



Mobility Working Group Agenda

Thursday, October 10, 2024

9:30 a.m.

Welcome to SANDAG. The Mobility Working Group meeting scheduled for Thursday, October 10, 2024, will be held in person in the SANDAG Board Room. While Working Group members will attend in person, members of the public will have the option of participating either in person or virtually.

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Vision Statement: *Pursuing a brighter future for all*

Mission Statement: *We are the regional agency that connects people, places, and innovative ideas by implementing solutions with our unique and diverse communities.*

Our Commitment to Equity: *We hold ourselves accountable to the communities we serve. We acknowledge we have much to learn and much to change; and we firmly uphold equity and inclusion for every person in the San Diego region. This includes historically underserved, systemically marginalized groups impacted by actions and inactions at all levels of our government and society.*

We have an obligation to eliminate disparities and ensure that safe, healthy, accessible, and inclusive opportunities are available to everyone. The SANDAG equity action plan will inform how we plan, prioritize, fund, and build projects and programs; frame how we work with our communities; define how we recruit and develop our employees; guide our efforts to conduct unbiased research and interpret data; and set expectations for companies and stakeholders that work with us.

We are committed to creating a San Diego region where every person who visits, works, and lives can thrive.

Mobility Working Group

Thursday, October 10, 2024

Comments and Communications

1. Non-Agenda Public Comments/Member Comments

Members of the public shall have the opportunity to address the Mobility Working Group (MOBWG) on any issue within the jurisdiction of the MOBWG that is not on this agenda. Public speakers are limited to three minutes or less per person. Public comments under this agenda item will be limited to five public speakers. If the number of public comments under this agenda item exceeds five, additional public comments will be taken at the end of the agenda. MOBWG members and SANDAG staff also may present brief updates and announcements under this agenda item.

Consent

+2. Approval of Meeting Minutes

Approve

Tessa Lero, SANDAG

The MOBWG is asked to approve the minutes from its September 12, 2024, meeting.

[Meeting Minutes](#)

+3. Fixing America's Surface Transportation Act: Performance Management Targets

Recommend

Sam Sanford, Austin Norman, SANDAG

The MOBWG is asked to recommend that the Transportation Committee adopt the Performance Management Targets.

[Fixing Americas Surface Transportation Act: Performance Management Targets](#)
[Att. 1 - Performance Management Targets](#)

Reports

+4. Overview of Flexible Fleet Program Guidelines

Recommend

Khalisa Bolling, Emily Doss, SANDAG

The MOBWG is asked to recommend that the Transportation Committee recommend that the Board of Directors approve the Draft Flexible Fleet Program guidelines.

[Overview of Flexible Fleet Program Guidelines](#)
[Att. 1 - Draft Flexible Fleet Program Evaluation Criteria](#)
[Supporting Materials](#)

5. Transit Fare Discount Study and Transit Equity Pilot Update

Discussion

Brian Lane, SANDAG

Staff will present an update on the Transit Fare Discount Study and discuss next steps for the Transit Equity Pilot that includes the Youth Opportunity Pass and transit investments in underserved areas.

[Supporting Materials](#)

+6.

Information

Regional Safety Planning Updates

Sam Sanford, Jacqueline Sisk, SANDAG

Staff will present an update on regional safety efforts in developing the Regional Vision Zero Action Plan.

[Regional Safety Planning Updates](#)

[Att. 1 - Draft Vision Zero Action Plan](#)

[Supporting Materials](#)

Adjournment**7. Adjournment**

The next MOBWG meeting is scheduled for Thursday, November 14, 2024, at 9:30 a.m.

+ next to an agenda item indicates an attachment

* next to an agenda item indicates that the Board of Directors also is acting as the San Diego County Regional Transportation Commission for that item

October 10, 2024

September 12, 2024, Special Meeting Minutes

[View Meeting Video](#)

Chair Jose Rodriguez (National City) called the meeting of the Mobility Working Group (MOBWG) to order at 9:37 a.m.

1. Non-Agenda Public Comments/Member Comments

Public Comments: None.

Member Comments: Associate Financial Analyst Richard Radcliffe, Grants Program Manager Jenny Russo, and Senior Regional Planner Cecily Taylor.

Consent

2. Approval of Meeting Minutes

The MOBWG was asked to approve the minutes from its June 13, 2024, meeting.

3. 2024 Mobility Working Group Meeting Calendar Update

The MOBWG was asked to approve the additional two meeting dates for 2024.

Public Comments: None.

Action: Upon a motion by Carol Seabury (Imperial Beach), and a second by Teala Cotter (Oceanside), the MOBWG voted to approve the Consent Agenda.

The motion passed.

Yes: Nathan Schmidt (Carlsbad), Patric Moneda (Chula Vista), Jamine Bridges (Coronado), Carol Seabury, Teala Cotter, Tait Galloway (City of San Diego), Ed Alberto (San Marcos), Darra Woods (Vista), Michael Kenney (County of San Diego), Katie Pearsons (North County Transit District), Larry Renteria-Luna (Metropolitan Transit System), and Lisa Madsen (Port of San Diego).

No: None.

Abstain: None.

Absent: Del Mar, El Cajon, Encinitas, Escondido, La Mesa, Lemon Grove, National City, Poway, Santee, Solana Beach, and Airport Authority.

Reports

4. 2023 State of the Commute

Acting Director of Data Science Grace Mino and Associate Data Scientist Connor Vaughs presented the findings from the 2023 State of the Commute report.

Public Comments: None.

Action: Information.

5. Regional Zero-Emission Vehicle Incentive Program Update

Associate Regional Planner Samaya Elder presented an update on the development of a regional incentive program for zero-emission vehicles and requested feedback on program implementation.

Public Comments: None.

Action: Discussion.

6. Clairemont Complete Corridors Study

Associate Engineer Andrew Camacho and Andrew Prescott, Chen Ryan Associates presented the final report on SANDAG's Clairemont Complete Corridors Study.

Public Comments: The Original Dra.

Action: Information.

7. Coordinated Plan Update

Tim Garrett and Rubi Morales presented an update and requested feedback on the development of the Coordinated Plan and associated survey.

Public Comments: The Original Dra.

Action: Discussion.

8. Adjournment

Continued Member Comments: Tait Galloway.

The next MOBWG meeting is scheduled for Thursday, October 10, 2024, at 9:30 a.m.

Chair Rodriguez adjourned the meeting at 10:57 a.m.

Confirmed Attendance at Mobility Working Group Meeting

Jurisdiction	Name	Attended
City of Carlsbad	Tom Frank	No
	Nathan Schmidt	Yes
City of Chula Vista	William Valle	No
	Eddie Flores	No
	Patrick Moneda	Yes
City of Coronado	Tricia Olsen	No
	Richard Gunrow	No
	Jasmine Bridges	Yes
City of Del Mar	Joe Bride	No
	Karen Brindley	No
City of El Cajon	Yazmin Arrellano	No
	Mario Sanchez	No
	Olga Reyes	No
City of Encinitas	Abe Bandegan	No
	Evan Jedynak	No
City of Escondido	Jonathan Schauble	No
	Owen Tunnell	No
City of Imperial Beach	Eric Minicilli	No
	Reyna Ayala	No
	Carol Seabury	Yes
City of La Mesa	Michael Thorne	No
	Vacant	n/a
City of Lemon Grove	Vacant	n/a
	Vacant	n/a
City of National City	Steve Manganiello	No
	Luca Zappiello	No
	Ricardo Rodriguez	No
City of Oceanside	Teala Cotter	Yes
	Tam Tran	No
City of Poway	Tracy Beach	No
	Andrea Thomas	No
	Alex Ubaldo	No
City of San Diego	Bethany Bezak	No
	Heather Werner	No
	Tait Galloway	Yes
City of San Marcos	Stephanie Kellar	No
	Kryenne Chua	No
	Isaac Etchamendy	No
	Damian Schoencke	No
	Ed Alberto	Yes
City of Santee	Minjie Mei	No
	Carl Schmitz	No
City of Solana Beach	Mo Sammak	No
	Dan Goldberg	No
	Jim Greenstein	No

City of Vista	Greg Mayer	No
	Husam Hasenin	No
	Darra Woods	Yes
County of San Diego	William Morgan	No
	Tara Lieberman	No
	Michael Kenny	Yes
North County Transit District	Katie Persons	Yes
	Lilian Doherty	No
	Mary Dover	No
Metropolitan Transit System	Larry Renteria-Luna	Yes
	Beverly Neff	No
Port of San Diego	Lisa Madsen	Yes
	Anna Buzaitis	No
Airport Authority	Ted Anasis	No
	Sjohnna Knack	No
Advisory Members	Name	Attended
Caltrans	Ann Fox	No
	Karen Jewel	No
	Roy Abboud	No
DOD	Muska Laiq	No
	Lorena Cordova	Yes
SoCal Tribal	Vacant	n/a
	Vacant	n/a
FACT	Arun Prem	No
	Sofia Hughes	Yes
	Ali Poorman	No
	Christian Hernandez	No
Non-Voting Member		
Chair	Jose Rodriguez	Yes

October 10, 2024

Fixing America's Surface Transportation Act: Performance Management Targets

Overview

The Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) have performance requirements for states and Metropolitan Planning Organizations (MPOs). SANDAG is required to include federal performance targets in each Regional Transportation Plan. These requirements are components of the performance-based planning and programming and include target setting, performance monitoring, and target achievement support. The three areas that are required for our target setting are Transportation Asset Management (TAM); Public Transportation Agency Safety Plan (PTASP) and System Performance (PM 3). TAM focuses on the state of good repair of regional transit assets, PTASP on safety for public transportation, and System Performance on reliable travel. The proposed targets details are included in Attachment 1.

Action: **Recommend**

The MOBWG is asked to recommend that the Transportation Committee adopt the Performance Management Targets.

Fiscal Impact:

There are no penalties for SANDAG, MTS, or NCTD if the region does not attain its regional targets. Establishment of targets is reviewed by FHWA and FTA at the triennial review of SANDAG.

Schedule/Scope Impact:

Regional TAM, PTASP, and System Performance targets are required to be included in the 2025 Regional Plan.

Key Considerations

TAM

There are 19 TAM Targets focused on rolling stock, service vehicles, facilities, and percent of rail track segments with performance restrictions. These targets are the anticipated condition of assets based on usage, life cycle costs, and programmed repair or replacement. Regional TAM targets are coordination between SANDAG, San Diego Metropolitan Transit System (MTS), and North County Transit District (NCTD). Regional targets are set through a consensus-based approach where operators review past performance and contributing factors to arrive at unified 2029 targets for each asset type.

PTASP

There are 7 PTASP targets focused on fatalities, serious injuries, safety events, and system reliability for three transit mode categories: fixed-route bus, non-fixed-route bus, and rail transit. PTASP targets are the anticipated performance for public transportation safety measures specified by the FTA. PTASP targets are developed with coordination and consensus with MTS and NCTD and are informed by regional performance data and expected investment, policy, and service changes.

PM 3

PM 3 includes 6 performance measures: three statewide measures and three urbanized area measures. This item updates two of the statewide measures to match changes to targets made by Caltrans. Targets cover a four-year performance period with the option to update the fourth-year target at the midpoint of each performance period. Caltrans has updated targets for Interstate and Non-Interstate Level of Travel-Time Reliability for target year 2025. The remaining 2025 PM 3 targets are unchanged.

Next Steps

Upon recommendation by the MOBWG and adoption by the Transportation Committee, targets will be included as part of the 2025 Regional Plan and submitted to Caltrans upon adoption of the Plan. Progress on target achievement will continue to inform performance-based planning and programming decisions.

Antoinette Meier, Senior Director of Regional Planning

Attachment: 1. Performance Management Targets

Performance Management Targets

1.1 Transportation Asset Management (TAM) Targets

Asset Type	Proposed Regional Target
Rolling Stock	
BU – Bus	5%
CU – Cutaway Bus	10%
MV – Minivan	4%
RP – Commuter Rail	71%
VT – Vintage Trolley	100%
AB – Articulated Bus	0%
BR – Over the road Bus	0%
LR – Light Rail	1%
RL – Commuter Rail Locomotive	0%
Service Vehicles	
Automobiles	0%
Trucks and other Rubber Tire Vehicles	10%
Steel Wheel Vehicles	29%
Percent of Track Segments with Performance Restrictions	
CR – Commuter Rail	.17%
LR – Light Rail	3.50%
YR – Hybrid Rail	0%
Facilities	
Passenger Facilities	0%
Passenger Parking Facilities	0%
Maintenance Facilities	0%
Administrative Facilities	0%

1.2 Public Transportation Agency Safety Plan (PTASP) Targets

Mode of Transit Service	Fixed-Route Bus	Non-Fixed-Route Bus	Rail Transit
Fatalities	1	0	4
Fatality Rate	0.004	0.00	0.01
Injuries	105	5	99
Injury Rate	0.44	0.13	0.75
Safety Events	119	7	86
Safety Event Rate	0.50	0.18	0.65
System Reliability	8,000	38,000	39,000

1.3 System Performance (PM 3) Targets¹

Percent of Reliable Person-Miles Traveled on the Interstate	73.8%
Percent of Reliable Person-Miles Traveled on the Non-Interstate NHS	83.7%

¹ PM 3 includes six performance measures: three statewide measures and three urbanized area measures.

October 10, 2024

Overview of Flexible Fleets Program Guidelines

Overview

Flexible Fleets, one of the key strategies in SANDAG's Regional Plan, has emerged as a promising travel alternative to driving alone. Flexible Fleets consist of a variety of on-demand, shared, mobility services that are typically requested or reserved through a smartphone app. The goals of the Flexible Fleets projects are to 1) provide access to diverse mobility options including the regional transit network, 2) reduce single-occupancy vehicle trips, vehicle miles traveled, air pollution and congestion, and 3) produce sustainable scalable pilot programs. These services provide an opportunity to reduce private vehicle dependence for short trips and complement the transit network with first/last mile services or replace underperforming fixed-route bus operations.

To implement the Regional Plan, SANDAG is supporting various efforts to deploy, fund, monitor, and evaluate Flexible Fleet Pilots throughout the region.

Key Considerations

SANDAG completed a [Flexible Fleets Implementation Strategic Plan](#) that outlines guidance for planning and implementing flexible fleet services in communities across the San Diego region. The plan identifies priority service areas and a roadmap with actions necessary for deploying services to help the region achieve its transportation, social equity, and environmental goals. Over the past few years SANDAG has implemented several Flexible Fleet Pilots in collaboration with jurisdictions and community groups. In addition to implementing service, SANDAG has procured on-call Flexible Fleet operators that jurisdictions have tapped into to provide their own Flexible Fleet services. SANDAG has also served as a grant expert for CARB's Clean Mobility Options mobility project voucher programs which have provided for more funding to support these services.

On [October 27, 2023](#), the Board programmed \$5 million dollars for another round of Flexible Fleet pilots. \$4.5 million dollars of this funding will be made available to federal, state, local, and tribal governments, transit districts and military institutions through a competitive process. The application window is anticipated to open in early 2025. SANDAG reviewed a proposed approach for the program and priorities with the Flexible Fleets Task Force, a sub-set of the Mobility Working Group. We anticipate that three to five pilots could be funded with this new influx of money.

Next Steps

The MOBWG is asked to recommend that the Transportation Committee recommend that the Board of Directors approve the Draft Flexible Fleet Program Guidelines.

Jennifer Williamson, Deputy Director of Regional Planning

Attachments: 1. Draft Flexible Fleets Program Guidelines

Action: **Recommend**

The MOBWG is asked to recommend that the Transportation Committee recommend that the Board of Directors approve the Draft Flexible Fleet Program guidelines.

Fiscal Impact:

Flexible Fleets pilot projects are funded in Overall Work Program Project No. 3501000.

Schedule/Scope Impact:

None.

Draft Flexible Fleets Program Guidelines Summary

Program Description: Flexible Fleets, one of the key strategies in SANDAG's Regional Plan, has emerged as a promising travel alternative to driving alone. Flexible Fleets consists of a variety of on-demand, shared mobility services that are typically requested or reserved through a smartphone app. The Flexible Fleets pilot program aims to plan, deploy and monitor Flexible Fleet pilot projects aimed at expanding shared mobility travel choices, enhancing transit connections and reducing single-occupant vehicle miles traveled.

Funding Source: Federal Highway Administration (FHWA) Regional Transportation Surface Program (RSTP)

	Federal Funding
Fiscal Year(s) of Available Funding	Starting Fiscal Year 2025 (Funding available to awardees FY2026)
Estimated Amount of Available Funding	\$4,500,000

Program Contact Information:

- SANDAG Flexible Fleets Distribution email: flexiblefleets@sandag.org
- SANDAG Flexible Fleets Website: www.sandag.org/flexiblefleets

Eligibility Requirements

	Eligibility Requirements
Eligible Applicants	<ul style="list-style-type: none"> Federal, state and local governments, tribal governments., transit districts, and military institutions. All awardees must conduct rider surveys and share survey and ridership data with SANDAG All awardees must comply with Federal Provisions. (Link to be provided).
Eligible Grant Types	<ul style="list-style-type: none"> Service Operations Capital (e.g. vehicles, software, supportive infrastructure)
Sample Eligible Activities	<ul style="list-style-type: none"> Vehicle Procurement Direct operations of service (Microtransit, NEV, etc.) Contract services (Microtransit, NEV, Bikeshare, Carshare, etc.) Software/Hardware Flexible Fleet Supportive Infrastructure (e.g. charging, docking stations, right of way improvements, signage and wayfinding)

	Awards
Minimum Award Amount	\$100,000
Maximum Award Amount	\$1,000,000
Required Match	Yes (minimum 25%)
Eligible Service Area	Within San Diego County
Term	One to Three Years (must start service within the first year)

Proposed Evaluation Criteria

	Considerations	Weight
Financial Sustainability	<ul style="list-style-type: none"> - What future revenue sources are proposed? - What steps does the applicant propose to attain proposed future funding? - How stable are the future funding sources (e.g., the ability for the applicant to successfully secure those sources) 	20%
Influence Travel Behavior	<ul style="list-style-type: none"> - How does the project encourage reducing VMT/mode shift? - What is your plan to get people out of cars? (e.g. free trips to/from transit stations, fare discounts for parties of 2/3 or more, discounts for repeat riders, first few rides are free, etc.) 	10%
Integration with Transit	<ul style="list-style-type: none"> - Is the project serving a community that does not have transit or limited transit? - Is the project a first mile/last mile solution? (e.g. inclusion of rail and bus stations within the service zone?) - Does the project provide access to regional connections? - Does the project integrate with transit in other ways (fare payment, booking, free trips to transit)? 	15%
Marketing and Outreach Plan	<ul style="list-style-type: none"> - How will applicant advertise the service within the community? - How will the service be made accessible to the public and integrated into the community? - How does the service plan work with community-based organizations (CBOs) in the proposed service area to reach the community, including hard to reach populations (disabled, underserved, senior populations, etc.)? - How are service complaints addressed? - How is quality of service measured? Has the applicant identified outreach goals? 	10%
Equity	<ul style="list-style-type: none"> - How is the applicant considering equity in their service and outreach plan? (e.g. hours that accommodate nontraditional work schedules, first/last mile access to schools or jobs, coordination with local CBOs, language assistance, equitable service distribution, underserved populations, educational outreach, non-tech population, and unbanked population) 	15%
Feasibility	<ul style="list-style-type: none"> - Does the applicant include a well thought out approach to how they will deliver the project? - Does the schedule seem feasible? - Has the applicant thought through potential risks and mitigation approaches? - Has the applicant identified proper staff and technical capacity for project oversight? 	20%

- Does the applicant demonstrate community support for this project?
- Has the applicant identified a mode?
- Has the applicant identified a plan for the procurement of goods and services?
- Does the funding amount requested match the scope (vehicles, infrastructure, operations platform, etc.)?
- Does the applicant plan to utilize a disadvantaged business enterprise (DBE) for a portion of the project?
- Has the applicant considered geographical and electric vehicle constraints?

Matching Funds	Points awarded based on the percentage of the total project cost the applicant proposes to contribute towards a match. 25% is the minimum, point awarded on additional match.	10%
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Timeline

Milestone	Date
Draft Goals, Objectives, Eligibility <ul style="list-style-type: none"> - Flexible Fleets Task Force - Mobility Working Group - Joint Regional Planning Committee / Transportation Committee 	Spring/Summer 2024
Finalize Guidelines and Evaluation Criteria <ul style="list-style-type: none"> - Flexible Fleets Task Force - Mobility Working Group - Transportation Committee 	Summer/Fall 2024
Revision to Guidelines and Evaluation Criteria <ul style="list-style-type: none"> - Flexible Fleets Task Force - Mobility Working Group - Transportation Committee 	Fall/Winter 2024
Program Application Window Opens	Winter/Spring 2024
Project Evaluation and Selection	Spring 2025
Intent to Award <ul style="list-style-type: none"> - Mobility Working Group - Transportation Committee - Board of Directors 	Spring / Summer 2025

Next Steps

Activity	Anticipated Timeframe
Develop guidelines, application materials and contracts agreement templates. Route through legal. <ul style="list-style-type: none"> - MWG, TC and Board Approval 	July – September 2024 Sept-November 2024
Application window opens <ul style="list-style-type: none"> - Webinar with Q&A - Technical Assistance 	January-March 2025
Evaluation Committee <ul style="list-style-type: none"> - Identify evaluators, provide materials and information, 	April 2025

QA/QC evaluator-submitted materials, debrief

Funding Recommendations

May – June 2025

- Mobility Working Group
- Transportation Committee
- Board of Directors

Notice of Funding Obligations

July-August 2025

- Initiate agreements with awardees

DRAFT



Flexible Fleet Program

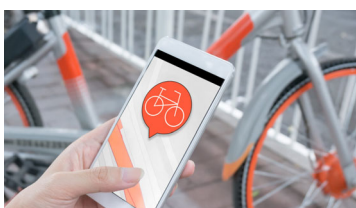
Mobility Working Group Meeting | Item 4
Khalisa Bolling, Senior Regional Planner
Emily Doss, Regional Planner
Thursday, October 10, 2024

1

Flexible Fleets



Micromobility: Scootershare



Micromobility: Bikeshare



Neighborhood Electric
Vehicles (NEV)



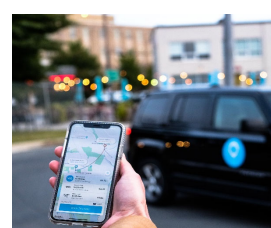
Carshare



Rideshare



Vanpool



Microtransit

SANDAG | 2

2

SANDAG Supported Flexible Fleets



Oceanside NEV
gO'side



Pacific Beach NEV
Beach Bug



Southeast
San Diego Microtransit

SANDAG | 3

3

Additional Flexible Fleet Services

Neighborhood Electric Vehicle Services:

- FRED (Downtown San Diego)
- FRANC (National City)
- Island Express (Coronado)
- IB Shuffling (Imperial Beach)

Microtransit Services:

- Chula Vista Community Shuttle
- San Marcos Microtransit (NCTD+)
- Island Express (Coronado)

Coming Soon:

- North Park/City Heights Microtransit
- El Cajon Microtransit
- Ramona Microtransit



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Next Steps for Flexible Fleet Program

| 5

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Flexible Fleets Program Timeline



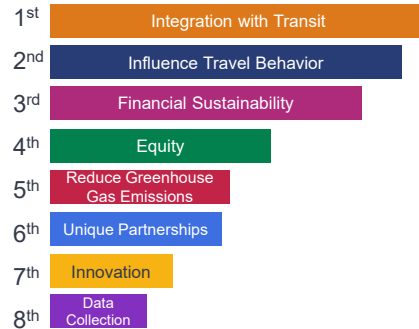
6

Flexible Fleets Pilot Project Recommendations

Mobility Working Group May 9, 2024



Flexible Fleets Task Force April 25, 2024



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Feedback from Meetings

- **June 2024 - Transportation Committee**
 - Public Engagement & Rider Engagement
 - Sustainable Funding for Operations
 - Collaboration with MTS & NCTD Transit Connections
 - Informed Service Zone Planning
- **Summer 2024 - Flexible Fleet Task Force Meetings & Engagement**
 - Definitions & Weights of Evaluation Criteria



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Funding Source

- Federal Highway Administration (FHWA)
Regional Surface Transportation Program (RSTP)
— Federal Provisions
- Estimated Amount of Available
Funding: \$4,500,000



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Proposed Eligibility

<i>Proposed Eligibility</i>	
Eligible Applicants	<ul style="list-style-type: none"> • Local, state, federal & tribal governmental agencies, transit districts, and military institutions • All awardees must conduct rider surveys and share survey and ridership data with SANDAG. All awardees must comply with Federal Provisions.
Eligible Grant Types	<ul style="list-style-type: none"> • Service Operations • Capital (e.g. vehicles, software, supportive infrastructure)
Sample Eligible Activities	<ul style="list-style-type: none"> • Direct operations of service (Microtransit, NEV, etc.) • Contract services (Microtransit, NEV, Bikeshare, Carshare, etc.) • Vehicle Procurement • Software/Hardware • Flexible Fleet Supportive Infrastructure (e.g. charging, docking stations, right of way improvements, signage and wayfinding)

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Proposed Evaluation Criteria

<i>Proposed Evaluation Criteria</i>	
Financial Sustainability	20%
Feasibility	20%
Equity	15%
Transit Integration	15%
Travel Behavior Influence	10%
Marketing and Outreach Plan	10%
Matching Funds	10%

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Proposed Awards

<i>Proposed Awards</i>	
Minimum Award Amount	\$100,000
Maximum Award Amount	\$1,000,000
Required Match	Yes (minimum 25%)
Eligible Service Area	Within San Diego County
Term	1-3 Years (must start service operations within the first year)

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- ✉ Email: flexiblefleets@sandag.org
Khalisa.Bolling@sandag.org
Emily.Doss@sandag.org



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Transit Fare Discount Study and Transit Equity Pilot Update

Mobility Working Group| Item 5
Brian Lane and Ashley Wiley
October 10, 2024

1

Transit Fare Discount Study

Purpose of this Study:

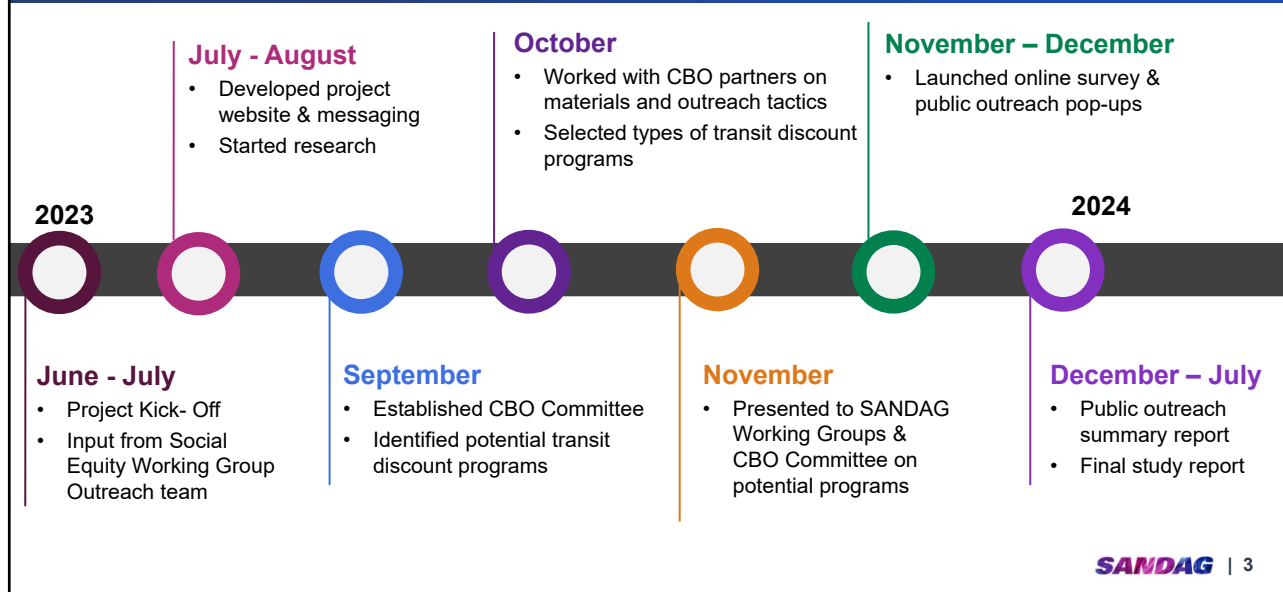
1. Research best practices in transit fare discount programs
2. Learn the community's priorities for these types of programs
3. Research which types of programs are most feasible
4. Inform the 2025 Regional Plan and next steps for YOP



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Project Timeline



3

Program Goals

1. Make transportation more equitable
2. Get more people riding
3. Improve climate/sustainability
4. Minimize transit cost impacts
5. Maintain a good customer experience (including safety & security)
6. Maintain transit operations, performance, and maintenance as current conditions



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Analysis of Transit Fare Programs in Other Cities

1. **Kansas City** – RideKC
2. **Albuquerque** – ABQ Ride
3. **Seattle** – King County Metro
4. **Los Angeles** – LA Metro
5. **Denver** – RTD Denver
6. **San Francisco** – BART
7. **Philadelphia** – SEPTA



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Public Engagement

1. Surveys

- Online and paper were made available

2. In-person pop-up activities in social equity focus communities

- Attended existing community events
- Hosted tables intercepting riders at transit centers
- Co-hosted these events with CBO partners

3. Stakeholder Engagement

- Mobility and Social Equity WGs



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In-Person Pop-Up Activities

Choose top 3 discount programs

Results:

1. Low-income
2. Seniors
3. Youth Opportunity Pass (current)

Preferences for investing transit funds

Results:

1. Frequent and fast transit
2. Safety
3. Fare discounts



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Survey Results

Prioritize transit fare discount programs

1. Low-income
2. Youth Opportunity Pass (current)
3. All students

Preferences for investing transit funds

1. Frequent and fast transit
2. Service hours
3. Fare discounts

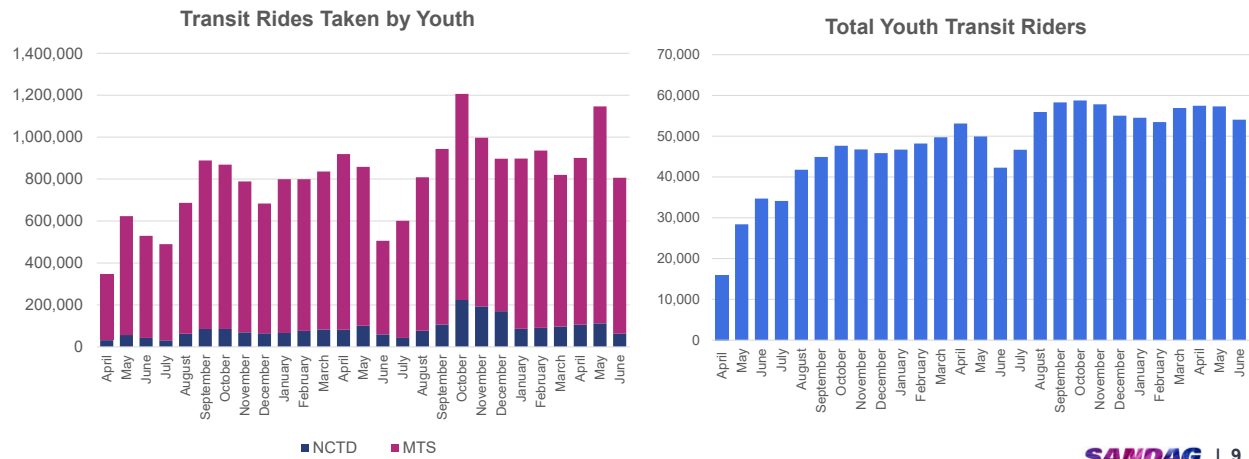


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Programs Analyzed

1. Continue Youth Opportunity Pass (baseline for all programs)



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Other Programs Analyzed

2. Expand Youth Opportunity Pass to 24 and under
3. Youth Transit Discount for 19-24
4. Low-income Program
5. Program for Special User Types (Reduced)
6. Program for Special User Types (Zero Fare)
7. Fare discount for higher education students
8. Fare discount for all users
9. No-cost for all users

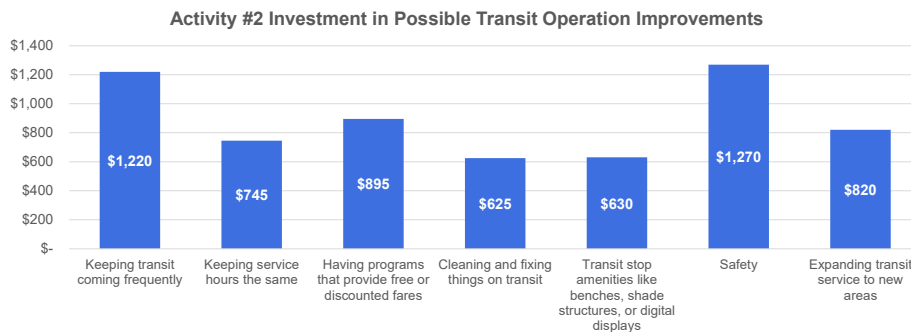


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Key Takeaways

1. Frequency, service improvements, and safety are priorities for the public and transit operators
2. Keep the Youth Opportunity Pass!
3. Consider low-income fares if funding becomes available



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Transit Equity Pilot Next Steps

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Initial Transit Equity Pilot Proposals

- Increased service on specific bus routes (Increased frequencies/span of service)
- Youth Opportunity Passes
- Blue Line Express Service Analysis
- Voucher program for hours when the trolley is not able to operate due to freight operations.

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Proposed Service Enhancements

Possible service enhancements include:

- Earlier first departures and later final departures
- Improvements to early-morning, late-night, and weekend frequency
- Prioritize routes for enhancements by screening those that serve communities within the CalEnviroScreen top 25% census tracts for pollution burden
 - Southeast San Diego (Routes 3, 4, 13, 916, 962, 967)
 - City Heights (Routes 7, 13, 215, 916, 965)
 - South Bay (Routes 906, 929)
 - North County (Routes 303, 305)

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Next steps

Summer/Fall 2024

- Finalize report on study results
- Inform the 2025 Regional Plan

Winter 2024/2025

- Collaborate with transit operators on short-term service enhancements in underserved areas

Implementation

- Secure funding for YOP, new transit investments, and other discount program(s)



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See our final report

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October 10, 2024

Regional Safety Planning Updates

Overview

On June 22, 2022, the SANDAG Board of Directors adopted Resolution 2023-02 directing staff to seek funding and develop a Regional Vision Zero Action Plan (VZAP) to advance traffic safety goals for the San Diego region. This planning effort is included in the 2021 Regional Plan as near-term implementation action and safety is a goal area for the 2025 Regional Plan.

Key Considerations

Draft Plan

Developed in collaboration with local agency staff, the VZAP Technical Advisory Group¹, community-based organizations and the public, the Vision Zero Action Plan identifies local traffic safety challenges and solutions that help the region achieve the goal of zero fatal and serious injuries by 2050. The plan identifies where the most fatal and serious injury crashes occur and provides resources to improve safety in those areas. The plan also details SANDAG's role with implementing safety solutions and how progress toward Vision Zero will be evaluated. Once the VZAP is finalized, local agencies will be eligible for Safe Streets and Roads for All implementation grants.

Implementation Steps

The Regional VZAP includes implementation steps that are organized under seven focus areas: Advocate, Coordinate, Educate, Evaluate, Fund, Implement and Plan. Multiple implementation efforts are currently in progress and SANDAG has recently launched three: including AB 43 technical support, local agency countermeasure tool development, and grant criteria updates.

- AB 43 establishes more flexible speed limit setting for municipalities. SANDAG is developing a Safety Corridor Network for each jurisdiction to identify portions of each jurisdiction's roadway network that can be eligible for a 5-mph speed limit reduction.
- An online platform for local agencies is being developed to share safety data, resources, support safety project development, and countermeasure selection.
- Regional Active Transportation Program and Smart Growth Incentive Program evaluation criteria are being updated to further safety goals and leverage the Regional VZAP analyses.

Next Steps

The VZAP will be presented to Transportation Committee in November 2024. Additional presentations on the AB 43 Safety Corridor Networks are scheduled for Winter 2024. Annual updates on plan progress will be provided to SANDAG working groups, and policy advisory committees. The development of this plan will serve as input for the 2025 Regional Plan and future planning efforts.

Antoinette Meier, Senior Director of Regional Planning

Attachment: 1. Draft Vision Zero Action Plan

Action: **Information**

Staff will present an update on regional safety efforts in developing the Regional Vision Zero Action Plan.

Fiscal Impact:

Completion of the Vision Zero Action Plan will make local agencies eligible for federal safety grant funds.

Schedule/Scope Impact:

The regional Vision Zero Action Plan is scheduled to be completed in fall 2024.

¹ The Technical Advisory Group (TAG) consists of multidisciplinary community members with diverse perspectives including local jurisdictions, transit agencies, tribal nations, community-based organizations, Vision Zero advocacy groups, first responders, health professionals, education professionals, and law enforcement.



4,433 PEOPLE

DIED OR WERE SERIOUSLY INJURED IN CRASHES ON LOCAL ROADS IN THE SAN DIEGO REGION BETWEEN 2018 AND 2022.

THIS PLAN IS DEDICATED TO THE LIVES LOST.



Executive Summary

Nearly 3 people are killed or seriously injured on our region’s roads every day. These are mothers, fathers, daughters, brothers, friends, and colleagues. All levels of government have a responsibility to address this issue at the regional scale.

In November 2022, the San Diego Association of Governments (SANDAG) Board of Directors adopted a resolution acknowledging the critical role SANDAG plays in implementing safe streets across the region. With this resolution, SANDAG affirmed that traffic-related deaths and serious injuries are preventable and directed staff to develop an action-oriented plan to reduce or eliminate fatal and serious injury crashes.

The Vision Zero Action Plan is a bold commitment to the safety of everyone who calls the San Diego region home, works here, or visits this beautiful place. The plan defines SANDAG’s approach and sets the goal to reach the target of zero fatalities and serious injuries on the roads by 2050.

This plan illustrates where crashes occur, who is bearing the greatest burden, and what strategies can be implemented. While the San Diego region has over 10,000 miles of non-freeways, local roads, and rural state highways, 54% of the fatal and serious injury crashes occur on just 6% of those roads. By using a data-driven Safe System Approach, SANDAG and its partners can focus their efforts on where they will make the most meaningful impact.

This Action Plan details a multi-layered approach for supporting traffic safety in the region and advancing Vision Zero goals at the local government level. The successful outcome of this plan is a regional road network that allows everyone—regardless of whether they walk, bike, roll, drive, or ride transit—to arrive at their destinations safely whenever they travel.

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Introduces Vision Zero and SANDAG’s commitment to eliminating all fatal and serious injury crashes in the region.



CHAPTER 2
Understanding the Problem
Describes who is most impacted by fatal and serious injury crashes and where these crashes occur.



CHAPTER 3
Developing Solutions
Summarizes community and stakeholder engagement and the prioritization process used to identify locations with the greatest opportunity.



CHAPTER 4
How We Get to Zero
Details SANDAG’s role implementing safety solutions as the regional planning agency and how progress toward Vision Zero will be evaluated.

CHAPTER 1

About Vision Zero

This chapter introduces Vision Zero and SANDAG's commitment to eliminating all fatal and serious injury crashes in the region.

Vision Zero is a goal to eliminate all traffic deaths and serious injuries, while increasing safe, healthy, and equitable mobility for everyone.

Vision Zero is a transportation philosophy, design strategy, and agency commitment founded on the belief that every traffic-related death or serious injury is preventable. It began in Sweden in 1997 and has grown to become a global movement.

Vision Zero shifts the focus from simply reducing crashes to proactively preventing fatal and serious injury crashes from occurring through multidisciplinary approaches, such as engineering, education, enforcement, and emergency response strategies. The successful outcome of Vision Zero in our region is a road network that allows everyone—regardless of whether they walk, bike, roll, drive, or ride transit—to arrive at their destinations safely whenever they travel.

The region needs Vision Zero because people are dying and being seriously injured on our roads.

Over 40,000 people died on U.S. roads in 2021—the highest total number of recorded fatalities since 2005.¹ For decades, deaths on our roads were declining, but progress has stalled, and deaths began to increase in 2020 and 2021.² The events that lead to this significant loss of life often are referred to as “accidents,” and they have long been considered inevitable side effects of modern mobility. But this does not have to be the case.

All levels of government have a responsibility to address traffic-related deaths and serious injuries—even one is too many. From 2018 to 2022, more than 4,000 people in the San Diego region died or were seriously injured in traffic crashes. On average, every day nearly 3 people—mothers, fathers, daughters, brothers, friends, colleagues—are killed or seriously injured on our region’s roads.³ That’s the same as a fully loaded city bus crashing 10 times a year, with every person onboard dying or being seriously injured. The impact on human lives is substantial.

1. U.S. Department of Transportation, [The Roadway Safety Problem](#) (2023).
2. National Highway Traffic Safety Administration, [Overview of Motor Vehicle Traffic Crashes in 2021](#) (2023).
3. SANDAG Traffic Safety Dashboard (2018-2022).



What do more than 4,000 deaths and serious injuries on local roads look like?

Nearly 3 people are killed or seriously injured on our roads every day. That’s the same as a fully loaded city bus crashing 10 times a year, with every person onboard dying or being seriously injured.

SANDAG is committed to Vision Zero.

We love our region and are dedicated to its improvement. Our vision is zero road fatalities and serious injuries by 2050, and we commit to making this a reality. SANDAG will unite government, industry, and communities in a concerted effort to end traffic deaths. We will fund innovative technologies, upgrade infrastructure, and support community-driven safety initiatives. Our strategies will be data-driven, targeting high-risk areas with precise interventions. We will advocate for policy reforms and incentivize safety implementation through our funding programs to ensure accountability, transparency, and compliance. Education will empower everyone with the skills to navigate our roads safely.

Together, we will relentlessly pursue a future where everyone gets where they need to go safely, every time.

A basic tenet of Vision Zero is that death and serious injury are not an inevitable part of using roads. While humans make mistakes, nearly 800 fatal and serious injury crashes on our local roads each year are preventable. For this reason, we worked with the community and our partners to develop a cross-cutting Vision Zero Action Plan—a roadmap for reaching zero fatal and serious injury crashes in the San Diego Region by 2050.

SANDAG plays an important role in improving traffic safety in our region. We will incorporate Vision Zero strategies and the Safe System Approach into the proposed 2025 Regional Plan and all planning efforts moving forward. We will support and provide resources for local governments to prioritize safety in their communities. And we will foster multidisciplinary collaboration to enhance safety efforts across the region.

SANDAG has taken an ambitious step in committing the region to Vision Zero. Each of the local governments, federally recognized tribal governments, and partners—such as Caltrans, Port of San Diego, North County Transit District, San Diego Metropolitan Transit System, and you—plays an essential role in reducing crashes.



About the crash data

Information presented in this plan is derived from SANDAG's Traffic Safety Dashboard. The data represent reported, geocoded crashes that happened on local roads and rural state highways only. This excludes crashes that happened on freeways and other controlled access roads. Each crash may involve more than one victim, and crashes may involve more than one fatality or serious injury.

The Safe System Approach is how we achieve Vision Zero.

Recognizing that humans make mistakes, the Safe System Approach aims to create a forgiving road system that reduces risk and eliminates fatal and serious injury crashes. The Safe System Approach is a framework supported by the U.S. Department of Transportation (USDOT) to advance the implementation of Vision Zero. The Safe System Approach was founded on the principle that humans make mistakes, and those mistakes should never lead to death or serious injury. Applying the Safe System Approach involves designing and managing road infrastructure to support safe road use, and when crashes do happen, ensuring that the impact does not result in a death or serious injury.

SANDAG envisions a transportation system:

- ✓ **With no fatal or serious injury crashes**
- ✓ **Forgiving of errors in human judgment**
- ✓ **That manages speed for the community**
- ✓ **With investments that prevent future crashes**
- ✓ **With engagement and coordination from all transportation safety agencies**
- ✓ **With investments in solutions across the system, not just individual locations**

The Safe System Approach has five key elements:

- ✓  **Safe speeds**
- ✓  **Safe roads**
- ✓  **Safe vehicles**
- ✓  **Safe road users**
- ✓  **Post-crash care**

CHAPTER 2

Understanding the Problem

This chapter describes who is most impacted by fatal and serious injury crashes and where these crashes occur.

People from across the region told us how road safety impacts their lives.

To understand the daily challenges of road users in the region, SANDAG asked residents to provide their lived experiences and locations of concern in an online survey in fall-winter 2023. The responses highlighted safety issues and the urgent need for targeted improvements.



“I have had near misses on several occasions while crossing the street walking, most often with turning vehicles.”

“This street sees a lot of traffic traveling over the speed limit. It’s scary to be a pedestrian or cyclist around here.”

“People speed through the lights like they are optional, and I have been nearly hit with my daughter and dog several times.”

“I was hit by a driver who ran a stop sign and have had several near misses at the same intersection.”

“Crosswalks are a 15-minute walk apart. I constantly see families sprinting across four lanes of 50mph traffic.”

“I was in my wheelchair heading up the road when sidewalk abruptly ended.”

Certain groups are particularly vulnerable to life-altering crashes in the San Diego region.

TEENAGERS

Teenagers (15-19) make up 6% of the population but 8% of bicycle fatal and serious injury crash victims.

YOUNG ADULTS

Young adults (20-29) make up 16% of the population but 24% of fatal and serious injury crash victims.

OLDER ADULTS

Older adults (55+) are 33% more likely than other groups to sustain a fatal or serious injury in a crash.

PEDESTRIANS

Pedestrians make up only 7% of all crashes but 23% of fatal and serious injury crashes.

BICYCLISTS

One out of every eight crashes involving a bicyclist results in a bicyclist fatality or serious injury.

MOTORCYCLISTS

27% of fatal and serious injury crashes involve a motorcycle.

Equity Areas cover only 19% of the land in the SANDAG region, but they experience 40% of all fatal and serious injury crashes.

Fatal and serious injury crashes in Equity Areas happen:



Equity Areas are Census Tracts meeting USDOT's Equitable Transportation Community Explorer definition of disadvantage.

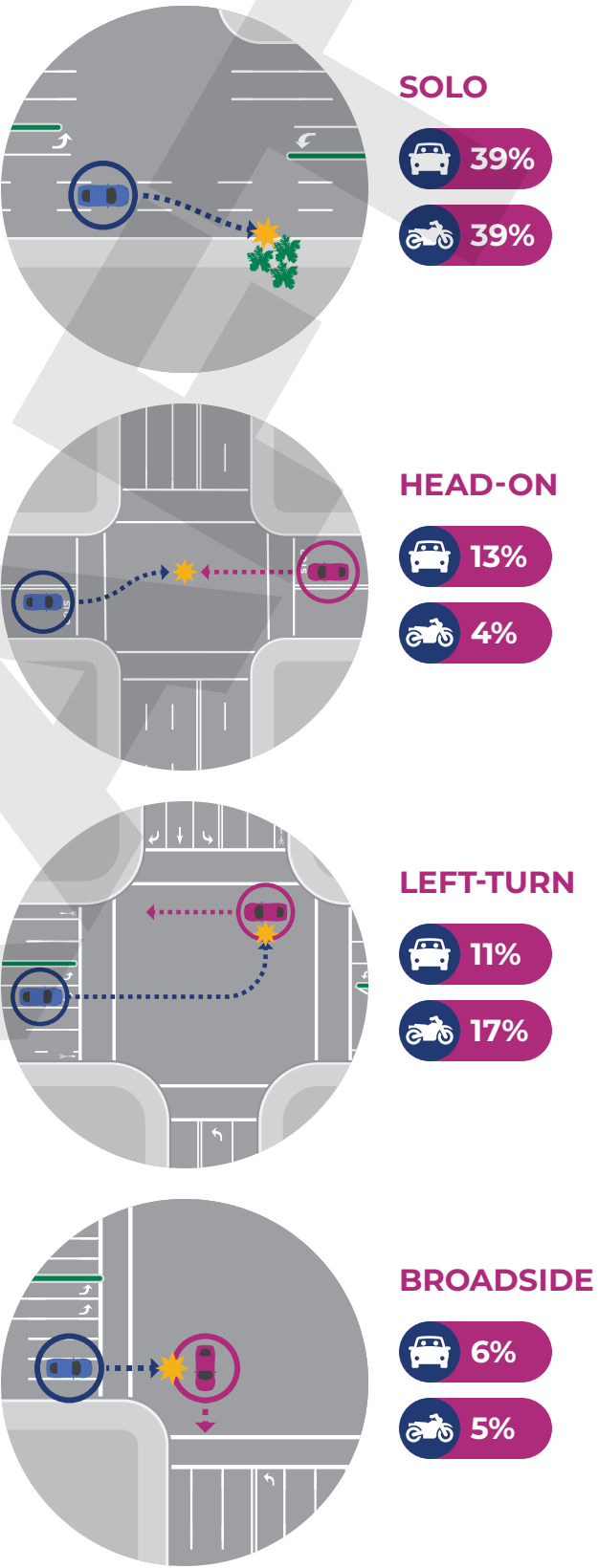
These are the most common crash profiles in our region.

Crash profiles describe the modes and contributing factors frequently associated with fatal and serious injury crashes. Prioritizing locations experiencing the most common crash profiles supports SANDAG's goal of reaching zero fatal and serious injury crashes in our region.

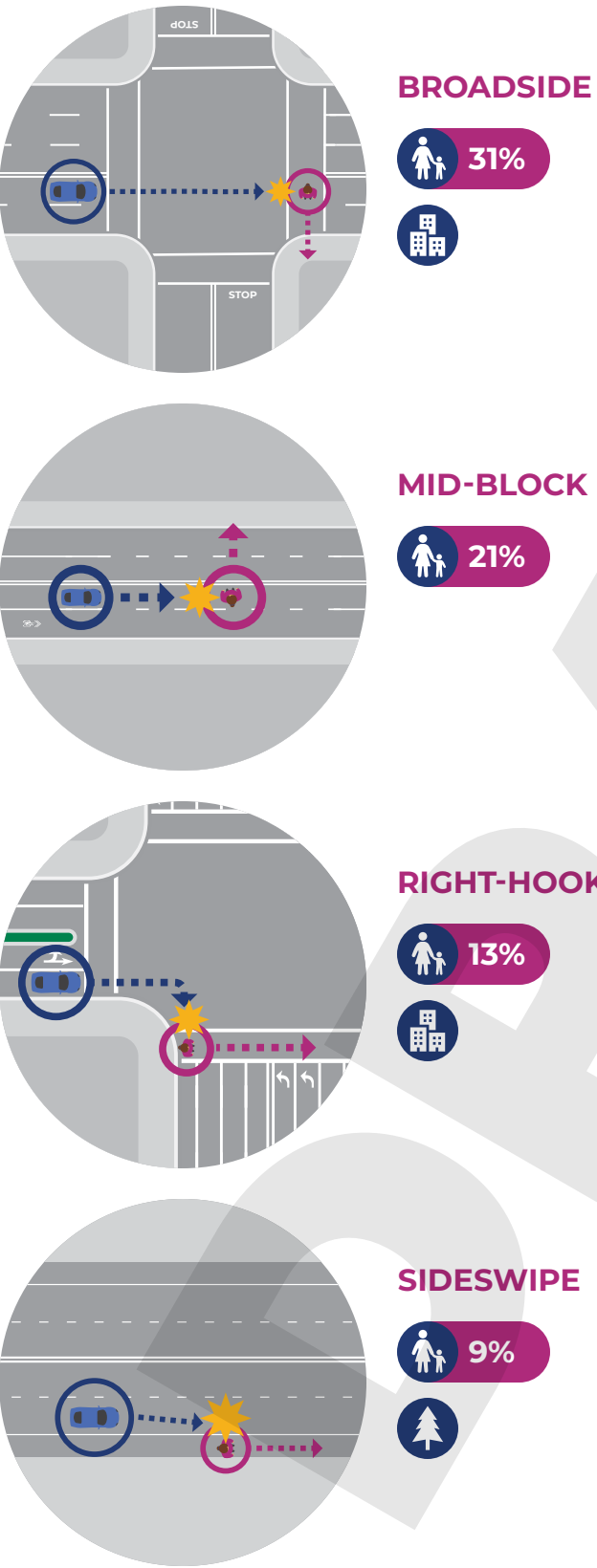
Crash severity
 Percent of fatal and serious injury pedestrian, bicyclist, motorcyclist, and motor vehicle crashes, respectively

Land use context
 Describes when the crash profile is more present in urbanized or rural areas, respectively. When no icon is present, this means the crash profile is present in both land use contexts.

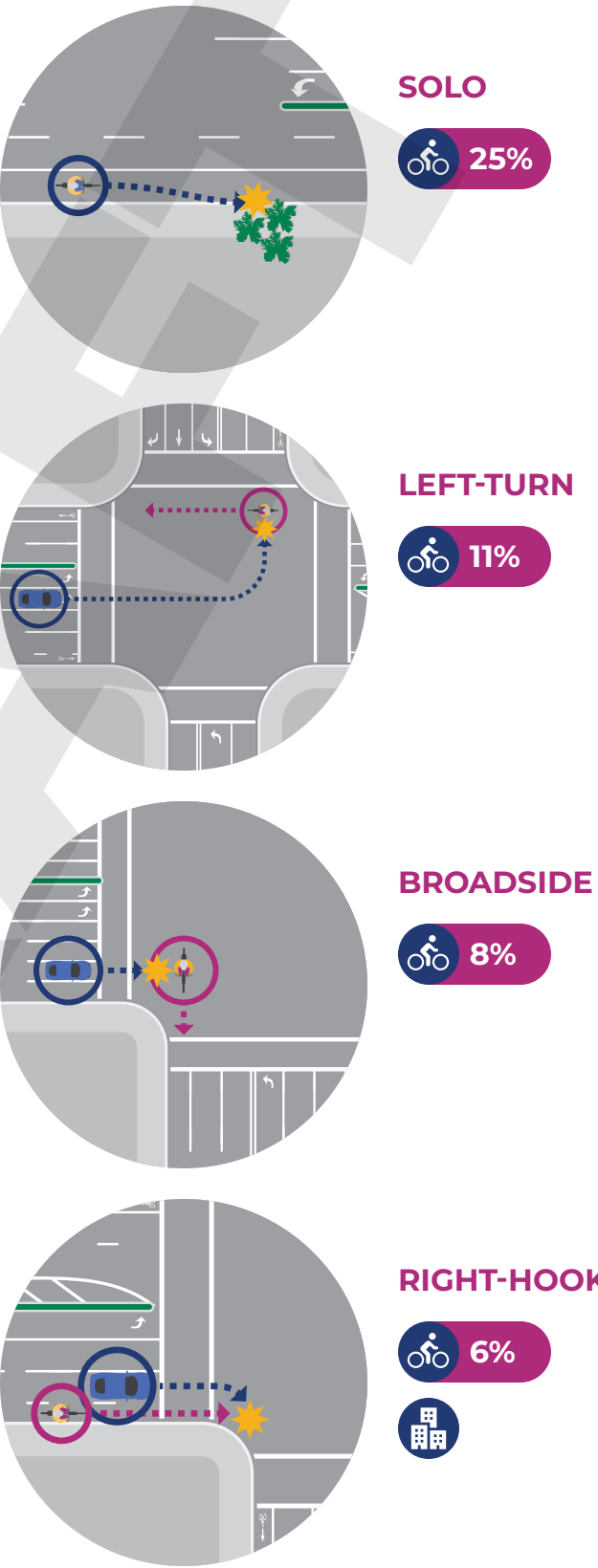
Motor vehicle crash profiles



Pedestrian crash profiles



Bicyclist crash profiles



What does crash data tell us about patterns in our region?

63%

of pedestrian fatal and serious injury crashes happen in poor lighting

23%

of fatal and serious injury crashes involve a pedestrian, despite pedestrians making up only 7% of all crashes

34%

of fatal and serious injury crashes occur near multi-family housing

27%

of motorist fatal and serious injury crashes involve a driver under the influence

78%

of fatal and serious injury crashes occur on roads with posted speed limits of 35 mph or higher

27%

of fatal and serious injury crashes involve a motorcycle

12%

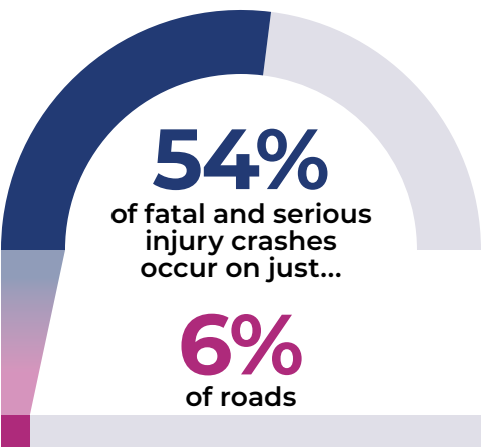
of bicycle crashes result in a fatal or serious injury

49%

of fatal and serious injury crashes occur on roads with four or more lanes

A responsive approach

On our region's local roads:



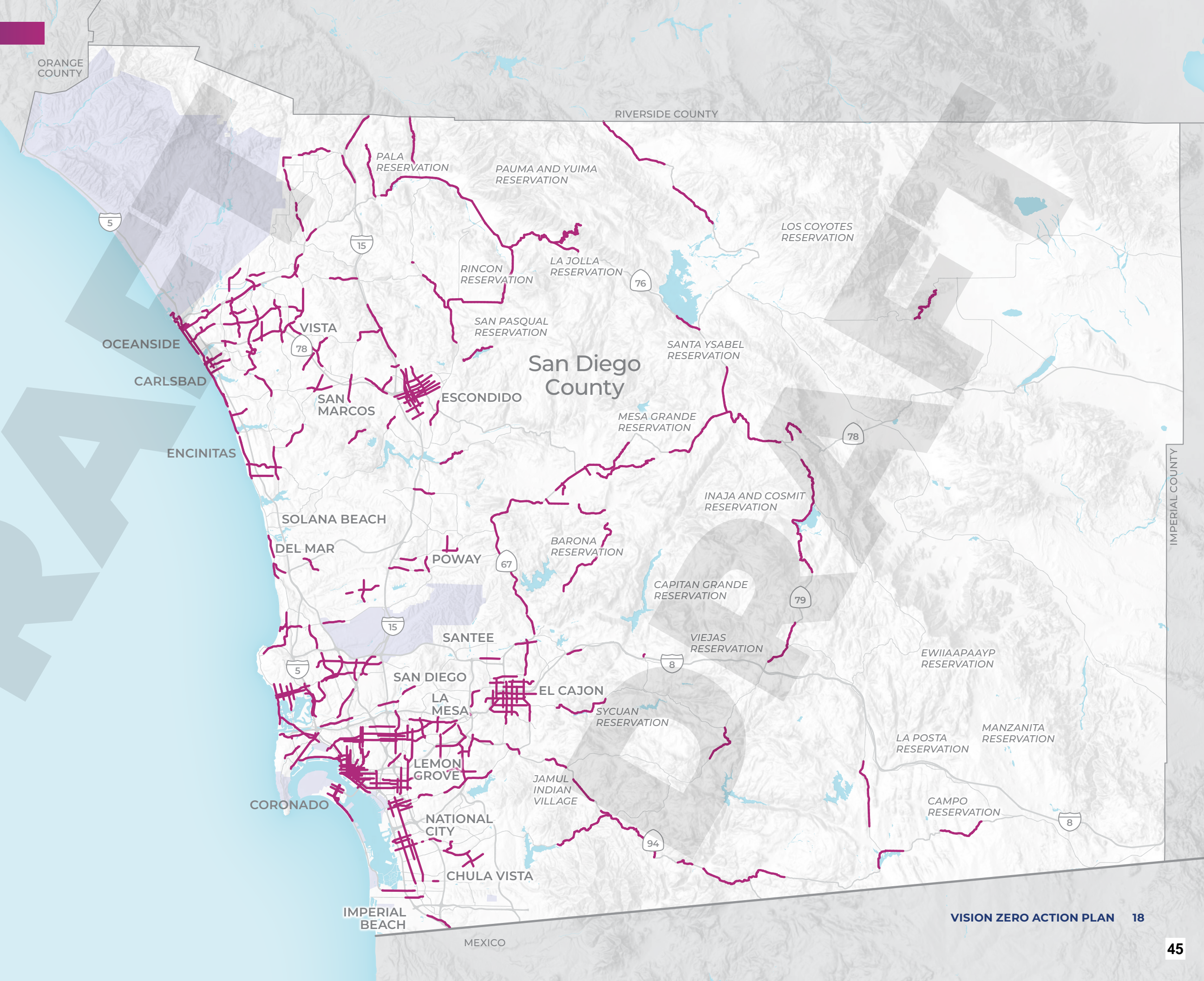
The Safety Focus Network identifies roads with the highest concentration of fatal and serious injury crashes. There are more than 10,000 non-freeway, local road, and rural state highway miles in the San Diego region, but most fatal and serious injury crashes occur on just a small percentage of these roads.

The Safety Focus Network stretches across the San Diego region, appearing in 18 of 19 local governments. It is overrepresented in Equity Areas, which make up only 19% of the region but account for 44% of the Safety Focus Network. This network highlights where we can make the most meaningful impact to address road safety in the region.

Safety Focus Network
Roads where 54% of fatal and serious injury crashes happen



Source: SANDAG Traffic Safety Dashboard (2018-2022).




A proactive approach

Systemic Safety identifies common traits across fatal and serious injury crashes to identify risk factors.



Risk factors are roadway and land use characteristics present at locations where fatal and serious injury crashes have occurred. They help us understand areas of opportunity to apply countermeasures proactively. Five risk factors are common in the region:

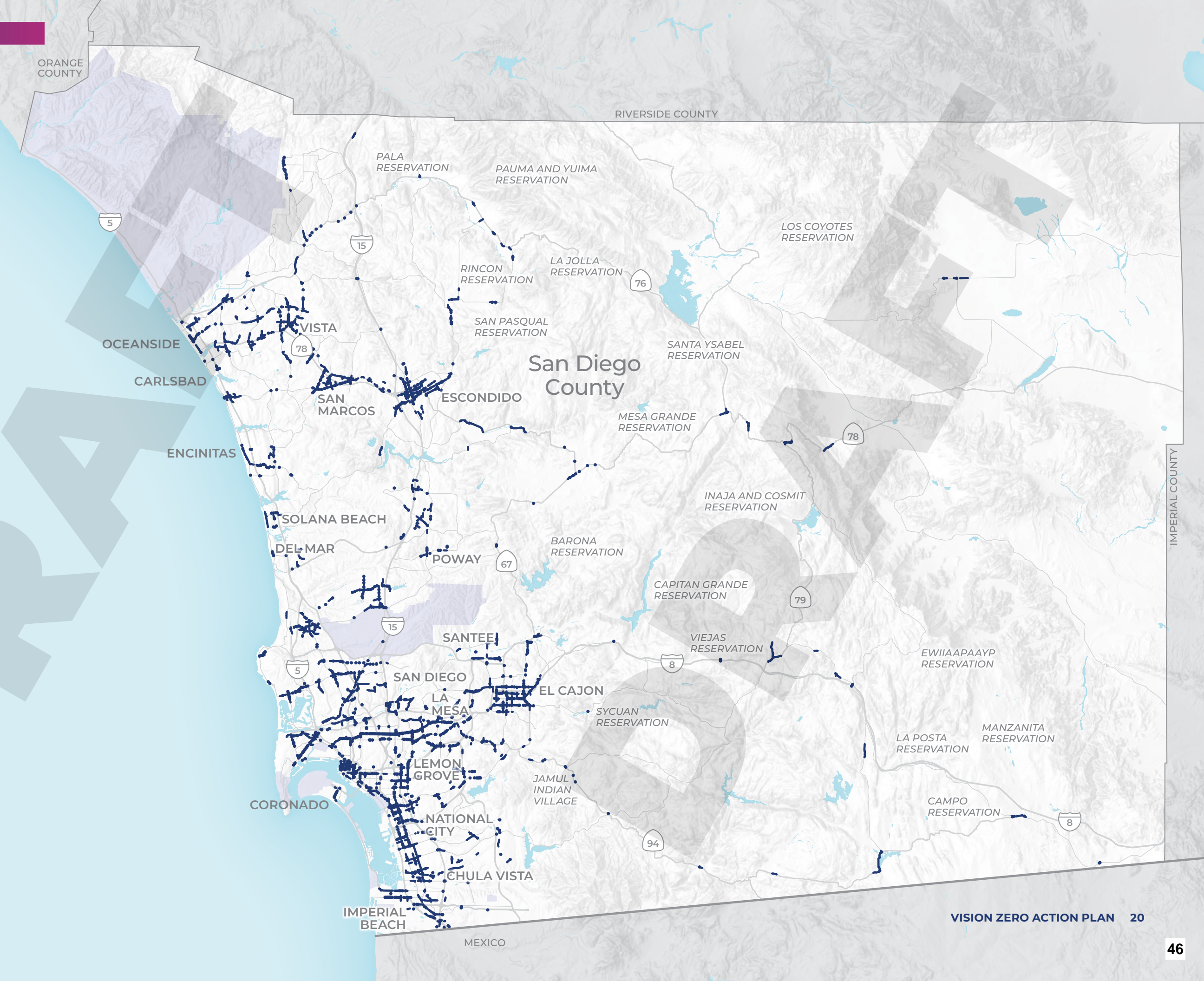
- **Road classification:** Major roads and freeway ramps
- **Number of lanes:** Roads with two or more lanes per direction
- **Posted speed limit:** Roads with posted speed limit of 35 MPH or higher
- **Intersection type:** Side-street stop-controlled and signalized intersections on wide, high-speed roads
- **Proximity to activity generators:** Roads or intersections near commercial areas, multi-family housing, transit stops, or schools

The Systemic Safety Network identifies locations where multiple risk factors are present. Understanding these risk factors supports proactive application of safety countermeasures.

**Systemic Safety Network**

Road segments (lines) and intersections (dots) with common safety risk factors





Source: SANDAG Traffic Safety Dashboard (2018-2022).

CHAPTER 3

Developing Solutions

This chapter summarizes community and stakeholder engagement and the prioritization process used to identify locations with the greatest opportunity.

Community and stakeholder voices helped to co-create a safer transportation future.

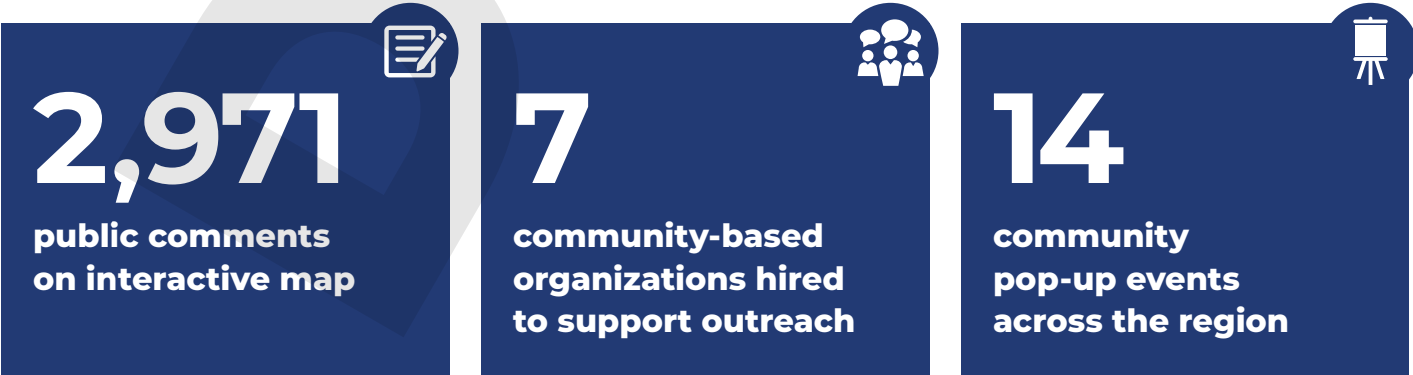
Between October 2024 and September 2025, residents of the region shared insights on safety priorities and challenges to guide the region's safety program. The main requests we heard included improved lighting, wider sidewalks, and protected bike paths. Understanding residents' concerns helps SANDAG and partners identify issues and prioritize regional efforts to reduce the number and severity of crashes.

All of the region's local governments plus Caltrans, North County Transit District, and San Diego Metropolitan Transit System helped develop the Vision Zero Action Plan. Through meetings with local governments and partners, presentations to SANDAG committees and the Board of Directors, and formation of an interdisciplinary Technical Advisory Group, local government and partner representatives shared opportunities for SANDAG to support existing efforts and ensure regional safety efforts align with local implementation. The Technical Advisory Group brought together local governments, federally recognized tribal governments, transportation agencies, advocacy groups, first responders, health professionals, and academic researchers to collaboratively set a regional commitment to enhancing road safety.

For more information on engagement, see Technical Appendix E.



COMMUNITY ENGAGEMENT AT A GLANCE



STAKEHOLDER ENGAGEMENT AT A GLANCE

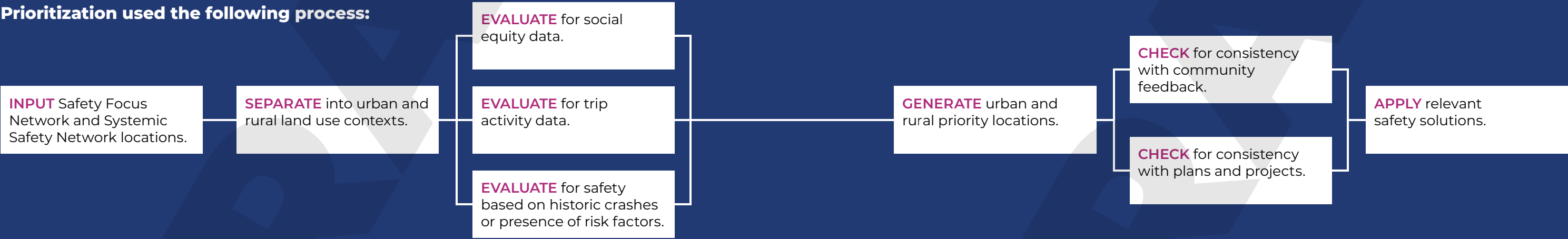


Prioritization helps SANDAG, local governments, and partners focus safety investments.

Priority locations on the Safety Focus Network and Systemic Safety Network were identified based on:



Prioritization used the following process:



With limited resources, SANDAG and regional partners need to focus investments in the greatest opportunity areas. For this reason, we have developed a data- and community-driven approach to prioritize those locations. Doing so helps focus available resources where they can make the most impact saving lives and reducing serious injuries. For more information on prioritization scoring, see Technical Appendix B.

Prioritization scoring identified the following locations:



A targeted response

SANDAG used the prioritization process to identify top locations for safety solutions.

These locations cover more than 120 miles in both urban and rural areas. They are broken into two categories:

- Priority locations on the Safety Focus Network, where high concentrations of fatal and serious injury crashes have happened
- Priority locations on the Systemic Safety Network, which include road segments and intersections, where common risk factors for fatal and serious injury crashes are found

Identifying top locations in this way gives SANDAG, local governments, and regional partners a way to address locations where fatal and serious injury crashes have occurred while working to prevent similar crashes before they happen. The inset maps on the next page show the priority locations in closer detail.

Safety Focus Network priority locations

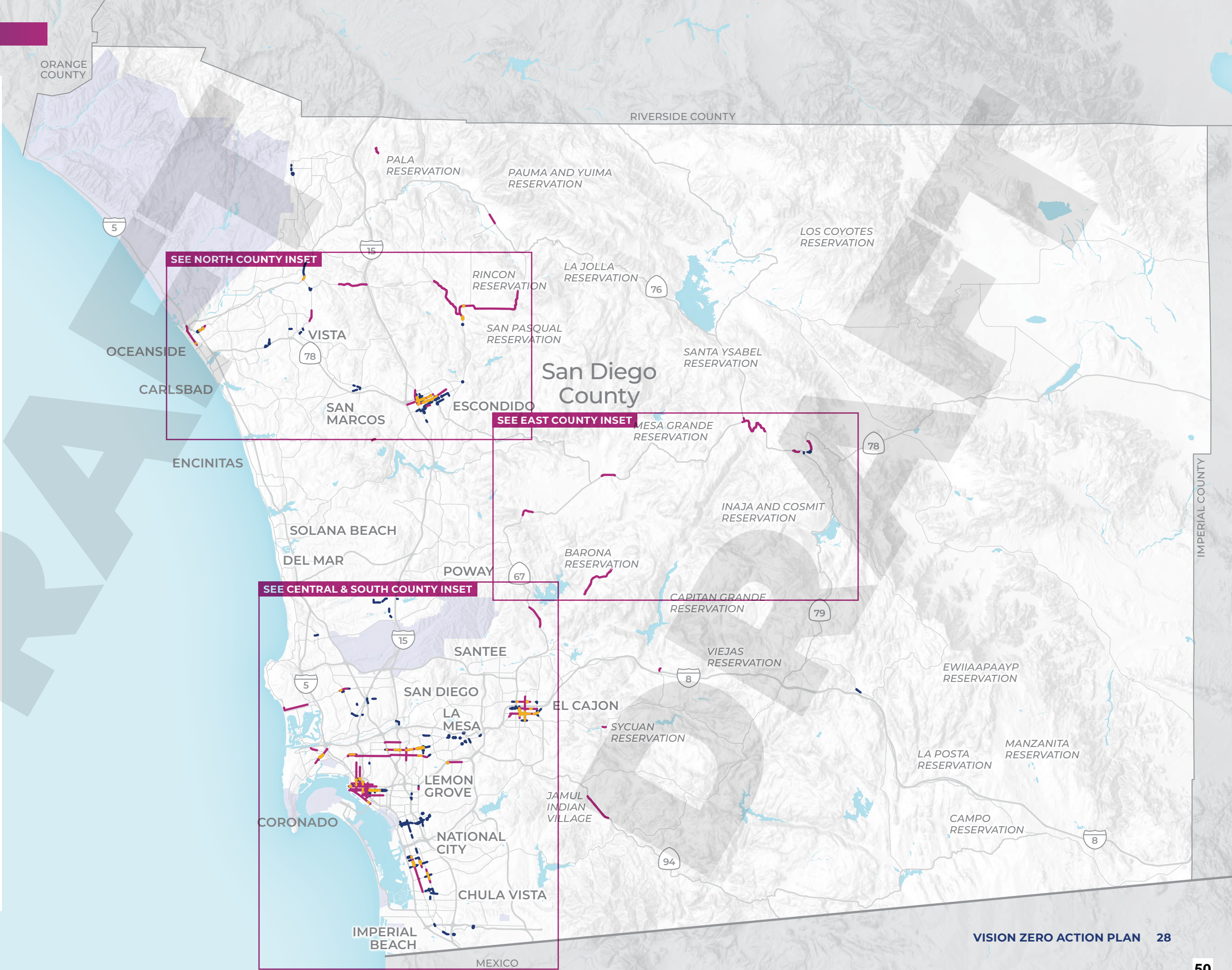
Systemic Safety Network priority locations
Road segments (lines) and intersections (dots)

Overlapping priority locations
Road segments (lines) and intersections (dots) where both networks overlap

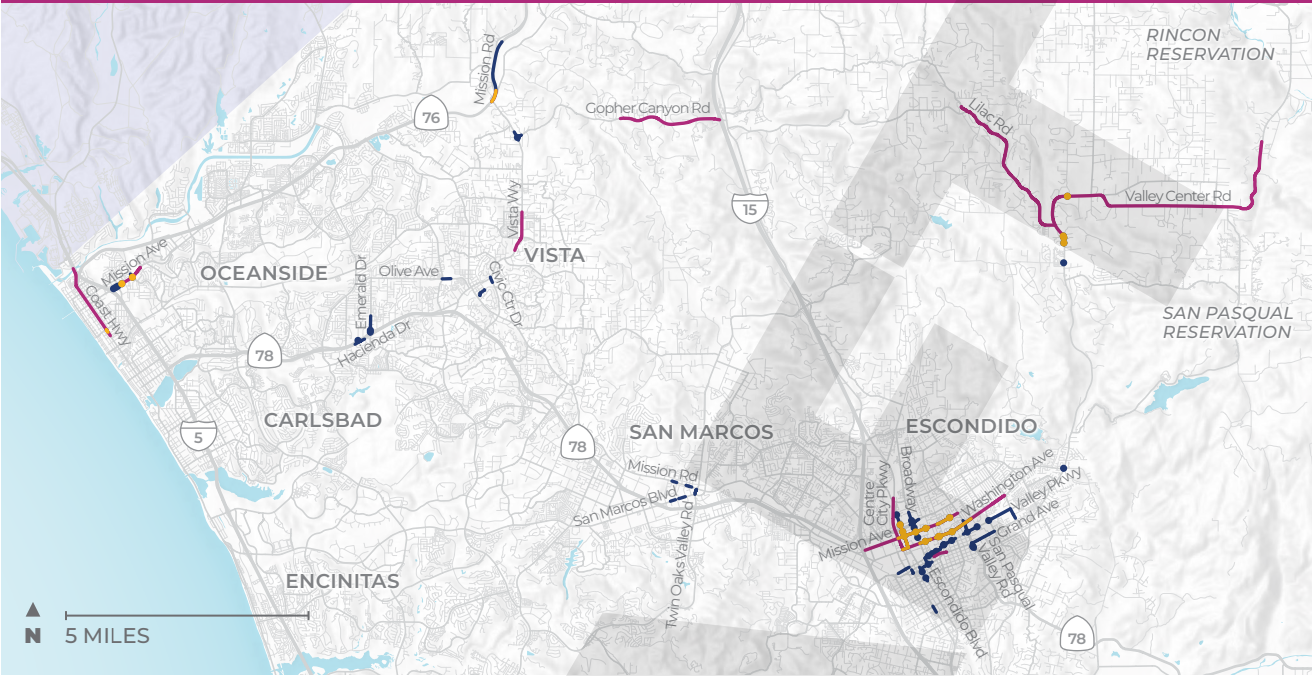
N

10 MILES

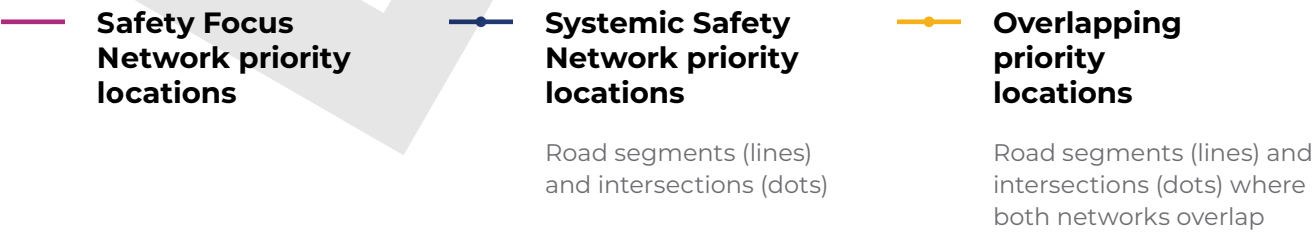
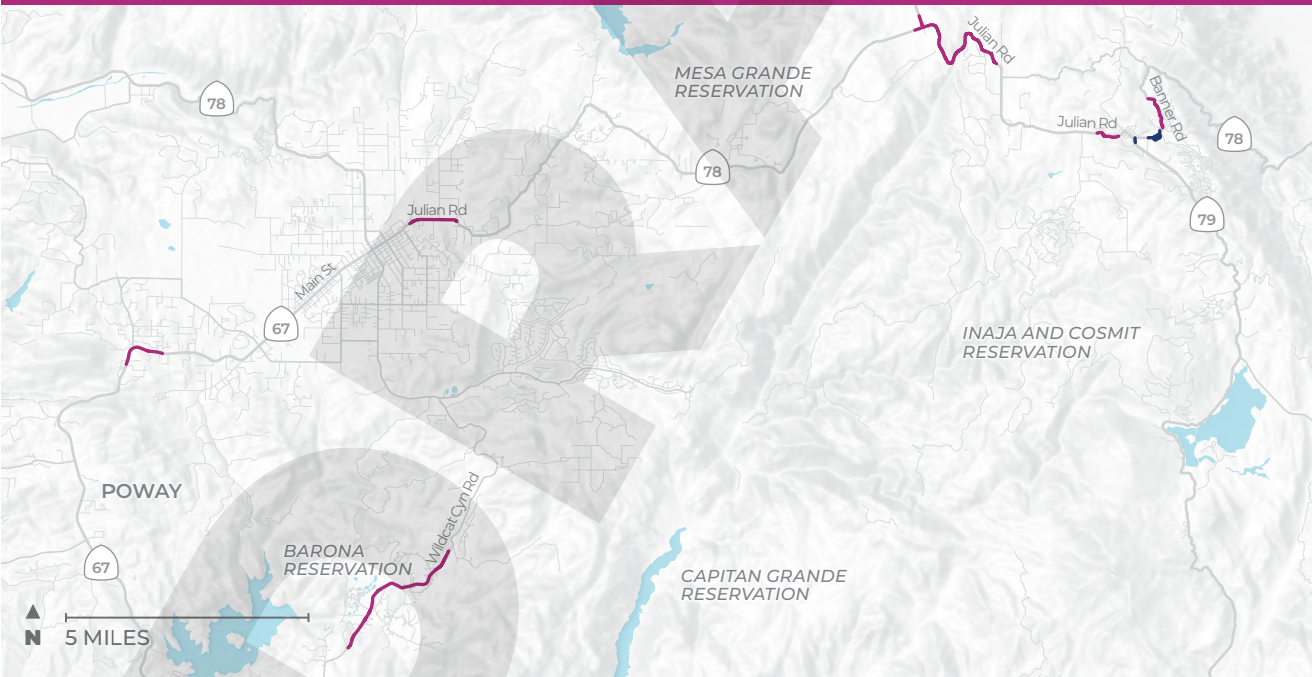
Source: SANDAG Traffic Safety Dashboard (2018-2022).



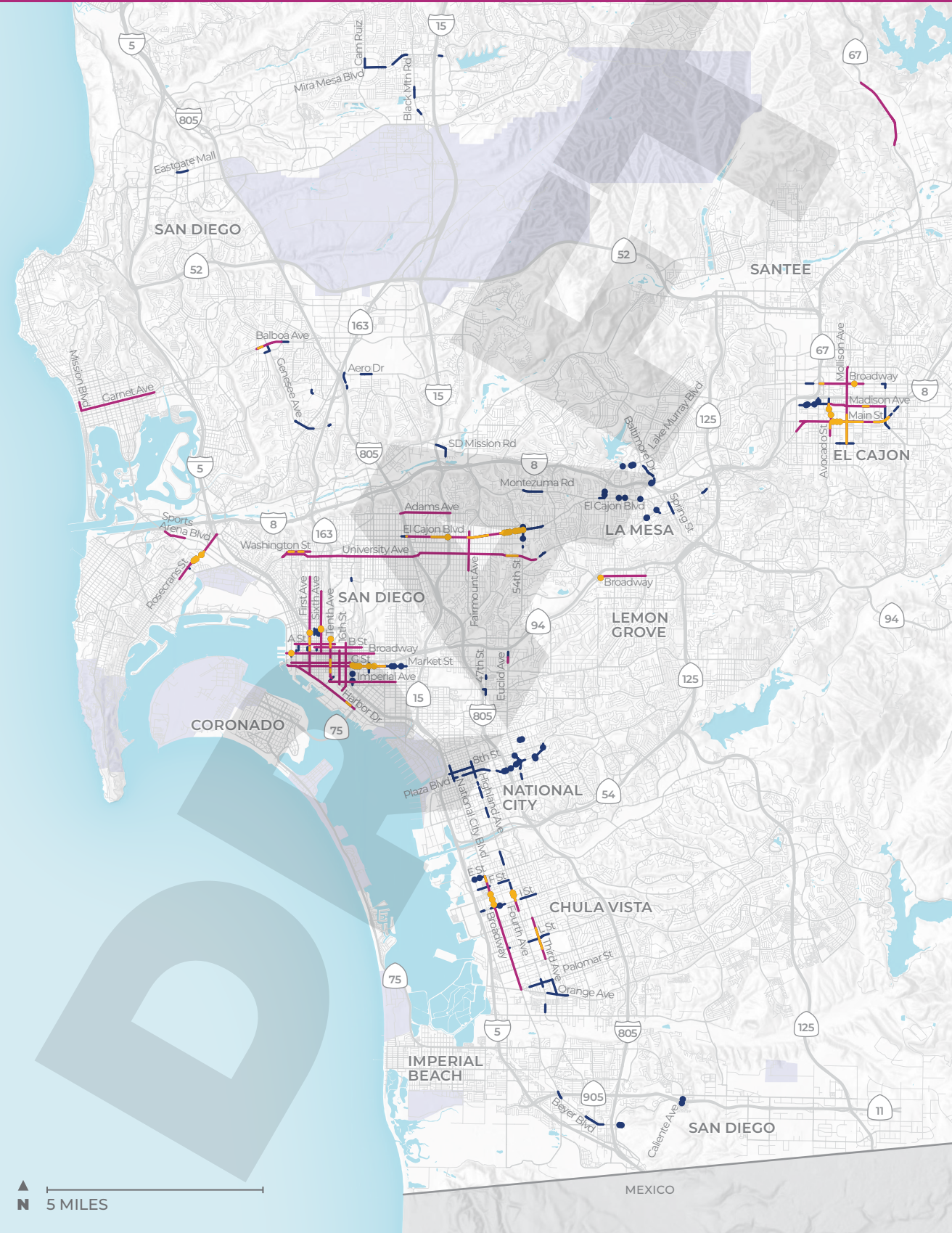
NORTH COUNTY PRIORITY LOCATIONS



EAST COUNTY PRIORITY LOCATIONS



CENTRAL & SOUTH COUNTY PRIORITY LOCATIONS



CHAPTER 4

How We Get to Zero

This chapter details SANDAG's role implementing safety solutions as the regional planning agency and how progress toward Vision Zero will be evaluated.

Shifting institutional culture and safety priorities can help reduce serious crashes.

Thirty-eight local and regional safety policies, plans, and projects were assessed to understand current safety efforts across the region, successes to build upon, and challenges to address in this Vision Zero Action Plan. The items below are opportunities identified through this assessment to better align regional and local safety practices with the Safe System Approach.

✓

Leadership commitment

Shift the focus of local and regional leadership to make safety the top regional transportation priority.

✓

Staff resource allocation

Develop a task force for sharing transportation safety knowledge.

✓

Project funding and implementation

Align funding programs with regional safety goals.

✓

Data collection and analysis

Address data availability issues and known gaps in regional safety data, share safety analysis best practices to build cohesion in the regional approach, and provide local governments with safety information to inform decision-making.

✓

Safety education and encouragement

Expand existing public engagement and education initiatives related to transportation safety. These activities should be designed to “meet people where they are” both in-person and online.

✓

The Safe System Approach in action

Integrate the Safe System Approach into all SANDAG planning initiatives, develop evaluation metrics to track trends in safety outcomes, and provide assistance to local governments to support implementation of proven safety solutions.

Transformation begins with the Vision Zero Action Plan.

The Action Plan is a guide for how SANDAG will continue to support traffic safety in the region. It takes a multi-layered approach for reaching zero fatalities and serious crashes, which includes programmatic, policy, cultural, and institutional elements. These actions help SANDAG prioritize safety in agency functions, collaborate with local governments and partners, and ensure safety challenges are being addressed through multiple solutions.

The Action Plan focuses on the seven strategies shown below and on the facing page. For the full list of actions, see Technical Appendix C.

SANDAG commits to these strategies to support Vision Zero:



1. COORDINATE

SANDAG will bring together local governments, agency partners, federally recognized tribal governments, key stakeholders, and the public to align regional efforts and ensure a unified approach to advancing safety goals.



2. PLAN

SANDAG will integrate Vision Zero principles into all aspects of regional planning by incorporating safety into its planning efforts including the Regional Plan's goals, project evaluation, and development processes. Additionally, SANDAG will provide resources for local governments to implement safer speed limit setting practices, analyze slow streets, and prioritize safety in project planning and implementation.



3. FUND

SANDAG will prioritize funding projects that address critical safety needs and ensure resources are directed towards the most effective safety solutions and projects on the Safety Focus Network or Systemic Safety Network. This will be accomplished through updating regional funding scoring criteria, supporting local governments in securing state and federal funds, and preparing competitive grant applications for regionally significant projects.



4. EDUCATE

SANDAG commits to raising safety awareness through targeted educational programs and resources for diverse regional stakeholders. Efforts will include targeted education geared towards drivers and our most vulnerable road users, dedicated staff and training for stronger integration of safety principles in all SANDAG-led efforts, and community outreach to build momentum around Vision Zero implementation.



5. EVALUATE

SANDAG will evaluate the effectiveness of safety strategies by tracking regional progress towards zero fatal and serious injury crashes. This will be provided through regular public updates, presentations to local jurisdictions, and a comprehensive update of the Vision Zero Action Plan every 10 years.



6. IMPLEMENT

SANDAG will enhance safety in our capital projects and support local governments in improving their facilities. This will be done by offering data and tools for prioritizing and implementing improvements, supporting Roadway Safety Audits, analyzing construction projects for safety upgrades, providing technical assistance, and integrating Vision Zero principles into decision-making and project development.

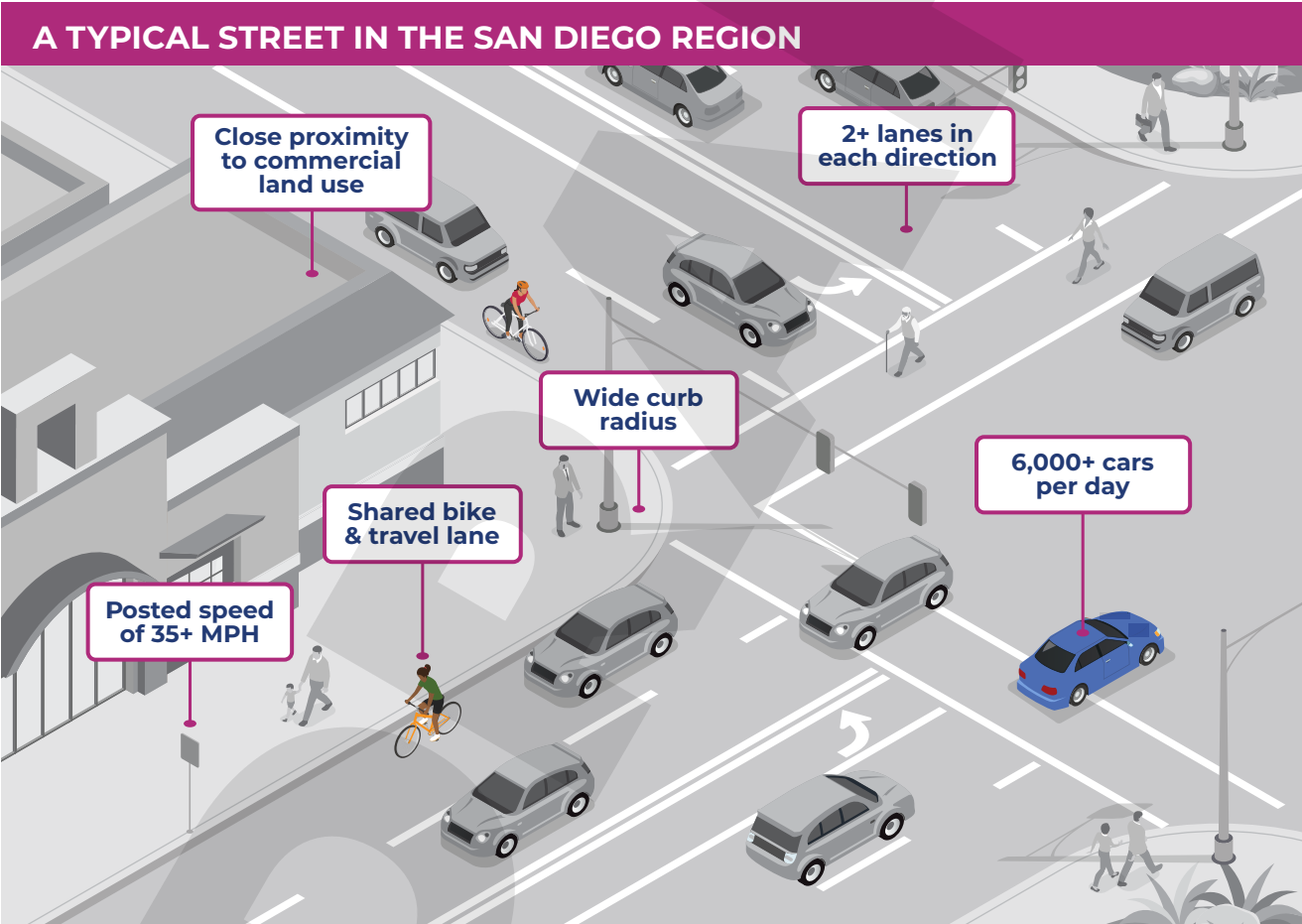


7. ADVOCATE

SANDAG will advocate for policies, projects, funding, and legislative actions that prioritize and enhance safety across the region.

Safety solutions reduce the likelihood and severity of crashes.

SANDAG will use the findings from the Vision Zero Action Plan to enhance safety across all SANDAG capital projects and provide resources to local governments to support local safety implementation. Using the the data analysis performed as part of the Vision Zero Action Plan and known best practices in infrastructure safety solutions, these solutions will prioritize areas with the greatest needs. The images below represent how safety solutions can be implemented to reduce fatal and serious injury crashes for all modes.



Many streets in our region were designed decades ago. At the time, road designers commonly planned for driver convenience and speed over other road users. We now understand that these types of roads create risk for everyone—particularly when they haven't been designed with walking, biking, and rolling in mind.



The data analysis performed for the Vision Zero Action Plan provides insights into the locations and nature of safety challenges across the region. The systemic implementation of proven road design features can target underlying crash causes, considering people driving, walking, biking, and rolling. For more information on safety solutions, see Appendix C.



Evaluation and monitoring are essential.

By tracking advancement toward the goal of zero and determining the effectiveness of implemented strategies, we can adjust as needed to maintain progress. SANDAG is committed to regular reporting on progress and has established a process for evaluation and monitoring. For more information, see Technical Appendix D.

SANDAG ANNUAL PROGRESS REPORTING



Fatal and serious injury crashes by mode



Fatal and serious injury crashes in Equity Areas



Investment in safety projects

Reaching Vision Zero takes everyone!

As a Metropolitan Planning Organization, SANDAG can advance Vision Zero goals by working at the regional level. To advance these goals at the local level, SANDAG needs the support and partnership of local governments and tribal partners, which manage the region's roads. We must work together to move toward a future with zero traffic deaths and serious injuries on our roads.

SANDAG ROLES

- ✓ Establishing bold regional policies that prioritize safety
- ✓ Facilitating collaboration and bringing everyone to the table
- ✓ Providing technical support on safety analysis and implementation

PARTNER ROLES

- ✓ Developing a local Vision Zero goal aligned with the region's goal
- ✓ Including safety improvements in all transportation projects
- ✓ Leveraging the tools provided by SANDAG to prioritize and implement safety solutions

Thank you to everyone who helped with this plan!

This project was funded in partnership with Caltrans, the City of Vista, and the La Jolla Band of Luiseño Indians as part of a Safe Streets and Roads for All Grant provided by the United States Department of Transportation.



TECHNICAL ADVISORY GROUP

- AARP
- Bike SD
- Caltrans
- City of Carlsbad
- City of San Diego
- City of Vista
- Families for Safe Streets San Diego
- La Jolla Band of Luiseño Indians
- La Mesa-Spring Valley Schools
- North County Transit District
- Rancho Santa Fe Fire Protection District
- San Diego County Bicycle Coalition
- San Diego County Childhood Obesity Initiative
- San Diego County Health & Human Services Agency
- San Diego County Sheriff's Office
- San Diego Metropolitan Transit System
- San Diego Quality of Life Coalition
- San Diego Regional Center
- San Diego State University
- Scripps Mercy Hospital Trauma Service
- South Bay Community Services
- University of California San Diego

LOCAL AGENCY PROJECT TEAM

- Caltrans District 11
- City of Carlsbad
- City of Chula Vista
- City of Coronado
- City of Del Mar
- City of El Cajon
- City of Encinitas
- City of Escondido
- City of Imperial Beach
- City of La Mesa
- City of Lemon Grove
- City of National City
- City of Oceanside
- City of Poway
- City of San Diego
- City of San Marcos
- City of Santee
- City of Solana Beach
- City of Vista
- Port of San Diego
- San Diego County

SANDAG COMMITTEES AND WORKING GROUPS

- Borders Committee
- Public Safety Committee
- Regional Planning Committee
- TransNet Independent Taxpayer Oversight Committee
- Transportation Committee
- Interagency Technical Working Group on Tribal Transportation Issues
- Mobility Working Group
- Regional Plan Social Equity
- San Diego Regional Military Working Group
- Social Services Transportation Advisory Council
- Sustainable Communities Working Group

COMMUNITY BASED ORGANIZATIONS

- Bayside Community Center
- City Heights Community Development Corporation
- El CajonCollaborative
- Olivewood Gardens and Learning Center
- SBCS Corporation
- Urban Collaborative Project
- OpSam Health Inc.

CONSULTANT TEAM

- Fehr & Peers
- Safe Streets Research
- Here LA
- Byrne Communications

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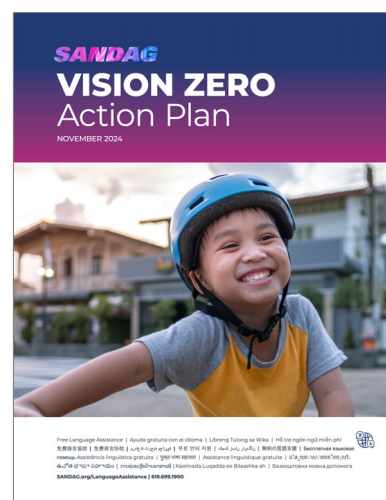
Regional Safety Planning Updates

Mobility Working Group | Item Number 6
Sam Sanford, Senior Regional Planner
Rachel Forseth, Senior Communications Officer
Thursday, October 10, 2024

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Final Plan Highlights

- **Plan Organization**
 - Chapter 1: About Vision Zero
 - Chapter 2: Understanding the Problem
 - Chapter 3: Developing Solutions
 - Chapter 4: How We Get to Zero



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SANDAG's Vision Zero Implementation Actions



COORDINATE

Align efforts and ensure a unified approach



ADVOCATE

Advocate for policies, projects, funding, and legislative actions



PLAN

Integrate safety into regional planning efforts and provide resources



FUND

Allocate and prioritize funding



EDUCATE

Raise awareness through diverse methods of information sharing



EVALUATE

Evaluate successes and effectiveness of implemented strategies



IMPLEMENT

Develop projects to deliver on safety goals

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VZAP Implementation

Implementation Efforts In Progress

- AB 43 Implementation Support
 - **Implementation Actions:** Assist local agencies in identifying roadways eligible for speed limit reductions under new legislation (AB 43)
- Local Agency Vision Zero Resource Hub
 - **Implementation Actions:** Develop an online platform to share safety data and resources with local governments and partners
- ATP and SGIP Safety Criteria
 - **Implementation Actions:** Align regional funding criteria managed by SANDAG with VZAP goals to prioritize safety investments that advance safety.

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Next Steps



- Final Action Plan will be Presented to Transportation Committee
— **Friday, November 15th at 9:00am**
- AB 43 Implementation Support
- 2025 Regional Plan
- Support agency applications for Safe Streets and Roads for All funding

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@SANDAGregion @SANDAG
- ✉ Email: **samual.sanford@sandag.org**
rachel.forseth@sandag.org

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