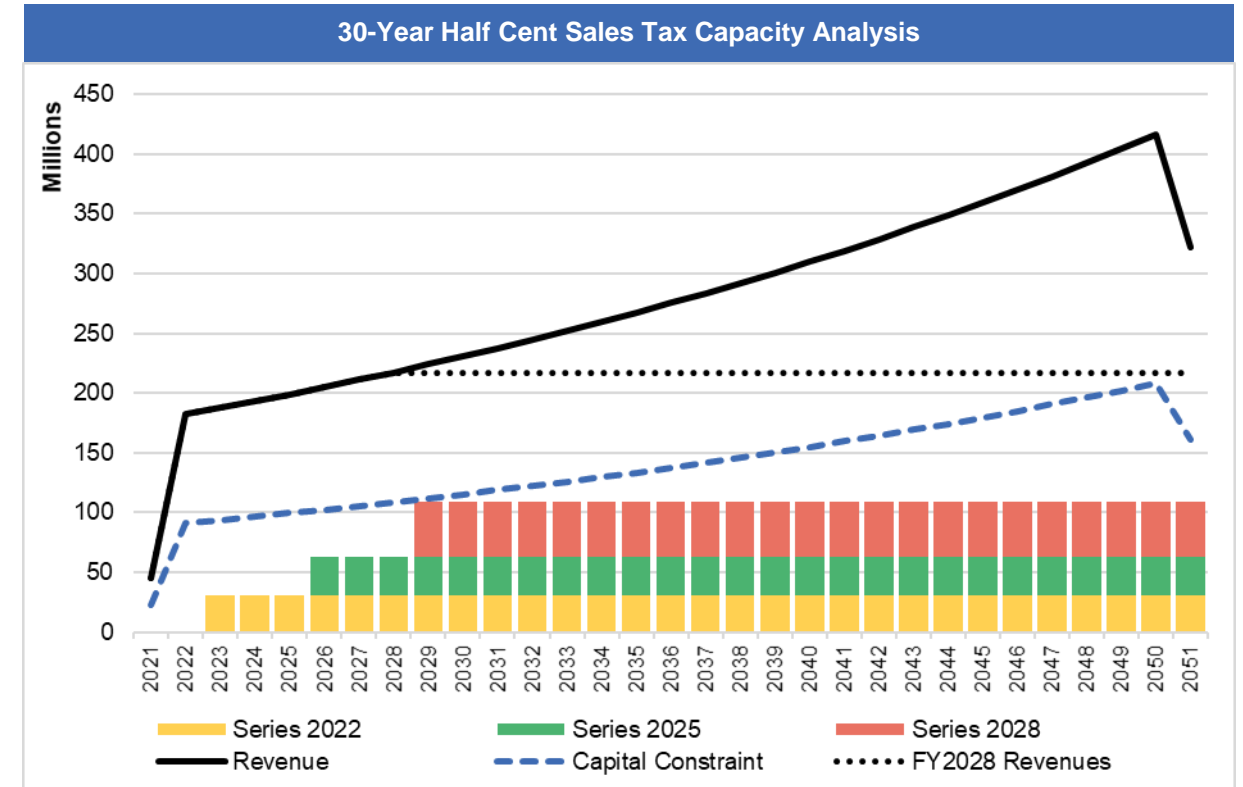


## Leveraging Concepts

- Leveraging future sales tax revenues is a way to accelerate funding for large capital projects
- Pay-go funding for large capital projects can be challenging from a timing and cost standpoint
- However, consideration must be given before issuing debt:
  - Debt issuance creates a legal obligation (principal and interest repayment) reducing future flexibility
  - Interest is an expense that is repaid for the life of the debt obligation
  - Important to ensure that the sales tax is not overleveraged so that sufficient revenues are available to fund operations and also allow MTS to absorb economic downturns and unforeseen economic/market events

## Restrictions on Leveraging

- MTS' ability to leverage is limited by:
  - Funds allocated to capital (i.e., not required for operations); and
  - Legal covenants restricting leveraging
- MTS' financial plan will target a minimum debt service coverage ratio ("DSCR")
  - $\text{DSCR} = \frac{\text{Annual Sales Tax Revenues}}{\text{Annual Debt Service Costs}}$
- The Additional Bonds Test legally restricts the amount of debt that can be issued to a certain DSCR
  - Often lower than the ratio used for the financial plan



## Leveraging Options

Financing Alternatives Available to MTS – A Sample						
Options		Short-Term	Long-Term		Federal Programs	Innovative
Sample	Products	Commercial Paper (CP) Program	Fixed Rate Bonds	COPs	TIFIA Loans	P3
Description:		Short-term, publicly sold security, can be repaid or extended every 270 days	Bond with fixed interest rate	Fixed rate obligation requiring semi-annual lease payments	Federal government loan program for transportation projects	Public-private-partnership leveraging the efficiencies of the private sector
Benefits:		<ul style="list-style-type: none"><li>• Proven market structure</li><li>• Flexible draws reduces interest cost</li><li>• Can serve as bridge financing</li><li>• Access to large spectrum of municipal money market funds</li></ul>	<ul style="list-style-type: none"><li>• Traditional municipal product – easily understood</li><li>• No future interest rate risk</li><li>• Fixed cost of borrowing</li><li>• Large and mature market</li></ul>	<ul style="list-style-type: none"><li>• Efficiently aggregates “all available revenues” into collective repayment source</li><li>• Can match financing structure directly to leased asset</li><li>• Fixed cost of borrowing</li></ul>	<ul style="list-style-type: none"><li>• Competitive rate (30-year UST + 1)</li><li>• Flexible repayment terms</li><li>• TIFIA will take subordinate lien at no extra cost</li><li>• Able to defer initial draw and loan repayment</li></ul>	<ul style="list-style-type: none"><li>• Cost effective delivery of projects</li><li>• Risk transfer to the private entity</li></ul>
Considerations:		<ul style="list-style-type: none"><li>• Requires bank credit facility</li><li>• Requires administration in monitoring rolls and repayment</li><li>• Commercial bank exposure</li><li>• Higher costs to set-up</li></ul>	<ul style="list-style-type: none"><li>• Constrained future refinancing flexibility</li></ul>	<ul style="list-style-type: none"><li>• Appropriation risk</li><li>• Abatement risk</li><li>• Lower ratings due to risk profile - slightly higher cost</li></ul>	<ul style="list-style-type: none"><li>• Lengthy application process</li><li>• Project must qualify under TIFIA guidelines</li><li>• Federalization of project</li><li>• Restricted to a maximum of 33% of project costs</li></ul>	<ul style="list-style-type: none"><li>• Benefits are situational</li><li>• Can have a higher long-term cost than self-funding</li><li>• Potential for lower control of project</li></ul>

## Liquidity and Reserves

- Liquidity and reserves are important for investors and rating agencies
  - Provide financial capacity to absorb market downturns
  - Provides flexibility to be proactive rather than reactive to unforeseen events
- Liquidity is measured as days cash on hand
  - Measurement of number of days operating expenditures could be met solely with liquidity position
  - Days Cash on Hand = Liquidity Position divided by Average Daily Operating Expenditures
- MTS' financial plan will identify targeted liquidity levels and develop a strategy for building up to those levels over a period of time



## Ratings

- Ratings are an important part of a long-term financial plan
  - Ratings play a role in determining borrowing costs
  - Strong ratings provide a wider universe of borrowing options and strategies
- Higher ratings may lower borrowing costs, but may also restrict borrowing ability
  - Important to weigh the benefit of higher ratings versus the “cost”
  - Working with legal counsel, PFM can assist in developing legal documents which provide MTS strong credit ratings while retaining sufficient flexibility to accelerate project funding
- Important factors for credit ratings
  - Economic and demographic characteristics of service/taxing area
  - Legal covenants (Additional bonds test, flow of funds)
  - Financial Metrics (debt service coverage, liquidity position, farebox recovery ratio)

## Decision Points

- Preliminary decisions to get the process started
  - Framework for the Finance Plan
- More decisions to come related to
  - Debt service coverage
  - Liquidity/Reserve levels
  - Project timing
    - Impact on the Finance Plan

Sales Tax:			
Sales Tax Increase	0.25%	0.50%	
Term	30-Year	40-Year	Perpetual

Capital Project Match:			
Major Extensions	40%	Other	
Other Capital Projects	20%	25%	Other

Farebox Recovery Ratio:			
Major Extensions FRR	30%	Other	
Enhancements FRR	10%	Other	

Other:			
Administrative Cost	1.0%	Other	
Borrowing	None	Modest	Aggressive

## Next Steps...

- Incorporate decisions made today
- Project cost estimates
- Finalize growth/inflation assumptions
  - Capital
  - Operating
  - Revenue
- Model various scenarios
  - Project selections
  - Timing
  - Debt requirements
- Iterative process to get to a Balanced Program



# Next Steps/Board Direction

For the purposes of creating a draft financing plan for Board review at December 7 Workshop:

- Focus on draft financing plan for ½-cent only
- Focus on draft financing plan for 40 years
- Assume 1% admin cost in draft financing plans
- Assume matching funds of 40% for major infrastructure projects and 20% for other capital projects



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## Agenda Item No. 4b

### MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM BOARD OF DIRECTORS

November 2, 2019

#### SUBJECT:

EXPENDITURE/FINANCING PLAN OVERSIGHT AND FLEXIBILITY (SHARON COONEY)

#### INFORMATIONAL ONLY

##### Budget Impact

None at this time.

#### DISCUSSION:

Staff will provide a presentation on expenditure/financing plan oversight and flexibility alternatives. Staff will discuss various mechanisms and examples on how to provide assurances and enhance accountability within the ballot measure. The Board will be asked to provide input and identify preferred options.

/s/ Paul C. Jablonski

Paul C. Jablonski  
Chief Executive Officer

Key Staff Contact: Sharon Cooney, 619.557.4513, [Sharon.Cooney@sdmts.com](mailto:Sharon.Cooney@sdmts.com)





# **Agenda Item #4b Expenditure Plan Oversight and Flexibility**

November 2, 2019

# Safeguards in Transit Measures

- There is a concern amongst voters that their taxes are spent efficiently, and on the projects and programs they designate them for in a ballot measure
- Various mechanisms can be considered to provide assurances
- But also need to have some flexibility for a 30 or 40 year measure
- Need to strike a balance between accountability and flexibility
- Don't want to be perceived as supplanting TransNet responsibilities with a new tax



# TransNet (SANDAG, 2004)

- Independent Taxpayer Oversight Committee helps ensure that all voter mandates are carried out as required and develops recommendations for improvements to the financial integrity and performance of the program.
  - 7 members, representing specific professions
  - Annual Fiscal and Compliance Audit
  - More thorough Triennial Audit
  - Every 10 years review the program, determine if they are on the right track, what will be built in the next 10 years
  - Challenge: getting qualified members in each category
- Flexibility provided by a 2/3 vote of the Board, but “lock box” provision
- KPI included to prevent transit operators from inflating their budgets, plus a Maintenance of Effort provision for cities

# Measure M (LA Metro, 2016)

- Independent Taxpayer Oversight Committee to ensure compliance with the terms of the Ordinance, review audits
  - 7 members, representing 7 different specialties
  - Separate Committee for each measure
  - Annual audit
  - Reviews potential changes to the Ordinance
  - Performs a 10 year assessment of the measure's implementation
- 2/3 Board vote required to amend the Ordinance



## Measure W (San Mateo TA, 2018)

- ½ cent sales tax split between the Transportation Authority and SamTrans
- Citizen Oversight Committee
  - 15 members, representing various sectors and stakeholders (youth riders, environmental, business sector, labor, etc.)
- Congestion Relief Plan designates percents to be spent in specific categories; can shift funds from project to project (simple majority), but only within a designated category

## For Discussion

- Work with taxpayer advocacy groups to help develop accountability plans
- Do we include an independent advisory committee, and if so what should its size and membership be? How long should the terms be?
- Should there be a provision for making changes to the Expenditure Plan?
  - Simple majority versus 2/3 vote by the Board
- Any other mechanisms to be included in the Ordinance to provide safeguards?
  - “lock box” provisions?
  - Include any specific key performance indicators?

# Next Steps/Board Direction

- Provide draft frameworks for the Board to review at the December 7 Workshop regarding an independent advisory committee and expenditure plan change provisions to be tested in future polling



AGENDA ITEM NO.

4(B)

## REQUEST TO SPEAK FORM

ORDER REQUEST RECEIVED

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(PLEASE PRINT)

DATE	Peter Warner
Name	P.O. Box 270
Address	HANFORD CA 93232
Telephone	
Email	
Organization Represented	TransWEB
Subject of Your Remarks	Electro Bus - Pub/PR Partnership
Regarding Agenda Item No.	4(B) with regard to EbusAP
Your Comments Present a Position of:	<input type="checkbox"/> SUPPORT <input type="checkbox"/> OPPOSITION

## 2. TESTIMONY AT NOTICED PUBLIC HEARINGS

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## Agenda Item No. 5

### MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM BOARD OF DIRECTORS

November 2, 2019

#### SUBJECT:

NEXT STEPS (PAUL JABLONSKI)

#### INFORMATIONAL ONLY

##### Budget Impact

None at this time.

#### DISCUSSION:

Staff will review next steps going forward in the Elevate SD 2020 effort.

/s/ Paul C. Jablonski  
Paul C. Jablonski  
Chief Executive Officer

Key Staff Contact: Sharon Cooney, 619.557.4513, [Sharon.Cooney@sdmts.com](mailto:Sharon.Cooney@sdmts.com)







## Agenda Item #5 Roadmap to April

November 2, 2019

# November

- Collect feedback from Vision Builder survey, continue to engage with stakeholders through public participation strategies
- Focus groups with FM3 Research (Nov. 13)
- Planning staff/consultants receive analysis of ridership/GHG metrics (Nov. 8)
- Build draft expenditure and financing plans for December 7 Board Workshop #2

# December

- Board Workshop #2 (December 7)
  - Vision Builder and Community Outreach Analysis
  - Focus group summary
  - Draft expenditure and financing plan review/discussion
- FM3 polling - test projects in draft expenditure plan and messaging
- Community Advisory Committee Meeting 4: Present and get early feedback on draft expenditure and financing plans

# January 2020

- Wave 3 of Public Engagement – Draft expenditure plan package
  - Working Groups Round 3
  - Transit Center Pop-ups
  - Community outreach events
  - Stakeholder meetings/presentations
- Develop Educational Campaign Strategy (March through October 2020)
- Share polling results with the Board

# February 2020

- Community Advisory Committee Meeting 5: Comments on Final Package for Expenditure/Financing Plans (notification of outcomes)
- Working Groups Round 4: Final Package Review/Comments
- Board Summit #3 (tentative)
  - Share comments from circulation of draft expenditure plan
  - Finalize expenditure Plan Package

# March/April 2020

- FM3 – Final poll (to get freshest information possible for Board to consider)
- Possible Board action to move forward with a ballot measure
- Launch Educational Campaign
- Draft Ballot Language (deadline for Board of Supervisors to put on ballot – July 2020)

REQUEST TO SPEAK FORM

ORDER REQUEST RECEIVED

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(PLEASE PRINT)

DATE	Nov. 2 2019		
Name	Jack Shu		
Address	8040 Wetherly St <sup>La Mesa</sup> 91941		
Telephone	(619) 708 2650		
Organization Represented			
Subject of Your Remarks	Next Steps		
Regarding Agenda Item No.	5 Next Steps		
Your Comments Present a Position of:	<input type="checkbox"/>	<input checked="" type="checkbox"/> SUPPORT	<input type="checkbox"/> OPPOSITION

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AGENDA ITEM NO.

5

## REQUEST TO SPEAK FORM

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(PLEASE PRINT)

DATE	
Name	ANDY HALL
Address	825 1B BLVD, 1B
Telephone	619-423-0314
Email	ahall@imperialbeachca.gov
Organization Represented	CITY OF 1B
Subject of Your Remarks	GENERAL
Regarding Agenda Item No.	5
Your Comments Present a Position of:	<input checked="" type="checkbox"/> SUPPORT <input type="checkbox"/> OPPOSITION

## 2. TESTIMONY AT NOTICED PUBLIC HEARINGS

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