



Mobility Working Group Agenda

Thursday, March 13, 2025

9:30 a.m.

Welcome to SANDAG. The Mobility Working Group meeting scheduled for Thursday, March 13, 2025, will be held in person in the SANDAG Board Room. While Mobility 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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Persons who wish to address the members on an item to be considered at this meeting, or on non-agendized issues, may email comments to the Clerk at clerkoftheboard@sandag.org (please reference Mobility Working Group meeting in your subject line and identify the item number(s) to which your comments pertain). Comments received by 4 p.m. the business day before the meeting will be provided to members prior to the meeting. All comments received prior to the close of the meeting will be made part of the meeting record.

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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

MEMBERSHIP

The Mobility Working Group (MWG) membership shall include one voting member and one alternate member from each SANDAG member agency, including the region's 18 cities, the County of San Diego, Metropolitan Transit System, North County Transit District, Port of San Diego, and the San Diego County Regional Airport Authority. Each member agency shall have one vote. MWG agency representatives shall be appointed by the membership agency for a two-year term and be an executive or senior staff level. Membership may also include participation from non-voting agency partners including, but not limited to, Caltrans, Department of Defense, Southern California Tribal Chairman's Association.

The MWG will meet every other month or as needed. Meetings shall be noticed according to and shall otherwise fully comply with the Ralph M. Brown Act.

Staff Contact: Cecily Taylor, (619) 744-8522, cecily.taylor@sandag.org

MEMBERS

Tom Frank
City of Carlsbad

Eddie Flores
City of Chula Vista

Tricia Olsen
City of Coronado

Micheal Kenny
County of San Diego

Joe Bride
City of Del Mar

Yazmin Arellano
City of El Cajon

Abe Bandegan
City of Encinitas

Jonathan Schauble
City of Escondido

Eric Minicilli
City of Imperial Beach

Michael Throne
City of La Mesa

Vacant
City of Lemon Grove

Steve Manganiello
City of National City

ALTERNATES

Nathan Schmidt
City of Carlsbad

Patrick Moneda
City of Chula Vista

Jasmine Bridges
City of Coronado

Tara Lieberman
County of San Diego

Karen Brindley
City of Del Mar

Mario Sanchez
City of El Cajon

Evan Jedynak
City of Encinitas

Owen Tunnell
City of Escondido

Reyna Ayala
City of Imperial Beach

Vacant
City of La Mesa

Vacant
City of Lemon Grove

Luca Zappiello
Ricardo Rodriguez
City of National City

March 6, 2025

Teala Cotter
City of Oceanside

Tracy Beach
City of Poway

Bethany Bezak
City of San Diego

Stephanie Kellar
City of San Marcos

Minjie Mei
City of Santee

Mo Sammak
City of Solana Beach

Greg Mayer
City of Vista

Larry Renteria- Luna
Metropolitan Transit System (MTS)

Katie Persons
North County Transit District

Lisa Madsen
Port of San Diego

Sjohnna Knack
Airport Authority

ADVISORY MEMBERS

Ann Fox
Caltrans District 11

Muska Laiq
Department of Defense

Arun Prem
Facilitating Access to Coordinated
Transportation

Vacant
Southern California Tribal Chairman's
Association

Tam Tran
City of Oceanside

Andrea Thomas
Alex Ubaldo
City of Poway

Heather Werner
Tait Galloway
Heidi Vonblum
City of San Diego

Kryenne Chua
Damian Schoencke
Eddmond Alberto
Isaac Etchamendy
City of San Marcos

Carl Schmitz
Jeff Morgan
City of Santee

Dan GoldBerg
Jim Greenstein
City of Solana Beach

Husam Hasenin
Darra Woods
City of Vista

Beverly Neff
Metropolitan Transit System (MTS)

Lillian Doherty
Mary Dover
North County Transit District

Anna Buzaitis
Port of San Diego

Ted Anasis
Sid Noyce
Airport Authority

ADVISORY MEMBERS — ALTERNATES

Karen Jewel
Roy Abboud
Caltrans District 11

Lorena Cordova
Department of Defense

Ali Poorman
Christian Hernandez
Sofia Hughes
Facilitating Access to Coordinated
Transportation

Vacant
Southern California Tribal Chairman's
Association

March 6, 2025

Mobility Working Group

Thursday, March 13, 2025

Comments and Communications

1. Non-Agenda Public Comments/Member Comments

Members of the public shall have the opportunity to address the Mobility Working Group on any issue within the jurisdiction of the Mobility Working Group 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. Mobility Working Group members and SANDAG staff also may present brief updates and announcements under this agenda item.

Consent

+2. Approval of Meeting Minutes

Approve

Cecily Taylor, SANDAG

The Mobility Working Group is asked to approve the minutes from its Thursday, January 9, 2025, meeting.

[Meeting Minutes.pdf](#)

Reports

+3. Flexible Fleets Pilot Grant Program Call for Projects

Discussion

Jenny Russo and Emily Doss, SANDAG

Staff will present an overview of the new grant program and request feedback on the draft call for projects from Mobility Working Group members.

[Flexible Fleets Pilot Grant Prog.pdf](#)

[Att. 1 - Draft Evaluation Criteria.pdf](#)

[Att. 2 - Draft Performance Metrics.pdf](#)

[Presentation.pdf](#)

+4. Coordinated Plan Update

Information

Tim Garrett and Rubi Morales, SANDAG

Staff will present initial findings from outreach conducted to support the update of the region's Coordinated Plan.

[Coordinated Plan Update.pdf](#)

[Presentation.pdf](#)

+5. On the Move: Innovative Transit Priority Solutions for Complete Streets

Discussion

Michael Terlep and Evan Funk, SANDAG

Staff will present an update on the Caltrans Planning Grant funded study "On the Move" for feedback from Mobility Working Group members.

[On the Move.pdf](#)

[Presentation.pdf](#)

Adjournment

6. Adjournment

The next Mobility Working Group meeting is scheduled for April 10, 2025, at 9:30 a.m.

+ next to an agenda item indicates an attachment

March 13, 2025

January 9, 2025, Meeting Minutes

[View Meeting Video](#)

Deputy Director of Regional Planning Jennifer Williamson called the meeting of the San Diego Mobility Working Group (MOBWG) to order at 9:36 a.m.

1. Non-Agenda Public Comments/Member Comments

Public Comments: Purita Javier, Cesar Javier, Alex Wong

Staff Updates: Associate Financial Analyst Richard Radcliffe presented an update on the Regional Transportation Improvement Program, and Grants Program Manager Jenny Russo provided an update on grant opportunities.

Consent

2. Approval of Meeting Minutes

The MOBWG was asked to approve the minutes from its December 12, 2024, meeting.

Public Comments: Cesar Javier

Member Comments: Nathan Schmidt (Carlsbad)

Action: Upon a motion by Mario Sanchez (El Cajon) and a second by Lisa Madsen (Port of San Diego) approved the minutes from its December 12, 2024, meeting.

The motion passed.

Yes: Sid Noyce (Airport Authority), Jasmine Bridges (Coronado), Mario Sanchez, Eric Minicilli (Imperial Beach), Larry Renteria-Luna (Metropolitan Transit System), Ricardo Rodriguez (National City), Teala Cotter (Oceanside), Lisa Madsen, Tait Galloway (San Diego), Jeff Morgan (Santee), Dan Goldberg (Solana Beach), Darra Woods (Vista).

No: Nathan Schmidt.

Abstain: None.

Absent: Chula Vista, Del Mar, Encinitas, Escondido, La Mesa, Lemon Grove, Poway, San Marcos, County of San Diego, North County Transit District.

Reports

3. Regional Climate Planning Update

Senior Regional Planner Anna Bettis and Associate Regional Planners Samaya Elder and Natasha Dulik presented an update on a long-term vision of the climate action in the region and requested feedback.

Public Comments: Cesar Javier.

Member Comments: Roy Abboud (Caltrans), Nathan Schmidt.

Action: Discussion.

4. Harbor Drive 2.0 and Vesta Street Bridge Port Access Improvements

Senior Regional Planner Andrea Hoff presented an update on the Harbor Drive 2.0/Vesta Street Bridge Project.

Public Comments: Cesar Javier.

Member Comments: Tait Galloway.

Action: Information

5. Adjournment

The next MOBWG meeting is scheduled for Thursday, February 13, 2025, at 9:30 a.m.

Jennifer Williamson adjourned the meeting at 10:55 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	Eddie Flores	No
	Patrick Moneda	No
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	Yes
	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	Yes
	Reyna Ayala	No
	Carol Seabury	No
City of La Mesa	Michael Thorne	No
	Vacant	
City of Lemon Grove	Vacant	
	Vacant	
City of National City	Steve Manganiello	No
	Luca Zappiello	No
	Ricardo Rodriguez	Yes
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

Jurisdiction	Name	Attended
City of San Marcos	Tait Galloway	Yes
	Heidi Vonblum	No
	Stephanie Kellar	No
	Kryenne Chua	No
	Isaac Etchamendy	No
	Damian Schoencke	No
	Ed Alberto	No
City of Santee	Minjie Mei	No
	Carl Schmitz	No
	Jeff Morgan	Yes
City of Solana Beach	Mo Sammak	No
	Dan Goldberg	Yes
	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	No
North County Transit District	Katie Persons	No
	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
	Sid Noyce	Yes
Advisory Members	Name	Attended
Caltrans	Ann Fox	No
	Karen Jewel	No
	Roy Abboud	Yes
DOD	Muska Laiq	No
	Lorena Cordova	No

Jurisdiction	Name	Attended
SoCal Tribal	Vacant	
	Vacant	
FACT	Arun Prem	Yes
	Sofia Hughes	No
	Ali Poorman	No
	Christian Hernandez	No
Non-Voting Member		
Chair	Vacant	

March 13, 2025

Flexible Fleets Pilot Grant Program Call for Projects

Overview

Flexible Fleets comprise various on-demand, shared mobility services typically requested or reserved through a smartphone application or call center. Flexible Fleets are one of the mobility strategies in the Regional Plan. In 2024, the Board of Directors approved an amendment to the budget that authorized federal funding to develop and implement a pilot grant program to implement Flexible Fleet pilot projects in the region.

Key Considerations

The Flexible Fleets Pilot Grant Program is intended to fund projects that expand shared mobility travel choices, enhance transit connections, and reduce greenhouse gas emissions and vehicle miles traveled.

The Flexible Fleets Pilot Grant Program will provide initial funding to seed projects that can serve as models for the region and that demonstrate the ability to sustain operations following the expiration of the grant.

Based on feedback received from the Flexible Fleets Task Force and Mobility Working Group, eligible applicants will include federal, state, and local government agencies; tribal governments; transit operators; and military institutions.

Eligible costs will include service operations, vehicle purchases, software or hardware purchases, or supportive infrastructure such as vehicle charging, docking stations, right-of-way improvements, signage, and wayfinding. Projects must comply with United States Department of Transportation regulations regarding federally funded transportation services, including nondiscrimination and equal opportunity for people with disabilities.

Proposed projects must not have been previously funded by SANDAG unless they have an identified need for geographic expansion (e.g., service area expansion to include an underserved community, transit centers, or employment/education/commercial centers).

Next Steps

Draft program eligibility and evaluation criteria (Attachment 1) are being presented to SANDAG Working Groups and Policy Advisory Committees for input. Mobility Working Group members are also asked to provide feedback on the draft program Performance Metrics (Attachment 2). Feedback received will be used to develop a final call for projects. It is expected that the final call for projects will be brought to the Transportation Committee for a recommendation of approval by the Board in spring 2025.

Antoinette Meier, Senior Director of Regional Planning

Susan Huntington, Director of Financial Planning, Budgets, and Grants

Attachments: 1. Draft Evaluation Criteria
2. Draft Performance Metrics

Action: Discussion

Staff will present an overview of the new grant program and request feedback on the draft call for projects from Mobility Working Group members.

Fiscal Impact:

Up to \$4.5 million will be made available through the call for projects through Overall Work Project No. 3501000: Flexible Fleet Pilots.

Schedule/Scope Impact:

Pending Board approval, staff anticipates releasing the call for projects in spring 2025.

I. Flexible Fleets Pilot Grant Program Scoring Criteria and Rubric

Projects will be scored based on the Applicant's responses to the Scoring Criteria below. The Scoring Rubric is a guide for SANDAG staff and the Evaluation Panel to assist with awarding points based on the Scoring Criteria. The Objective criteria (points calculated by SANDAG's Department of Data Science or Grants staff) are marked with an asterisk (*).

A. Scoring Criteria

No.	CRITERIA	POINTS POSSIBLE
1.	FINANCIAL SUSTAINABILITY	20
1.1	Does the Applicant propose stable, future funding sources to fund the project for one or more years beyond the grant term?	10
1.2	Does the Applicant have a feasible strategy for attaining future funding for the Flexible Fleet project?	10
2.	INTEGRATION WITH TRANSIT	20
2.1	Does the project service area overlap with existing transit services, or does the project serve a community with limited transportation access?	5
2.2	Does the project demonstrate how it will provide access to the existing transit network or fill a gap in the transit network?	15
3.	ENGAGEMENT PLAN	15
	Does the Applicant: <ul style="list-style-type: none"> Identify engagement goals? Put forth a plan for engaging community members and organizations throughout the program? Demonstrate how hard-to-reach populations (disabled, underserved, senior residents, etc.) will be engaged? Propose an effective marketing and engagement strategy that includes specific methods to promote sustainable transportation choices? Identify a plan to survey riders and community members before the program launch and throughout the program? 	
4.	EQUITY AND ACCESSIBILITY	15
	How well does the Applicant demonstrate that they will continuously implement measurable equity considerations in their program?	

5.	FEASIBILITY	20
	<ul style="list-style-type: none"> Does the Applicant identify a project mode? Does the Applicant include a well-thought-out approach to how they will deliver the project? Is the project schedule realistic and feasible? Does the Applicant identify proper staff and technical capacity for project oversight? Does the Applicant identify a plan for procurement of goods and services? Does the funding amount request match the scope (vehicles, infrastructure, operations platform, etc.)? Does the Applicant identify a service zone that is realistic and feasible? Does the Applicant include a map of the proposed service area? Is the program fleet size feasible with the proposed schedule, budget, and service zone? 	
6.	MATCHING FUNDS	10
	Points will be awarded based on the scale provided in the Scoring Rubric.	
	TOTAL	100

B. Scoring Rubric

Below is a general scoring guide that provides more specific language based on a project's ability to meet the evaluation criteria.

Term	Definition
Clearly and convincingly	to a considerable extent, with substantive documentation or evidence
Sufficiently	to a satisfactory extent, with adequate documentation or evidence
Mostly	to a large extent, with general documentation or evidence
Partially	to a limited extent, with incomplete documentation or evidence
Minimally	to a small extent and without documentation or evidence
Does Not Demonstrate	unable to address criterion, even to a minimal extent

1. FINANCIAL SUSTAINABILITY

Up to 20 points possible

1.1. Stable Future Funding Sources

Up to 10 points possible

An Applicant will receive points based on the availability of stable future funding to sustain the service for one or more years beyond the grant term. Examples of stable project funding sources may include multi-year general fund allocation, long-term contractual cost-sharing agreements with private partners, parking fee revenue, and transit operations funding. Please note that a future competitive grant is not considered a stable funding source. To be considered stable, the funding must already be secured, or the Applicant has the authority to authorize the funding in the future.

*NOTE: SANDAG Grants staff will calculate the points awarded for this criterion based on the Applicant's responses in the grant application.

Applicant Response	Points
The application includes stable future funding for four to five years following the end of the grant term.	10 points
The application includes stable future funding for three to four years following the end of the grant term.	8 points
The application includes stable future funding for two to three years following the end of the grant term.	6 points
The application includes stable future funding for one to two years following the end of the grant term.	4 points
The application includes stable future funding for seven months to one year following the end of the grant term.	2 points
The application includes stable future funding for six months following the end of the grant term.	1 point
The application does not include stable future funding sources for at least 6 months beyond the grant term.	0 points

1.2. Strategy to Attain Future Funding

Up to 10 points possible

Applicants should provide a strategy for securing a stable funding source following the end of the grant term. For example, the application should detail the steps needed to form a parking district and generate revenue through parking fees or the required steps to allocate general funds to the program annually. Applicants should also identify a timeline for obtaining each future funding source, how long the funding could be available, and the likelihood that the Applicant will be able to secure that funding.

Applicant Response	Points
Clearly and convincingly demonstrates a feasible strategy for the Applicant to financially sustain the Flexible Fleet project long-term and provides substantive documentation or evidence.	10 points
Sufficiently demonstrates a feasible strategy for the Applicant to financially sustain the Flexible Fleet project long-term and provides adequate documentation or evidence.	8 points
Mostly demonstrates a feasible strategy for the Applicant to financially sustain the Flexible Fleet project long term and provides general documentation or evidence.	6 points
Partially demonstrates a feasible strategy for the Applicant to financially sustain the Flexible Fleet project long-term but provides incomplete documentation or evidence.	4 points
Minimally demonstrates a feasible strategy for the Applicant to financially sustain the Flexible Fleet project long-term and provides little to no documentation or evidence.	2 points
Unable to address criterion, even to a minimal extent	0 points

2. INTEGRATION WITH TRANSIT

Up to 20 points possible

2.1. Service to Existing Transit or Service to a Transit Desert

Up to 5 points possible

*NOTE: The SANDAG Data Science staff will calculate the points awarded for this criteria. Points will be awarded based on the inclusion or proximity to existing transit facilities in the proposed project's service area. A link to the interactive map identifying the existing transit network will be provided.

The Applicant should demonstrate that the service will connect riders to existing bus and/or rail services. A regional transit station is any station served by COASTER, SPRINTER, Trolley, Rapid, or Rapid Express Routes. A local transit stop is any stop served by MTS bus routes or NCTD BREEZE services.

Applicant Response	Points
<p>The project's service area includes at least one of the following:</p> <ul style="list-style-type: none"> • A regional transit station • At least two (2) adjacent transit lines (local/Rapid/express bus route or light rail/regional rail/heavy rail line) • An area that is not served by local or regional transit (a transit desert) 	5 points
The project's service area does not include existing transit services and facilities or does not provide services to an area that lacks local or regional transit service.	0 points

2.2. Access to the Existing Transit Network

Up to 15 points possible

The Applicant should explain how the project will integrate with transit in other ways besides the service area. For example, free trips to transit stops/stations, service is staged or docked at transit stops/stations, and signage or other advertising of the service at transit stops/stations. The Applicant could also demonstrate how the project will fill an existing transit-need gap such as providing service during existing transit's off-operation hours.

Applicant Response	Points
Clearly and convincingly demonstrates how the project will provide access to the existing transit network, and the application provides substantive documentation or evidence.	15 points
Sufficiently demonstrates how the project will provide access to the existing transit network, and the application provides adequate documentation or evidence.	11-14 points
Mostly demonstrates how the project will provide access to the existing transit network, and the application provides general documentation or evidence.	8-10 points
Partially demonstrates how the project will provide access to the existing transit network, but the application provides incomplete documentation or evidence.	4-7 points
Minimally demonstrates how the project will provide access to the existing transit network, and the application provides incomplete documentation or evidence.	1-3 points
Unable to address criterion, even to a minimal extent.	0 points

3. ENGAGEMENT PLAN

Up to 15 points possible

An engagement plan is a document that outlines strategies for public participation and outreach in a community. It includes a timeline, assigned roles, and specific project strategies that may impact the community. An engagement plan aims to involve the public in decision-making, giving local knowledge and public opinion more weight. Examples of methods used in engagement plans include surveys/questionnaires, presentations to community members to gain feedback, and online media engagement tools. The Applicant should include the following in its response:

- Define the goals and purpose of the engagement plan
- Identify the target community to be engaged, including community organizations
- Include a strategy that identifies the methodology of how the service will meet the specific needs of the community
- Propose an effective marketing and engagement strategy that includes specific methods to promote sustainable transportation choices.
- Determine engagement methods and strategies, including how hard-to-reach populations (disabled, underserved, senior residents, etc.) will be engaged. (Pre-launch and continuous community surveying are required.)
- Develop an action plan to implement the service, including a survey of riders and community members before the service launches and throughout the service delivery. The Applicant should also describe how the service will be implemented.
- How the Applicant will evaluate and measure the results of the service.

The Applicant should also demonstrate how the community's feedback will be incorporated into project goals and service operations. Examples include expanding the service area to reach a community college, extending service hours on a particular day(s) of the week, and revising the operations plan on a seasonal basis.

Applicant Response	Points
Clearly and convincingly demonstrates how the Applicant will accomplish successful project community engagement, and the application provides substantive documentation or evidence.	15 points
Sufficiently demonstrates how the Applicant will accomplish successful project community engagement, and the application provides adequate documentation or evidence.	11-14 points
Mostly demonstrates how the Applicant will accomplish successful project community engagement, and the application provides general documentation or evidence.	8-10 points
Partially demonstrates how the Applicant will accomplish successful project community engagement but the application provides incomplete documentation or evidence.	4-7 points
Minimally demonstrates how the Applicant will accomplish successful project community engagement, and the application provides little or no documentation or evidence.	1-3 points
Unable to address criterion, even to a minimal extent.	0 points

4. EQUITY AND ACCESSIBILITY

Up to 15 points possible

Applicants should demonstrate that they will continuously implement measurable equity considerations in their program. The Applicant is required to demonstrate five methods of incorporating equity and accessibility in the engagement plan and operations plan. Examples include ensuring a language assistance service is available, ride booking options for unbanked riders and riders without access to a smartphone/internet, educational engagement, service hours that accommodate nontraditional work schedules, coordination with local community organizations, targeted outreach to hard-to-reach populations (disabled, underserved, senior populations, etc.), first/last mile access to schools or jobs.

Please note that providing an ADA-accessible Flexible Fleet service is a requirement of this program.

Applicant Response	Points
Clearly and convincingly demonstrates how equity and accessibility will continuously be implemented throughout the project, and the application provides substantive documentation or evidence.	15 points
Sufficiently demonstrates how equity and accessibility will continuously be implemented throughout the project and the application provides adequate documentation or evidence.	11-14 points
Mostly demonstrates how equity and accessibility will continuously be implemented throughout the project, and the application provides general documentation or evidence.	7-10 points
Partially demonstrates how equity and accessibility will continuously be implemented throughout the project, but the application provides incomplete documentation or evidence.	4-6 points
Minimally demonstrates how equity and accessibility will continuously be implemented throughout the project, and the application provides little or no documentation or evidence.	1-3 points
Unable to address criterion, even to a minimal extent.	0 points

5. FEASIBILITY

Up to 20 points possible

Applicants will receive points based on how feasible the project is, as demonstrated by the proposed project scope of work, schedule, and budget. The following factors should be considered.

- Does the Applicant identify a project mode?
- Does the Applicant include a well-thought-out approach to how they will deliver the project?
- Is the project schedule realistic and feasible?
- Does the Applicant identify proper staff and technical capacity for project oversight?
- Does the Applicant identify a plan for procurement of goods and services?
- Does the funding amount requested align with the scope (vehicles, infrastructure, operations platform, etc.)?
- Does the Applicant identify a service area that is realistic and feasible? The effectiveness of a Flexible Fleet deployment depends on a series of demand and service design factors: population/job density, transit frequency, transit "deserts," target population demographics, and multiple trip types. For more information, refer to Chapter 4 of the [Flexible Fleets Implementation Strategic Plan](#).
- Is the program fleet size feasible with the proposed schedule, budget, and service area?

Applicant Response	Points
Clearly and convincingly demonstrates how the project scope of work, schedule, and budget are feasible and realistic, and the application provides substantive documentation or evidence.	20 points
Sufficiently demonstrates how the project scope of work, schedule, and budget are feasible and realistic, and the application provides adequate documentation or evidence.	16-19 points
Mostly demonstrates how the project scope of work, schedule, and budget are feasible and realistic and the application provides general documentation or evidence.	11-15 points
Partially demonstrates how the project scope of work, schedule, and budget are feasible and realistic, but the application provides incomplete documentation or evidence.	6-10 points
Minimally demonstrates how the project scope of work, schedule, and budget are feasible and realistic, and the application provides incomplete documentation or evidence.	1-5 points
Unable to address criterion, even to a minimal extent.	0 points

6. MATCHING FUNDS

Up to 10 points possible

*NOTE: SANDAG Grants staff will calculate the points awarded for this criterion based on the Applicant's responses in the grant application.

Points for Matching Funds will be awarded based on the following scale. The Match percentage is derived by dividing the total Matching Funds provided in the grant application by the sum of the total Flexible Fleets Pilot Program grant requested and the total Matching Funds listed in the grant application.

Percentage of Matching Funds	Points
30.01% - 40.00% and above of the Total Project Cost	10 points
25.01% - 30.00% of the Total Project Cost	8 points
20.01% - 25.00% of the Total Project Cost	6 points
15.01% - 20.00% of the Total Project Cost	4 points
11.48% - 15.00% of the Total Project Cost	2 points
11.47% of the Total Project Cost	0 points



Flexible Fleets Pilot Grant Program Performance Metrics

Below are the performance metrics that will be used to measure a project's success in meeting the Flexible Fleets Pilot grant program goals and objectives. The metrics are organized into categories, and the applicable mode(s) are also provided. All performance metrics listed for a particular mode will apply. Applicants may propose their own performance metric(s) in the grant application, but they must be quantifiable and will be included in the grant agreement.

Grantees will be required to provide quarterly updates on their efforts to meet each metric and will provide a post-delivery measure (once the Flexible Fleets Pilot Grant Program project agreement ends) for each metric as part of the final project report. Applicants can refer to the Federal Transit Administration's [Mobility Performance Metrics for Integrated Mobility and Beyond](#) and Transportation for America's [Shared Mobility Playbook Performance Metrics](#) for additional guidance and examples.

Flexible Fleet Modes and Acronyms

- ❖ Microtransit (MT)
- ❖ NEV Shuttle (NEV)
- ❖ Micromobility, such as bike/scooter share (MM)
- ❖ Ridehail/Rideshare (RS)
- ❖ Carshare (CS)

Performance Metrics

Category	Metric	Definition	Unit of Measurement	Applicable Mode(s)	Notes
Productivity	Cancellation Rate	Number of cancelled ride requests divided by the total ride requests.	Per Month	MT, NEV, RS	Riders who frequently cancel an on-demand microtransit booking could be a sign of a performance issue.
Productivity	Missed Trips	Number of missed trip requests and the reason for the missed trip (e.g. rider no-show, dispatch error, traffic, accident, vehicle failure)	Per Month	MT, NEV, RS	
Productivity	Trip Denials	Number of denied trip requests and the reason for the denial (disruptive behavior, fare evasion, safety concerns, insufficient capacity to meet demand, violating service rules and policies, history of missed trips, abusive conduct towards staff) divided by the total ride requests.	Per Month	MT, NEV, RS	Sometimes transit providers must deny service in order to maintain overall performance. Tracking the rate of trip denials enables greater control over service quality.
Productivity	Vehicle Utilization	Divide the actual number of seats used by the number of seats available in each vehicle multiplied by 100	Each vehicle and Per Month	MT, NEV, RS, CS	Optimizing fleet performance comes down to knowing where vehicles are needed the most. Vehicle utilization compiles performance data based on the number of boardings and vehicles in service per hour.
Productivity	Wait Time Predictability	The deviation between the originally stated wait time and the actual wait time	Per Month	MT, NEV, RS	
Productivity	Ride Time Predictability	The deviation between the originally stated ride time and the actual ride time	Per Month	MT, NEV, RS	
Productivity	Overall Ridership	The number of riders using the service	Per Month	MT, NEV, MM, RS, CS	
Productivity	Ride Time/Trip Time	The length of each rider's trip in minutes	Per Month	MT, NEV, RS	

Category	Metric	Definition	Unit of Measurement	Applicable Mode(s)	Notes
Productivity	Vehicle Miles Traveled	Distance traveled by all vehicles/devices in a specific area	Per Quarter	MT, NEV, MM, RS, CS	Keeping an eye on vehicle miles traveled helps with vehicle maintenance and reveals clues on how to optimize service zone placement.
Productivity	Average Wait Times	The average time spent waiting for a pickup after a ride is requested and the rider's disability status (disabled or non-disabled)	Per Hour	MT, NEV, RS	This data helps service providers strategize about the full scope of an on-demand microtransit service whether it's fleet size, zone placement, or automated dispatch efficiency and helps determine that individuals with disabilities receive the same service that non-disabled individuals receive
Productivity	Complaints	Number of complaints by topic (response time, service quality, driver, safety, service animal or accessibility, stranded passenger)	Per Month	MT, NEV, RS, CS	
Shared Rides/Transit Connections	Transit Connection Trips	Number of pickups and drop-offs to transit stops and stations	Per Month	MT, NEV, MM, RS, CS	
Shared Rides/Transit Connections	Percentage of Shared Rides	Number of pooled/shared trips divided by the total trips	Per Month,	MT, NEV, RS, CS	Service providers can better plan for multimodal transportation integration if they know at which stage riders are accessing on-demand Flexible Fleets.
Community/ Equity	Wheelchair-Accessible Trip Fulfillment	Number of wheelchair-accessible trips completed compared to the number of wheelchair-accessible trips requested	Per Month	MT, NEV, RS, CS	Allows program administrators to evaluate the effectiveness of the ADA option for disabled riders.
Community/ Equity	Origin-Destination Evaluation:	Number of trips to or from disadvantaged communities	Per Month,	MT, NEV, MM, RS, CS	Because on-demand Flexible Fleets can go anywhere, data is produced on where riders begin and end their journeys. That's valuable transit data for transit providers who are focused on providing increased mobility to low-income neighborhoods

Category	Metric	Definition	Unit of Measurement	Applicable Mode(s)	Notes
Community/ Equity	Trip Purpose (To/From Work, Shopping/ Eating Out, Recreation/ Social/Church, School, Medical/Dental, Other)	Purpose of trip	Per Month	MT, NEV, MM, RS, CS	Understand the why to where riders are going when using on-demand Flexible Fleets. Sorting on-demand rides by trip type gives clarity on how frequently riders are traveling for work, practicality (e.g., grabbing groceries), or leisure.
Community/ Equity	Rider Demographic Data	Rider Age, Rider Zip Code, Rider Preferred Language, Rider Disability status (disabled and requested wheelchair-accessible vehicle (WAV), disabled and did not request WAV, non-disabled)		MT, NEV, MM, RS, CS	Understanding rider age, preferred language, or whether or not a rider is of a disadvantaged population or has a disability can provide insight into the achievement of the Flexible Fleets Pilot Grant Program goals relating to equity.
Community/ Equity	Call Center Trip Fulfillment	Percentage of trips requested via a call center compared to the percentage of trips completed via call center booking	Per Month	MT, NEV, MM, RS, CS	Evaluation allows program administrators to evaluate the effectiveness of the call center option and account for whether this is a productive booking option for riders without access to a smartphone
Community/ Equity	Service Animals and Personal Care Attendants	Number of riders with a personal care attendant or service animal	Per Month	MT, NEV, RS, CS	
Community/ Equity	Language Assistance	Number of requests for language assistance by intercept (call center, smartphone app, in-person)	Per Month	MT, NEV, RS, CS	Helps evaluate the demand for language assistance
Community/ Equity	Service Availability Outreach	Number of public engagement events held and number of people engaged with them	Per Month	MT, NEV, MM, RS, CS	
Community/ Equity	Service Development Outreach	Number of community members and community organizations involved in service development and representation by underserved/ vulnerable groups	Per Month	MT, NEV, MM, RS, CS	

Category	Metric	Definition	Unit of Measurement	Applicable Mode(s)	Notes
Community/ Equity	Application of Community Feedback	Number of instances where community transportation needs were identified and applied to operations adjustments		MT, NEV, MM, RS, CS	E.g. Hours of operation, service zone, or fleet size.
Cost Effectiveness	Subsidy Ratio	Ratio between the amount paid by the rider and the total trip price	Per Month	MT, NEV, MM, RS, CS	
Cost Effectiveness	Median Trip Cost	Median trip cost to the provider	Per Month	MT, NEV, MM, RS, CS	
Cost Effectiveness	System Cost per Revenue Mile	Ratio between the actual daily operation cost and the total revenue miles	Per Month	MT, NEV, MM, RS, CS	
Cost Effectiveness	System Cost per Revenue Hour	Ratio between the actual daily operation cost and the total revenue hours	Per Month	MT, NEV, MM, RS, CS	
Cost Effectiveness	Number of Deadheading Hours	Number of deadheading hours in a day divided by 24	Per Month	MT, NEV, RS	Deadheading is when there are not active pickups/drop-offs (no passengers in the vehicle)
Cost Effectiveness	Farebox Recovery Ratio	Ratio of operating expenses which are met by the fares paid by passengers.	Per Month	MT, NEV, MM, RS, CS	
Cost Effectiveness	Advertising/ Sponsorship Revenue Ratio	Ratio between operating costs and revenue from third-party advertising or sponsorship partners	Per Month	MT, NEV, MM, RS, CS	



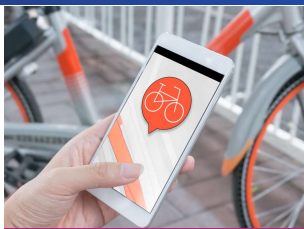
Flexible Fleets Pilot Grant Program Call for Projects

Mobility Working Group | Item 3
Jenny Russo, Grants Program Manager
Emily Doss, Associate Regional Planner
March 13, 2025

Flexible Fleets Overview



Micromobility: Scootershare



Micromobility: Bikeshare



Neighborhood Electric Vehicles (NEV)



Carshare



Rideshare



Vanpool



Microtransit

Flexible Fleet Pilot Grant Program Development

| 3

Feedback on Flexible Fleets Pilot Projects

Spring 2024 - Joint Transportation, Regional Planning, and Borders Committees & Mobility Working Group

- Public Engagement & Rider Engagement
- Sustainable Funding for Operations
- Collaboration with MTS & NCTD Transit Connections
- Informed Service Zone Planning
- Inclusion of Equity Considerations

Summer 2024 - Flexible Fleet Task Force Meetings & Engagement

- Definitions of Evaluation Criteria
- Scoring weight of evaluation criteria
- Eligibility requirements
- Award Amount



Proposed Eligibility

Eligible Applicants	<ul style="list-style-type: none"> • Local, state, federal & tribal governmental agencies • Transit districts • Military institutions
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)

SANDAG | 5

Available Funding and Award Sizes

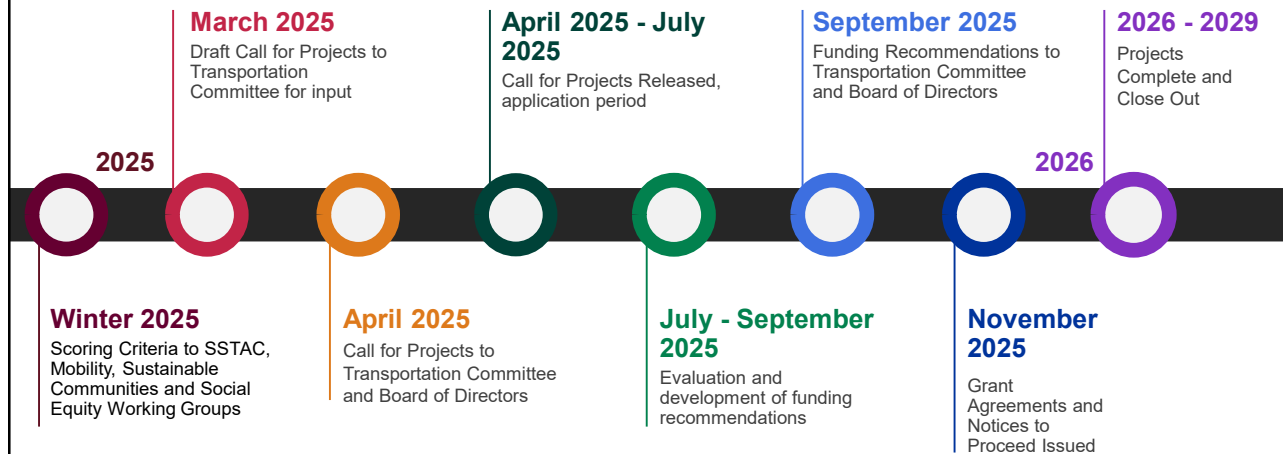
- Available Funding: **\$4.5 million**
 - Federal Highway Administration (FHWA) Regional Transportation Surface Program (RSTP)
- Maximum Award: \$1,000,000
- Federal Funding Requirements
 - Matching funds (11.47% of Total Project Cost)
 - Federal Provisions, nondiscrimination, Title VI Program and ADA accessibility



U.S. Department
of Transportation
Federal Highway
Administration

SANDAG | 6

Anticipated Timeline



SANDAG | 7

Draft Evaluation Criteria

Proposed Evaluation Criteria	
Financial Sustainability	20%
Feasibility	20%
Integration with Transit	20%
Equity and Accessibility	15%
Engagement Plan	15%
Matching Funds	10%

SANDAG | 8

Draft Performance Metrics

Proposed Performance Metric Categories

Productivity

Transit Connections & Shared Rides

Community & Equity

Cost Effectiveness

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Email: flexiblefleets@sandag.org
grantsdistribution@sandag.org

March 13, 2025

Coordinated Plan Update

Overview

SANDAG is in the process of updating the region's Coordinated Public Transit-Human Services Transportation Plan (Coordinated Plan). Coordinated Plans identify the transportation needs of individuals with disabilities, older adults, and people with low incomes; provide strategies for meeting these needs; and prioritize transportation services for funding and implementation. Federal transit law requires that Coordinated Plans are developed with participation by seniors, individuals with disabilities, representatives of public, private, and nonprofit transportation and human services providers and other members of the public utilizing transportation services. Staff recently completed outreach to inform the Coordinated Plan and will present key takeaways from focus groups and a regional survey.

Action: Information

Staff will present initial findings from outreach conducted to support the update of the region's Coordinated Plan.

Fiscal Impact:

Development of the Coordinated Plan is funded through Overall Work Program Project No. 3320100.

Schedule/Scope Impact:

The updated Coordinated Plan will be developed by Summer 2025.

Key Considerations

The Coordinated Plan combines the federal requirement in 49 U.S.C. 5310 for a Coordinated Public Transit-Human Services Transportation Plan, the state requirement for transit operations performance monitoring through the Transportation Development Act, and the regional requirement in [SANDAG Board Policy No. 018](#) for a Regional Short-Range Transit Plan into one document. The Coordinated Plan facilitates the distribution of local funding for our region's Specialized Transportation Grant Program, including the federal Enhanced Mobility of Seniors and Individuals with Disabilities (Section 5310), which can fund services in the region's urbanized areas, and the *TransNet* Senior Mini Grant Program, which can fund services in both urban and rural areas across the entire region. Developing a plan consistent with applicable federal, state, and local requirements ensures the availability of funding for specialized transportation providers in the San Diego Region.

A critical element of the Coordinated Plan is to identify transportation needs and gaps for older adults, people with disabilities, and people with low incomes. Understanding these gaps allows SANDAG to prioritize Specialized Transportation Grant Program funding for projects best suited to address the specific travel needs of each identified population. This cycle, SANDAG conducted a scientific survey of older adults and people with disabilities from across the region to assess their transportation needs. The survey was conducted online over a one-month period from December 2, 2024, to January 2, 2025. Participants were recruited via a randomized selection of postcards, email invitations, and an open survey link on the SANDAG Coordinated Plan project website. The survey administration effort yielded 1,544 valid responses, with statistically significant results that reliably reflect the populations' behaviors. In addition to a survey, SANDAG conducted three focus groups for more detailed feedback: one group composed of transportation providers (eight participants) and the other two of riders (13 total participants).

This update focuses primarily on the analysis of the initial findings from the draft survey and focus groups. The final survey report will be shared once it is finalized in Spring 2025. Key takeaways are summarized below:

- Driving, walking/using a wheelchair, getting rides from friends and family members, and fixed route transit are the most common means of transportation among the survey population;
- Respondents expressed a desire for more transit coverage and higher-frequency service;
- Specialized transportation can help but many residents lacked awareness of these services; and
- People are comfortable using technology for trip planning but need access to better information.

Next Steps

The next step in the development process of the Coordinated Plan is to obtain feedback from stakeholders, including the Social Services Transportation Advisory Council, and community members through additional working group presentations and an upcoming public hearing. SANDAG will also analyze transit operations data to assess the availability and quality of transit and specialized transportation services. Recommendations from outreach and data analysis will be presented at a future Transportation Committee presentation. More information on the Coordinated Plan is available on the [SANDAG website](#).

Antoinette Meier, Senior Director of Regional Planning



Coordinated Plan Update

Mobility Working Group | Item 4
Tim Garrett, Associate Regional Planner
Rubi Morales, Associate Regional Planner
March 13, 2025

Coordinated Plan Overview



Transit and Specialized Transportation



Identify Needs of Disadvantaged Populations



Fulfill Requirements
Ensure Access to Funding

Plan Requirements Review

	Federal	State	Local
Source	Federal Transit Law	Transportation Development Act (TDA)	SANDAG Board Policy 018
Components	Transportation needs of: <ul style="list-style-type: none"> • Individuals with disabilities • Older adults • People with low incomes Strategies to meet needs Priorities for funding	Potential public transit productivity improvements, including those recommended in the triennial TDA performance audit	Public transit service gaps and deficiencies Evaluation of existing services and programs Methodology for near-term future service adjustments
Outcomes	Distribute funding through Specialized Transportation Grant Program	Ongoing Performance Monitoring	Regional Short Range Transit Plan, Service Changes

SANDAG | 3

Outreach Strategy



Focus Groups



Survey



Presentations and Public Hearing

SANDAG | 4

DRAFT Survey Results

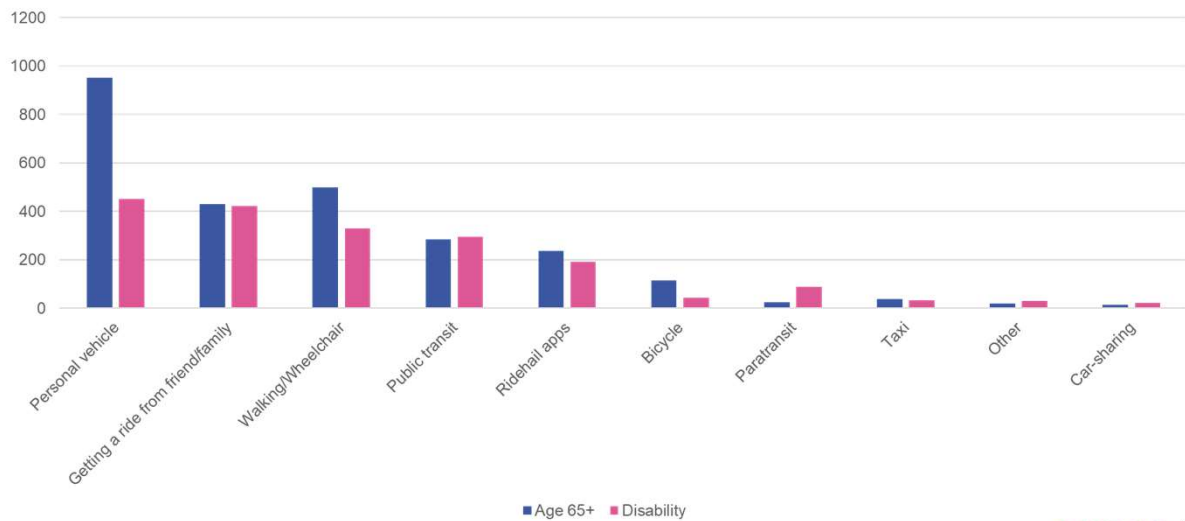
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Survey Update

- Survey conducted in December 2024
- 1,544 responses from across San Diego region
- Self-reported age and disability status

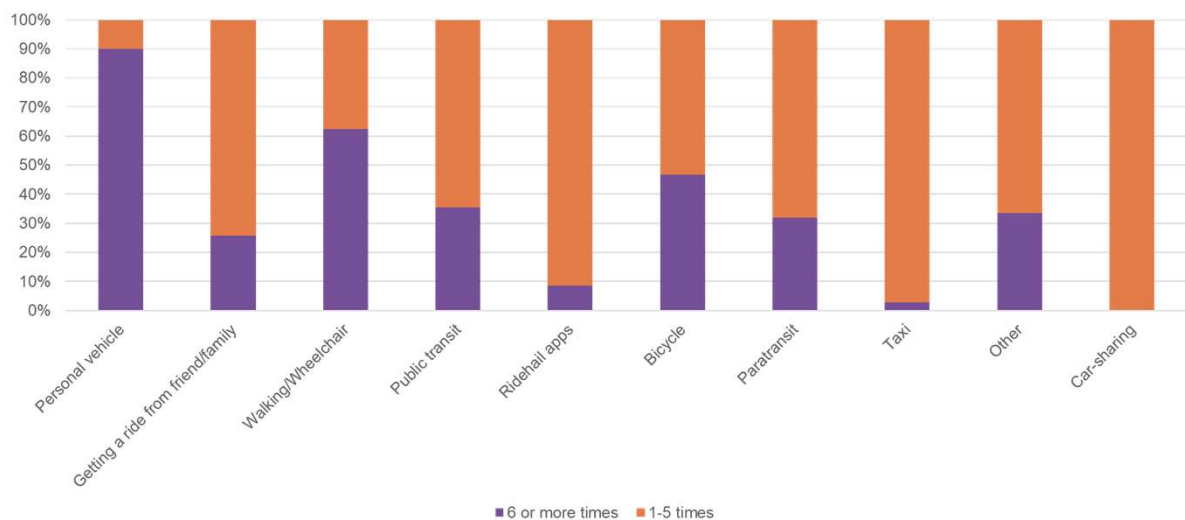
Disability Status	Age Under 65	Age 65+	Total
Disability	228	492	720
No Disability	0	824	824
Total	228	1,316	1,544

Modes Used in the Past Month (DRAFT) Age 65+ and Disability



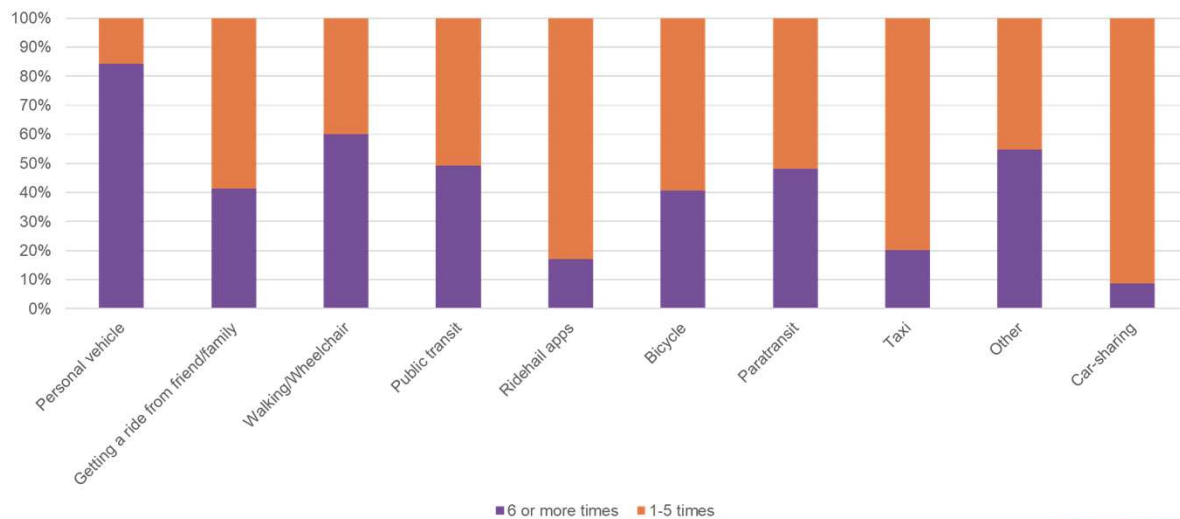
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Frequency of Modes Used in the Past Month (DRAFT) Age 65+ Only



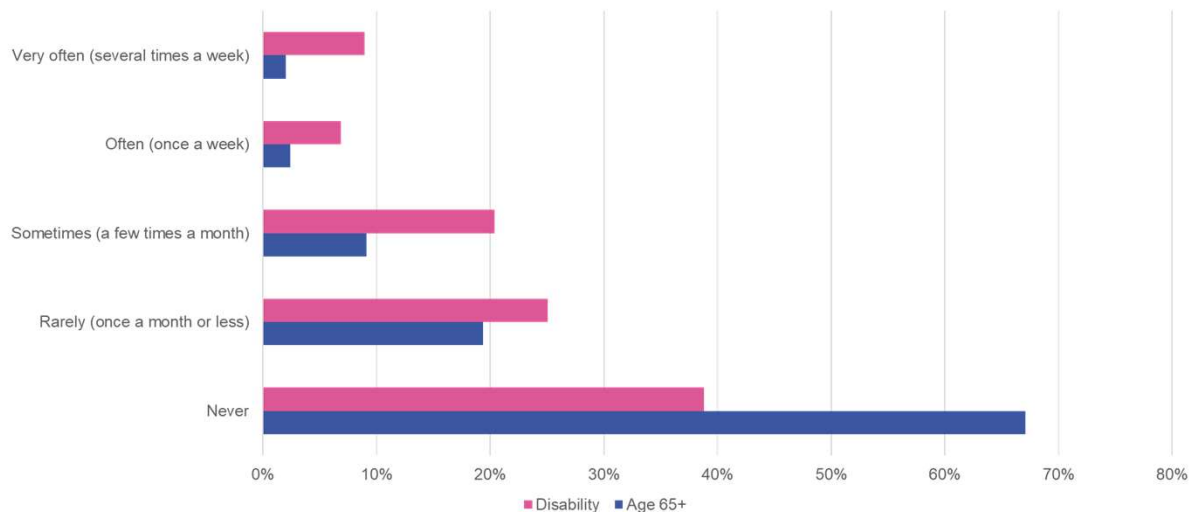
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Frequency of Modes Used in the Past Month (DRAFT) Disability Only



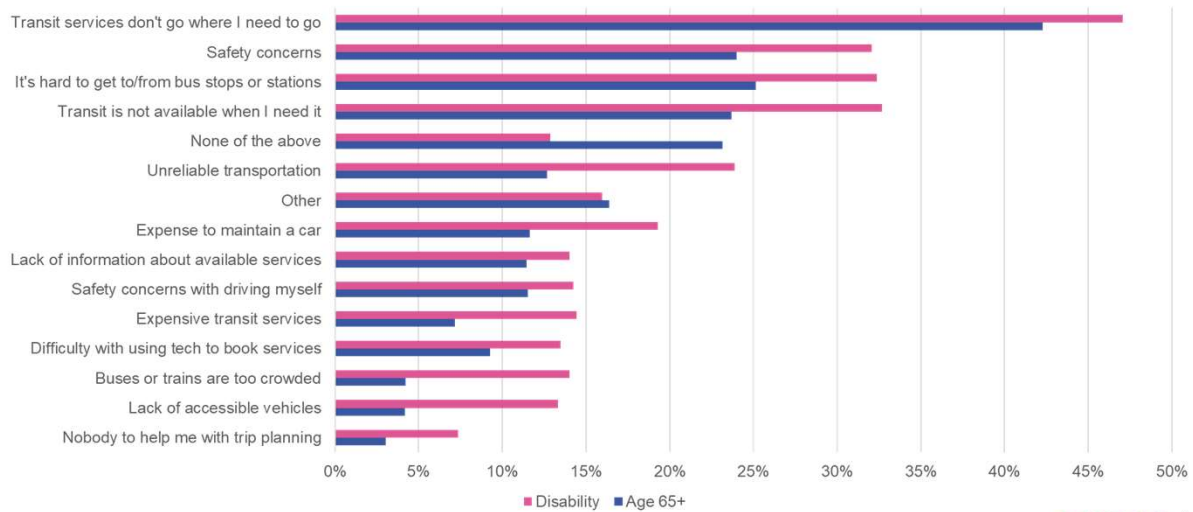
SANDAG | 9

Frequency of Missed Trips (DRAFT)



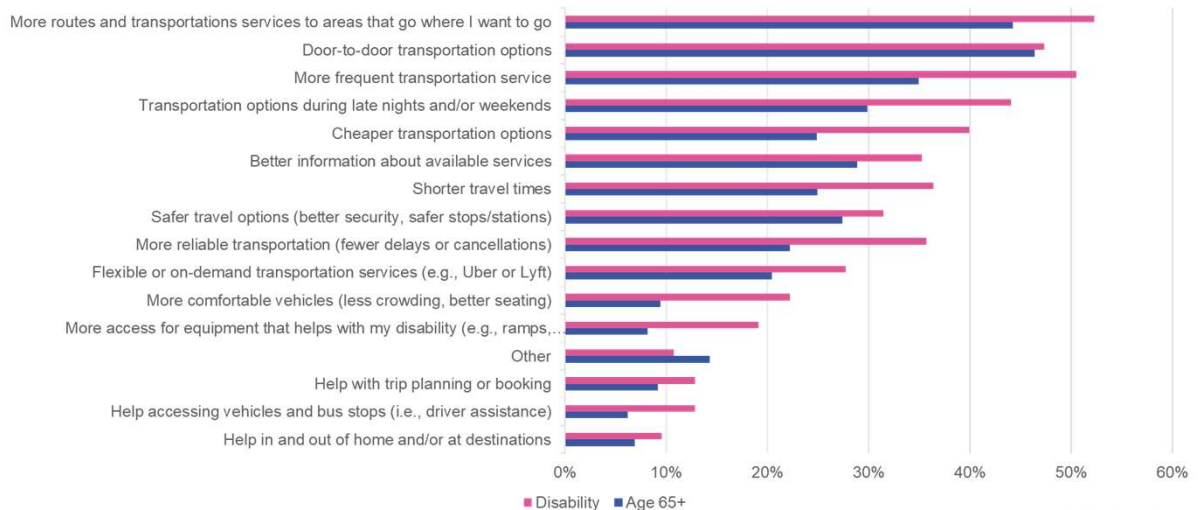
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Transportation Challenges (DRAFT)



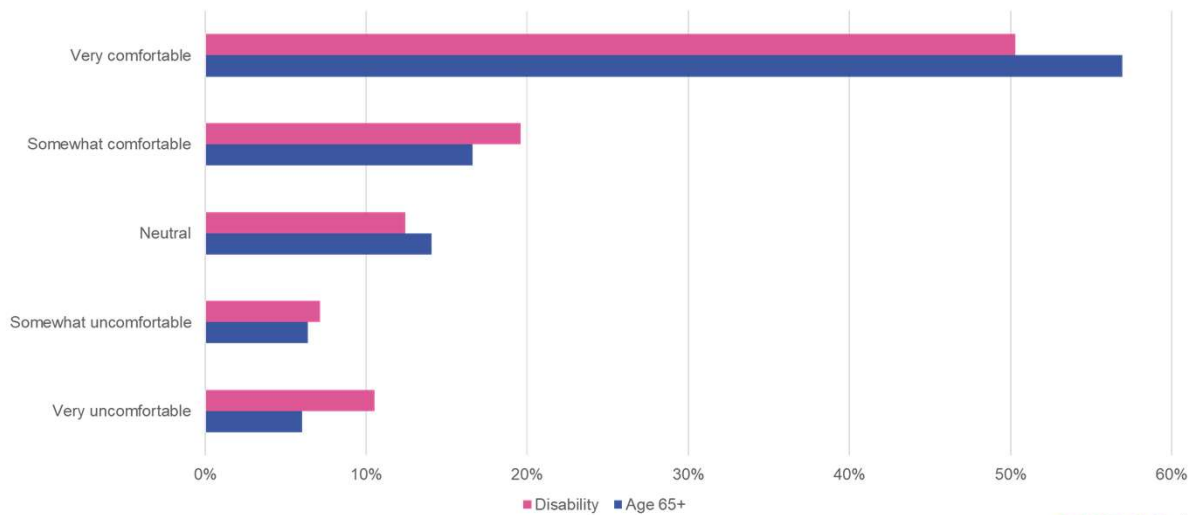
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Transportation Solutions (DRAFT)



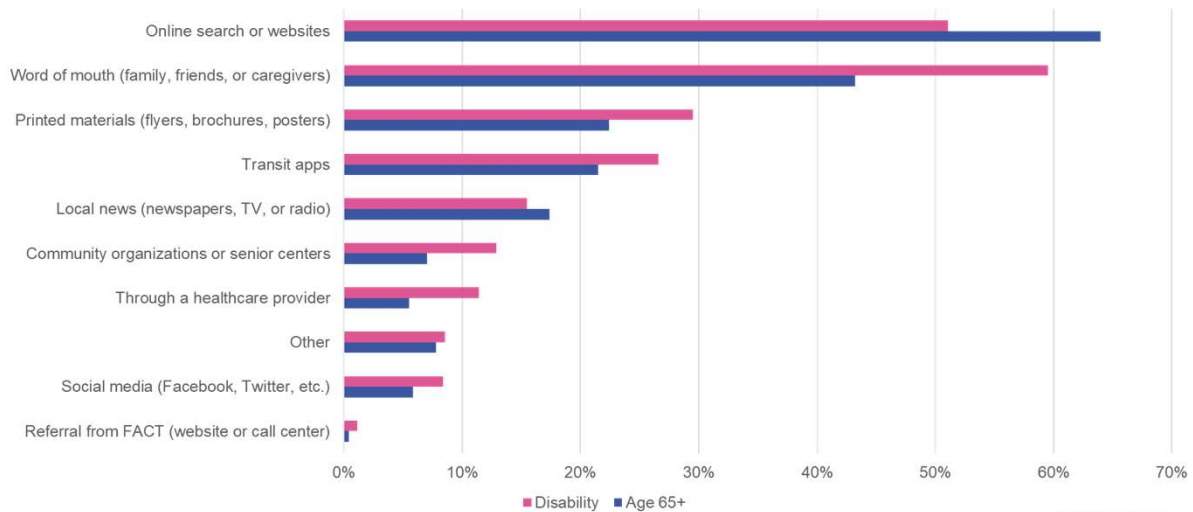
SANDAG | 12

Use of Technology to Plan Trips (DRAFT)



SANDAG | 13

Information Source (DRAFT)



SANDAG | 14

Key Takeaways

- Driving, walking/using a wheelchair, getting rides from friends and family members, and fixed route transit are the most common means of transportation among the survey population
- Respondents expressed a desire for more transit coverage and higher-frequency service
- Specialized transportation can help but respondents lack awareness
- People are comfortable using technology for trip planning but need better information

SANDAG | 15

Coordinated Plan Document Update

- Survey and focus group results
- Performance measurement
 - Transit, paratransit, neighborhood electric vehicles, and microtransit
 - Consolidated Transportation Services Agency
 - Specialized Transportation Grant Program
- Unmet transportation needs and cost
- Goals and objectives
- Funding priority recommendations
- Draft plan release anticipated April 2025

SANDAG | 16

Questions/Discussion

17

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18

March 13, 2025

On the Move: Innovative Transit Priority Solutions for Complete Streets

Background

On the Move is a Caltrans funded study to evaluate low-cost, near-term treatments that can improve regional bus service. The interventions will focus on enhancing accessibility, safety, reliability, and efficiency in major bus corridors. The study is being developed in partnership with transit operators and local jurisdictions.

Overview

The On the Move study includes four phases of work:

System Evaluation and Priority Improvement Corridor Identification (PIC)

The system evaluation process will help to identify challenges facing the region's bus corridors and select PICs to advance to the next phase. The initial evaluation criteria consider social equity, safety, transit performance, and feasibility.

Transportation Assessment and Recommendations

This phase of work will create an inventory of quick-build (0–2 years) and near-term (2–5 years) solutions that can enhance operations and improve bus travel times. The inventory will focus on low-cost and impactful improvements. Project profiles will discuss costs, design considerations, community needs, and potential regional benefits.

Complete Corridor Quick-Build Designs

Staff will develop conceptual design for two selected PICs. SANDAG will collaborate with the respective jurisdictions and transit operators to understand opportunities and barriers to implementation.

Implementation Strategies

The study will outline implementation strategies for successfully deploying quick-build and near-term treatments. This section will highlight best practices and funding models to assist jurisdictions with implementation.

Next Steps

Next steps will focus on developing an inventory of potential improvements for the PICs and conceptual designs for two corridors. The complete study is expected to be completed this summer.

Antoinette Meier, Senior Director of Regional Planning

Action: Discussion

Staff will present an update on the Caltrans Planning Grant funded study "On the Move" for feedback from Mobility Working Group members.

Fiscal Impact:

This project is funded by a Caltrans Planning Grant under Overall Work Program No. 3401900.

Schedule/Scope Impact:

On the Move will be completed summer 2025.



On the Move

Mobility Working Group | Item 5
Michael Terlep, Associate Regional Planner
March 13, 2025

On The Move

Vision

Develop near-term, quick-build infrastructure recommendations that optimize transit integration and connectivity for more efficient, accessible, and reliable bus operations.

Goals

- Improve Transit Reliability
- Enhance Accessibility
- Optimize Transit Investments

Objective:

Create a replicable process and guidelines for implementing quick-build bus projects in the region.

Quick-Build Demonstration Projects

Quick-builds can provide near-term solutions:

- Lower costs materials
- Shorter implementation timeframes
- Temporary installations can later become permanent

Quick-build initiatives can improve public engagement. Temporary installations allow for adjusting, adding, or removing elements in response to public feedback



Bus-only lanes



Bus-bulbs



Pedestrian safety improvements

SANDAG | 3

Local Example: El Cajon Boulevard

- 2.7 Mile Bus-Only Lane (Park Ave to Fairmount Ave)
- Improved travel times for Rapid 215
- 18-month pilot initiated in 2019
 - Evaluate operational benefits and public acceptance



SANDAG | 4

On the Move Overview



System Evaluation and PIC Identification

- Analyze regional bus system and identify Priority Improvement Corridors (PICs)



Transportation Assessment and Recommendations

- Create an inventory of near-term, quick-build infrastructure recommendations



Complete Corridor Quick-Build Pilots

- Develop conceptual designs of two selected PICs



Implementation Strategies

- Identify various strategies and methods for successfully deploying quick-build, near-term projects

Quick-build Options



Road Improvements

- Bus-priority lanes
- Pedestrian Improvements
- Queue Jumps



Stop Improvements

- Alternative Seating
- Temporary Bus Bulbs
- Solar Powered Lighting



Bus Operations

- Transit Signal Priority
- Bus Stop Consolidation
- Far Side Stop Placement

Milestones

Winter

- System evaluation
- Priority Improvement Corridors evaluation



Spring

- Stakeholder engagement
- Quick-build recommendations



Early Summer

- Conceptual designs
- Implementation strategies
- Final report and presentations

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Email: michael.terlep@sandag.org

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8 8