



## ***Social Equity Working Group Agenda***

**Thursday, February 27, 2025**

**9:30 a.m.**

Welcome to SANDAG. The Social Equity Working Group (SEWG) meeting scheduled for Thursday, February 27, 2025, will be held in person in the SANDAG Board Room. While SEWG 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.*

# Social Equity Working Group

Thursday, February 27, 2025

## Comments and Communications

### 1. Non-Agenda Public Comments/Member Comments

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

## Consent

### +2. Approval of Meeting Minutes

*Francesca Webb, SANDAG*

Approve

The SEWG is asked to approve the minutes from its January 23, 2025, meeting as well as the minutes from the February 13, 2025, joint working group meeting.

[Meeting Minutes 01.23.25](#)

[Meeting Minutes 02.13.25](#)

## Reports

### 3. On the Move

*Michael Terlep, Evan Funk, SANDAG*

Discussion

Staff will present an update on the Caltrans Planning Grant funded study “On the Move” for feedback from Social Equity Working Group members.

[On the Move](#)

[Presentation](#)

### +4. Flexible Fleets Pilot Grant Program Call for Projects

*Jenny Russo, Emily Doss, SANDAG*

Discussion

Staff will present an overview of the pilot grant program and request feedback on the program criteria from SEWG members.

[Flexible Fleets Pilot Grant Program Call for Projects](#)

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

[Presentation](#)

## Adjournment

### 5. Adjournment

The next SEWG meeting is scheduled for Thursday, March 27, 2025, at 9:30 a.m.

+ next to an agenda item indicates an attachment

February 27, 2025

## January 23, 2025, Meeting Minutes

### Meeting Video

Senior Regional Planner Paula Zamudio called the meeting to order at 9:35 a.m.

#### 1. Non-Agenda Public Comments/Member Comments

Public Comments: Purita Javier and Cesar Javier.

Member Comments: None.

#### Consent

#### 2. Approval of Meeting Minutes

The SEWG was asked to approve the minutes from its November 21, 2024, meeting.

Public Comments: Cesar Javier.

Action: Upon a motion by Carol Lewis (El Cajon Collaborative), and a second by Mirjana, the SEWG voted to approve the Consent Agenda, as amended.

The motion passed.

Yes: Rose Ceballos (Bayside Community Center), Lisa Cuestas (Casa Familiar), Jesse Ramirez (City Heights Community Development Corporation), Carol Lewis, Mirjana Rodriguez (Escondido Education COMPACT), Belen Hernandez, Claire Groebner (Olivewood Gardens) Kathie Lembo (SBCS Corporation) and Jennifer Gill (Vista Community Clinic).

No: None.

Abstain: None.

Absent: Operation Samahan, Mid-City CAN, Urban Collaborative Project

#### Reports

#### 3. Regional Climate Action Planning

Associate Regional Planners Natasha Dulik and Samaya Elder presented an update on the development of a long-term vision for climate action in the region and sought feedback on draft greenhouse gas reduction measures.

Public Comments: Cesar Javier.

Action: Discussion

#### 4. San Ysidro Mobility Hub and Blue Line Transit-Oriented Development Project Updates

Associate Regional Planners Zach Hernandez presented an overview of the work completed to date for the San Ysidro Mobility Hub and Transit-Oriented Development Studies.

Public Comments: Cesar Javier.

Action: Information.

## **5. 2025 Social Equity Working Group Work Plan**

Senior Regional Planner Paula Zamudio provided an overview of the Working Group's Charter and facilitated a discussion on the work plan for 2025.

Public Comments: Cesar Javier.

Action: Discussion.

## **6. Adjournment**

The scheduled SEWG meeting is the Joint Working Group meeting on Thursday, February 13, 2025 at 10 a.m.

The next regularly scheduled SEWG meeting is Thursday, February 27, 2025, at 9:30 a.m.

Paula Zamudio adjourned the meeting at 11:09 a.m.

## Confirmed Attendance at Social Equity Working Group Meeting

Jurisdiction	Name	Attended
Chair (Non-Voting)	Mayor Pro Tem Priya Bhat-Patel	No
Bayside Community Center	Rose Ceballos	Yes
	Kim Heinle, Alternate	No
	Lisa Cuestas	Yes
Casa Familiar	Georgette Gomez, Alternate	No
	Goyo Ortiz, Alternate	No
	Jesse Ramirez	Yes
City Heights CDC	Rosa Olascoaga, Alternate	No
	Josh Kohler	No
Chula Vista Community Collaborative	Jovita Arellano, Alternate	No
	Veronica Aguilar, Alternate	No
	Rosa Alcaraz	No
El Cajon Collaborative	Carol Lewis, Alternate	Yes
	Mirjana Rodriguez	Yes
Escondido Education COMPACT	Patty Huerta, Alternate	No
	Rebecca Perez, Alternate	No
	Carolina Plancarte, Alternate	No
	Belen Hernandez	Yes
MidCity-CAN	Ariana Federico, Alternate	No
	Kathie Lembo	No
SBCS Corporation	Mauricio Torre, Alternate	Yes
	Jose Mirelas, Alternate	No
	Jen Nation	No
Olivewood Gardens	Claire Groebner, Alternate	Yes
	Rocina Lizarraga, Alternate	No
	Rene Ramirez	No
Operation Samahan	Kathleen Verances, Alternate	Yes
	Paul Ecado, Alternate	No

	Alix Aceituno	No
Urban Collaborative Project	Barry Pollard , Alternate	No
	Camina Paz, Alternate	Yes
Vista Community Clinic	Jennifer Gill	Yes
	Nanette Stam, Alternate	No
	Carmela Muñoz, Alternate	No
	Alla Valdespino, Alternate	No

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February 27, 2025

## **February 13, 2025, Joint Meeting Minutes**

Deputy Director of Regional Planning Jennifer Williamson called the joint meeting to order at 10 a.m.

### **1. Non-Agenda Public Comments/Member Comments**

Public Comments: None.

Member Comments: None.

### **Reports**

#### **2. SANDAG 201**

Chief Executive Officer Mario Orso and Senior Director of Public Affairs Robyn Wapner presented an update on the agency's activities.

Public Comments: None.

Action: Information.

#### **3. 2025 Regional Plan Update**

Senior Director of Regional Planning presented an update on the Draft 2025 Regional Plan Transportation Network. Working Group members participated in a Q&A session with staff following the presentation.

Public Comments: Carolina Martinez.

Action: Discussion.

#### **4. Adjournment**

The next scheduled Social Equity Working Group meeting is Thursday, February 27, 2025, at 9:30 a.m.

Jennifer Williamson adjourned the meeting at 12:02 p.m.



## Confirmed Attendance at Social Equity Working Group Meeting

Jurisdiction	Name	Attended
Chair (Non-Voting)	Mayor Pro Tem Priya Bhat-Patel	No
Bayside Community Center	Rose Ceballos	Yes
	Kim Heinle, Alternate	No
Casa Familiar	Lisa Cuestas	Yes
	Georgette Gomez, Alternate	No
	Goyo Ortiz, Alternate	No
City Heights CDC	Jesse Ramirez	Yes
	Rosa Olascoaga, Alternate	No
Chula Vista Community Collaborative	Josh Kohler	No
	Jovita Arellano, Alternate	No
	Veronica Aguilar, Alternate	No
El Cajon Collaborative	Rosa Alcaraz	No
	Carol Lewis, Alternate	Yes
Escondido Education COMPACT	Mirjana Rodriguez	Yes
	Patty Huerta, Alternate	No
	Rebecca Perez, Alternate	No
	Carolina Plancarte, Alternate	No
MidCity-CAN	Belen Hernandez	Yes
	Ariana Federico, Alternate	No
SBCS Corporation	Kathie Lembo	Yes
	Mauricio Torre, Alternate	No
	Jose Mirelas, Alternate	No
Olivewood Gardens	Jen Nation	No
	Claire Groebner, Alternate	Yes
	Rocina Lizarraga, Alternate	No
Operation Samahan	Rene Ramirez	No
	Kathleen Verances, Alternate	Yes
	Paul Ecado, Alternate	No

	Alix Aceituno	Yes
Urban Collaborative Project	Barry Pollard , Alternate	No
	Camina Paz, Alternate	No
Vista Community Clinic	Jennifer Gill	Yes
	Nanette Stam, Alternate	No
	Carmela Muñoz, Alternate	No
	Alla Valdespino, Alternate	No

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February 27, 2025

## On the Move

### 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.

### Overview

The On the Move study includes four phases of work:

#### *System Evaluation and Priority Improvement Corridor Identification (PIC)*

The system evaluation and identification of PICs will identify challenges facing San Diego's bus corridors today and identify select priority PICs to advance to the next phase. The evaluation criteria include 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 to enhance operations and improve bus travel times. The recommendations will focus on low-cost, impactful improvements. Project profiles will discuss costs, design considerations, community needs, and potential regional benefits.

#### *Complete Corridor Quick-Build Pilots*

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

SANDAG is working with MTS, NCTD and local jurisdictions to finalize the prioritized PICs. Next steps will focus on the development of recommended improvements for the selected corridors and the development of the conceptual designs. The final recommendations, conceptual designs, and implementation strategies are expected to be completed this summer.

### Action: Discussion

Staff will present an update on the Caltrans Planning Grant funded study “On the Move” for feedback from Social Equity Working Group Members.

### Fiscal Impact:

This report is funded by Overall Work Program Project No. 3401900 for a total of \$500,000. This is comprised of \$442,650 from a Caltrans Planning Grant and a \$57,350 match from SANDAG.

### Schedule/Scope Impact:

On the Move will be completed Summer 2025.

**Antoinette Meier, Senior Director of Regional Planning**



# On the Move

Social Equity Working Group | Item 3  
Michael Terlep, Associate Regional Planner  
February 27, 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

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## Local Example: El Cajon Boulevard

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



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# 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

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# Priority Improvement Corridors

## MTS Service Area

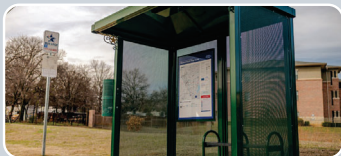
Corridor/Hotspot	Operator	Route Description
<b>Downtown</b>	MTS	Broadway, from City College to Harbor Drive
<b>Genesee (University City)</b>	MTS	La Jolla Village Dr. to SR 52
<b>Lemon Grove</b>	MTS	Broadway from Lemon Grove Ave. to Federal Blvd.
<b>Logan Heights</b>	MTS	National Ave. from SR 15 to I-5
<b>Mission Gorge Road (Grantville)</b>	MTS	Twain Ave. to I-8
<b>National City</b>	MTS	8th St. from 8th St. Transit Center to National City Blvd.
<b>Pacific Beach</b>	MTS	Balboa Avenue from Garnet Ave. to Morena Blvd
<b>Parkway Plaza (El Cajon)</b>	MTS	Village Pkwy./Arnele Ave. at Parkway Plaza Transit Center
<b>San Ysidro</b>	MTS	Willow Rd. from Camino de la Plaza to San Ysidro Blvd.
<b>University Avenue (Mid-City)</b>	MTS	SR-15 to 54th St.

## NCTD Service Area

Corridor/Hotspot	Operator	Route Description
<b>Bear Valley Parkway</b>	NCTD	Sunset Dr to Beethoven Dr
<b>Escondido Transit Center</b>	NCTD	From Quince leaving Escondido Transit Center (ETC), to along 2nd Ave from W. Valley Parkway to Hickory.
<b>Melrose Dr.</b>	NCTD	S. Melrose Dr. from Shadowridge Dr. to Cannon Rd.
<b>Mission Ave. (Escondido)</b>	NCTD	Rock Springs Rd. to Broadway
<b>Mission Rd. (San Marcos)</b>	NCTD	Between Las Posas Rd. and Knoll
<b>Northern Oceanside</b>	NCTD	1. Mission Ave. and Amick St. 2. Mission Ave. and El Camino Real, 3. N. River Rd. and College Blvd."
<b>S. El Camino Real</b>	NCTD	Marron Rd. to Vista Way
<b>Vista Village Dr</b>	NCTD	Vista Way to Civic Center Dr.
<b>Vista Way</b>	NCTD	Jefferson to Italia Way
<b>W. Valley Parkway (Escondido)</b>	NCTD	Valley Parkway from Hickory to Quince

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# Evaluation Criteria



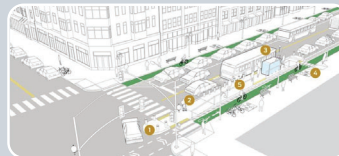
## Passenger Benefit

- Safety
- Ridership
- On-time Performance
- Delay



## Equity

- Ridership Demographics
- Communities Served
- Accessibility



## Feasibility

- Physical Constraints
- Community Support
- Funding Availability

# 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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February 27, 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 SANDAG 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 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 USDOT 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. 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 SANDAG Board of Directors in Spring 2025.

**Antoinette Meier, Senior Director of Regional Planning**

**Susan Huntington, Director of Financial Planning, Budgets & Grants**

Attachment: 1. Draft Evaluation Criteria

### Action: Discussion

Staff will present an overview of the pilot grant program and request feedback on the program criteria from SEWG members.

### Fiscal Impact:

Up to \$4.5 million will be made available through the Call for Projects through OWP 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
<b>1.</b>	<b>FINANCIAL SUSTAINABILITY</b>	<b>20</b>
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
<b>2.</b>	<b>INTEGRATION WITH TRANSIT</b>	<b>20</b>
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
<b>3.</b>	<b>ENGAGEMENT PLAN</b>	<b>15</b>
	Does the Applicant: <ul style="list-style-type: none"> <li>Identify engagement goals?</li> <li>Put forth a plan for engaging community members and organizations throughout the program?</li> <li>Demonstrate how hard-to-reach populations (disabled, underserved, senior residents, etc.) will be engaged?</li> <li>Propose an effective marketing and engagement strategy that includes specific methods to promote sustainable transportation choices?</li> <li>Identify a plan to survey riders and community members before the program launch and throughout the program?</li> </ul>	
<b>4.</b>	<b>EQUITY AND ACCESSIBILITY</b>	<b>15</b>
	How well does the Applicant demonstrate that they will continuously implement measurable equity considerations in their program?	

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

## 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"> <li>• A regional transit station</li> <li>• At least two (2) adjacent transit lines (local/Rapid/express bus route or light rail/regional rail/heavy rail line)</li> <li>• An area that is not served by local or regional transit (a transit desert)</li> </ul>	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

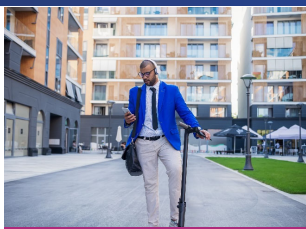


# Flexible Fleets Pilot Grant Program Call for Projects

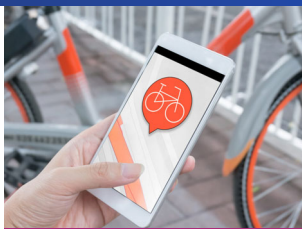
Social Equity Working Group | Item 4  
Jenny Russo, Grants Program Manager  
Emily Doss, Associate Regional Planner  
February 27, 2025

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## Flexible Fleets Overview



Micromobility: Scootershare



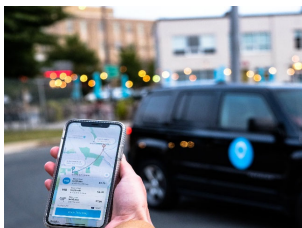
Micromobility: Bikeshare



Neighborhood Electric Vehicles (NEV)



Carshare



Rideshare



Vanpool



Microtransit

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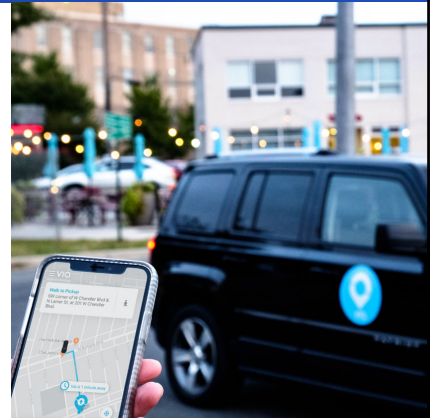
## SANDAG Supported Flexible Fleets



Oceanside NEV  
gO'side



Pacific Beach NEV  
Beach Bug



Southeastern San Diego  
Microtransit

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## Additional Flexible Fleet Services

### Neighborhood Electric Vehicle Services

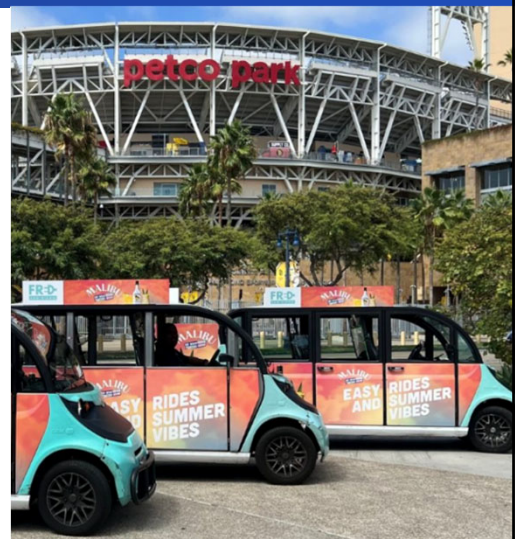
- FRED (Downtown San Diego)
- FRANC (National City)
- Island Express (Coronado)
- IB Shuffling (Imperial Beach)

### Microtransit Services

- Chula Vista Community Shuttle
- Carlsbad Good Ride
- San Marcos Microtransit (NCTD+)
- North Park/City Heights Microtransit

### Coming Soon

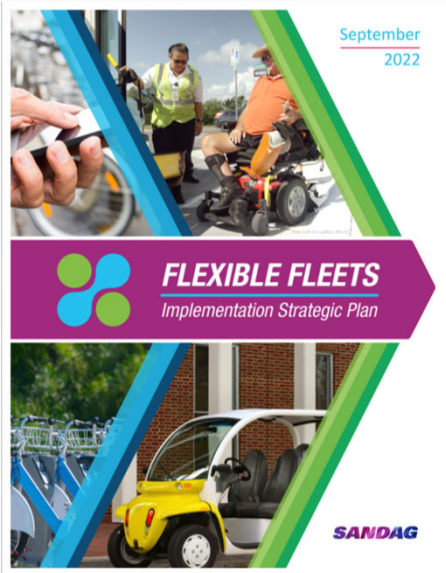
- El Cajon Microtransit
- Barrio Logan/Logan Heights Microtransit



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# Feedback from 2021 CBO Outreach & Mobility Needs Assessments



## South County

- Focus on connections to essential services, rail & bus stops/stations, and to community spaces
- Desire for improved transportation infrastructure and amenities in several communities and expansion of micromobility (bikeshare/e-scootershare) programs

## North County

- Focus on senior mobility needs, connections between urban and rural communities, connections to SPRINTER stations, and connecting jurisdictions/communities along SR-78 Corridor

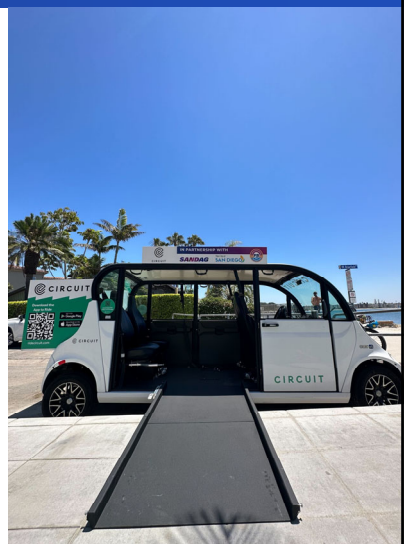
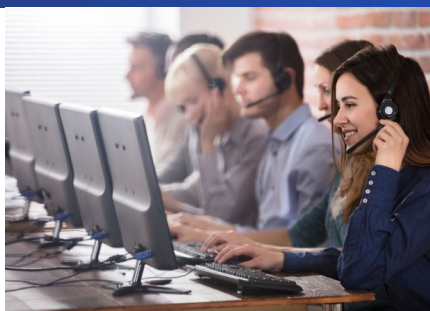
## Central County

- Focus on connections to jobs/schools, essential services, transit centers, and community spaces – especially in topographically-challenged areas (e.g. Paradise Hills & City Heights)
- Desire for active transportation improvements to ensure safe Flexible Fleets operations

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# Accessibility



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## Flexible Fleet Pilot Grant Program Development

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## 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



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## Proposed Eligibility

<b>Eligible Applicants</b>	<ul style="list-style-type: none"> <li>• Local, state, federal &amp; tribal governmental agencies</li> <li>• Transit districts</li> <li>• Military institutions</li> </ul>
<b>Eligible Grant Types</b>	<ul style="list-style-type: none"> <li>• Service Operations</li> <li>• Capital (e.g. vehicles, software, supportive infrastructure)</li> </ul>
<b>Sample Eligible Activities</b>	<ul style="list-style-type: none"> <li>• Direct operations of service (Microtransit, NEV, etc.)</li> <li>• Contract services (Microtransit, NEV, Bikeshare, Carshare, etc.)</li> <li>• Vehicle Procurement</li> <li>• Software/Hardware</li> <li>• Flexible Fleet Supportive Infrastructure (e.g. charging, docking stations, right of way improvements, signage and wayfinding)</li> </ul>

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## 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 and ADA

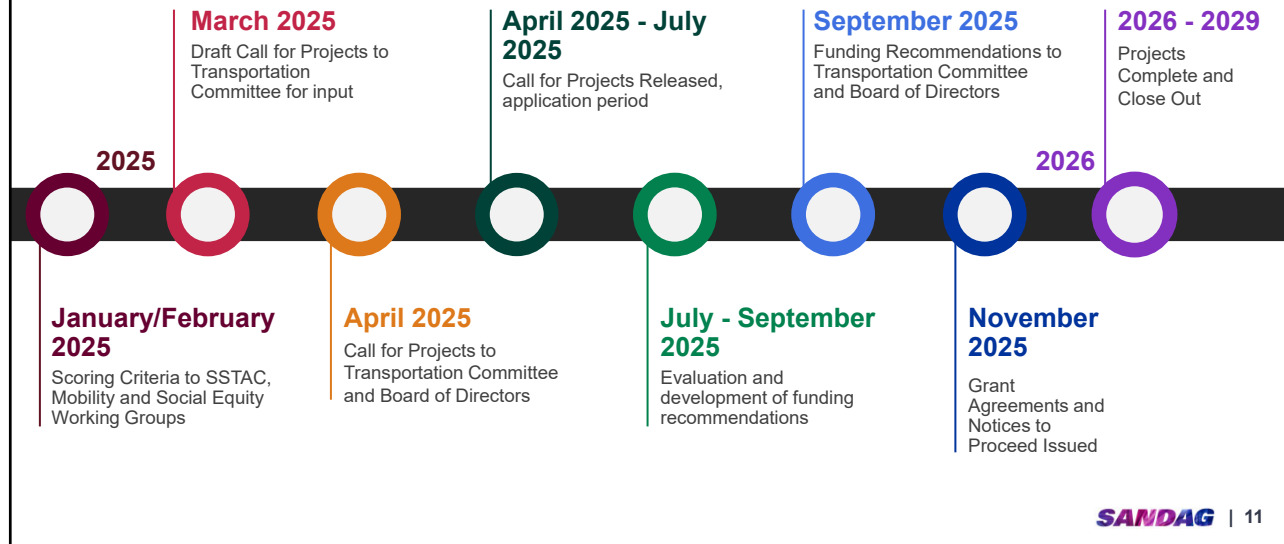


US Department of Transportation  
Federal Highway Administration

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## Anticipated Timeline



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## Draft Evaluation Criteria

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

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