

# *Appendix E*

# E

## **DRAFT PLAN REVIEW PUBLIC INPUT REPORT**



# CARLSBAD SUSTAINABLE MOBILITY

DRAFT PLAN  
REVIEW  
PUBLIC INPUT  
REPORT



# Carlsbad Sustainable Mobility Draft Plan Review Public Input Report

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# Introduction

The City of Carlsbad is taking a new approach to community engagement based on several key principles:

- Members of the public have a right to be involved in decisions affecting their lives.
- Adequate time and resources are provided to allow for meaningful public involvement.
- The public involvement planning process is begun at the earliest stages of decision-making.
- Opportunities for public involvement are clearly defined, including the decision or decisions to be made, the decision-making process and how the public has influenced the decision.
- It is the city's responsibility to seek out and facilitate the involvement of those interested in or affected by a decision. The city errs on the side of reaching out to people who might not be interested, rather than potentially missing people who are.
- Diverse participation helps ensure a broad range of perspectives is considered.
- Public involvement processes are designed to enable members of the public to participate in ways comfortable and convenient for them.
- City staff provide balanced and factual information to the public and do not engage in advocacy.
- Public dialogue strives for a focus on values over interests and positions.
- Members of the public do not need to have technical expertise to provide valuable input. Their everyday experiences as members of the community have intrinsic value to even the most complex and technical decisions.
- Public involvement planning is coordinated across all city departments to ensure consistency and avoid process fatigue.



## Sustainable Mobility Plan Update

The City of Carlsbad has developed a Sustainable Mobility Plan (SMP) to help improve transportation-related safety, reduce emissions, increase travel choices and implement the Mobility Element of the city General Plan.

The SMP examines alternative transportation options in a comprehensive and interwoven way to present an existing and a future network. The SMP developed modal 'blueprints' to evaluate, plan, expand, and fund initiatives such as:

- Bicycle and pedestrian improvements,
- Safe Routes to Schools & Parks,
- Transit,
- Mobility hubs featuring car-share and bikeshare services,
- The Transportation Demand Management (TDM) effort, and
- Improvements in underserved communities such as the Barrio in Carlsbad Village.

As we continue to grow this network, we empower all residents with choices that improve commuting, recreation and getting around our city overall, while accomplishing these important benefits:

- Increased safety
- More convenient options
- Healthier travel options
- Better traffic flow

## Draft Document Review and Online Survey Input

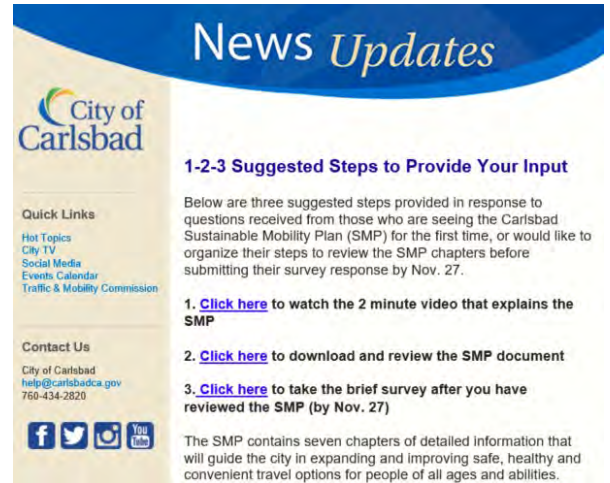
On November 9, 2020, the final draft version of the Sustainable Mobility Plan was posted to the project website for public review. In addition to the plan documents several materials were provided on the website to help summarize the SMP planning process including an informational video, project fact sheets, summaries of prior Stakeholder Working Group meetings and contact information for additional questions.

An online survey was also provided to obtain feedback from members of the public after they reviewed the SMP document. The survey was open from Nov. 9 to Dec. 7, 2020 and 312 responses were received along with 447 individual comments on specific plan elements.

The public feedback survey was promoted through the following engagement methods:

- A link was included on the City SMP webpage which also provided links:  
<https://www.carlsbadca.gov/services/depts/pw/traffic/mobilityplan.asp>

- The survey link was included on the YouTube video description (over 700 video views): [https://www.youtube.com/watch?v=YBKw25OZeMI&feature=emb\\_logo](https://www.youtube.com/watch?v=YBKw25OZeMI&feature=emb_logo)
- The SMP Stakeholder Working Group (SWG) received a personal email on November 9 with an overall SMP update and a request that they inform their respective community / business groups of the video, plan posted for review and survey, as well as November 27 deadline to submit it.
- Mass emails were sent to the following city Constant Contact lists (first email to first three groups, a second email added the last four lists):
  - Parks & Recreation: Trails News & Events
  - Commissions/Boards: Traffic & Mobility
  - Life in Action: Economic Development Updates
  - ACTIVE Ages 13-18
  - ACTIVE Ages 18-50
  - Carlsbad @YourService users
  - City Programs: Walk+Bike Carlsbad
- Social media post and images were developed from the Life in Action brand, which were posted on Twitter, Instagram, and Facebook: <https://twitter.com/Carlsbadbiz/status/1330920888523317248>



## About the Findings

By providing a way for the public to provide input at a time that is convenient to them, decision makers can hear from a larger and more diverse group of community members. Respondents were asked to disclose where they live, and the survey website prevented more than two responses per computer IP address (a computer's unique address). However, unlike a scientific survey, the findings of this process cannot be generalized to the entire Carlsbad population within a defined level of confidence.

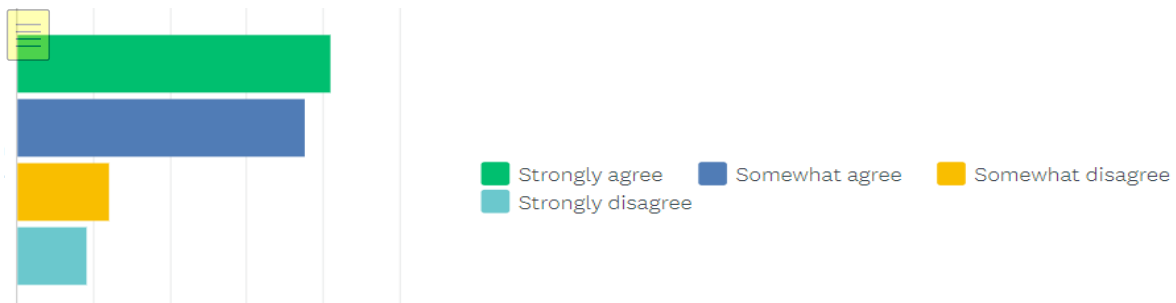
That's why the input in this report should be considered with a similar weight as other qualitative forms of feedback that have always been part of the city's decision-making process, such as comments made at City Council meeting or emails sent to the city expressing an opinion.

Question 1: Regarding the overall Sustainable Mobility Plan, please indicate the extent to which you agree with the following statements:

Total number of respondents: 300

**The plan increases access to travel options through enhanced walking, bicycling and public transportation systems.**

Strongly agree: 40%      Somewhat agree: 37.9%  
Somewhat disagree: 12.5%      Strongly disagree: 9.5%



**The plan will enable a shift away from single occupant driving to walking, cycling and transit.**

Strongly agree: 24.5%      Somewhat agree: 35.5%  
Somewhat disagree: 20.4%      Strongly disagree: 19.4%



**Once the SMP is implemented I will have enough options for getting around the city using my preferred mode of transportation.**

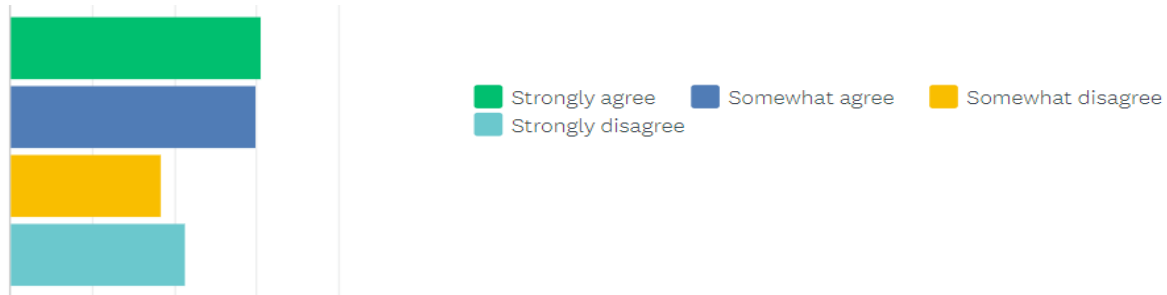
Strongly agree: 25.3%      Somewhat agree: 32.4%  
Somewhat disagree: 23.9%      Strongly disagree: 18.2%





**The planned network could make it easier for me choose other ways for getting around Carlsbad besides driving alone in my car.**

Strongly agree: 30.3%      Somewhat agree: 29.6%  
Somewhat disagree: 18.1%      Strongly disagree: 21.9%



Question 2: Chapter 5 proposes improvements and new facilities to enhance citywide networks for walking, trails, cycling and transit. Focusing on the following sections in Chapter 5, please indicate how well they will meet the community’s needs.

Total number of respondents: 254

**How well will the planned pedestrian network meet the community’s needs?**

Perfectly meets needs: 11.4%      Meets many needs: 44.4%  
Meets some needs: 33.4%      Doesn’t needs at all: 10.6%



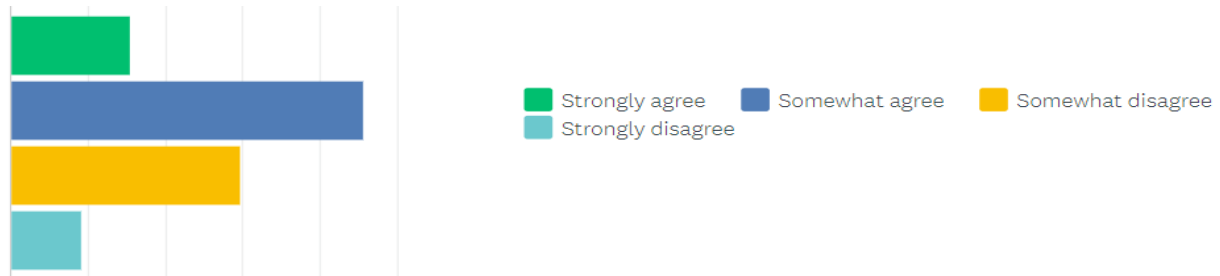
**How well will the planned trail network meet the community's needs?**

Perfectly meets needs: 15%

Meets many needs: 45.6%

Meets some needs: 29.7%

Doesn't needs at all: 9.5%



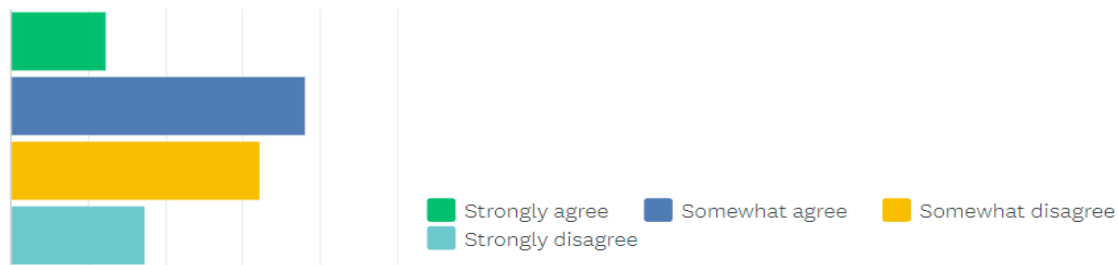
**How well will the planned bicycle network meet the community's needs?**

Perfectly meets needs: 12.7%

Meets many needs: 37%

Meets some needs: 32.2%

Doesn't needs at all: 17.9%



**How well will the planned improvements provide better access to transit?**

Perfectly meets needs: 13.5%

Meets many needs: 36.2%

Meets some needs: 30.6%

Doesn't needs at all: 19.5%



Question 3: Please share any additional comments or questions about the planned networks for walking, trails, cycling and transit as described in Chapter 5.

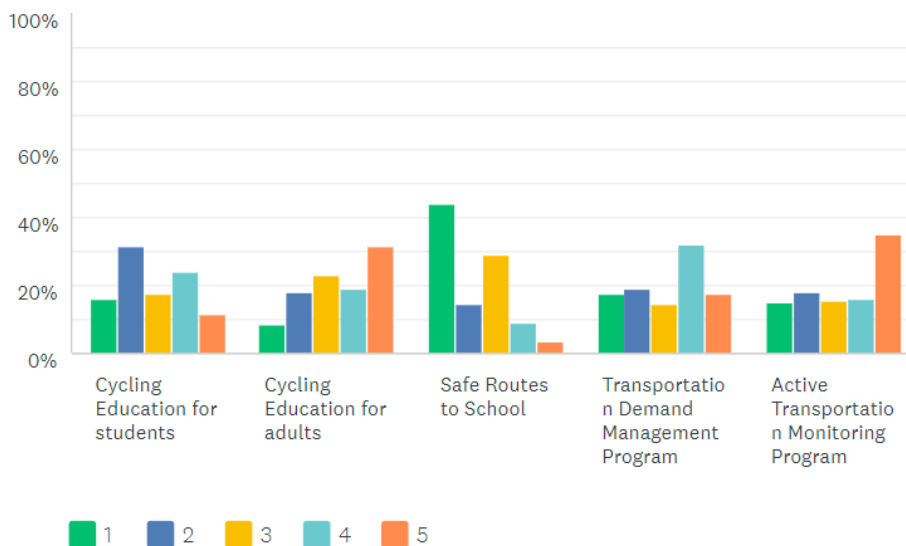
Some common themes emerged from the comments in this question including expanding or improving the following areas:

- Safety
- Biking
- Walkability
- Transit
- Accessibility
- Improving the flow of traffic

A verbatim list of comments can be read in the appendix of the report.

**Question 4: Chapter 6 presents key programmatic recommendations to support active travel infrastructure and behavior changes. Please rank how the city should prioritize these programs, with the top of the list being highest priority.**

Total number of respondents: 254



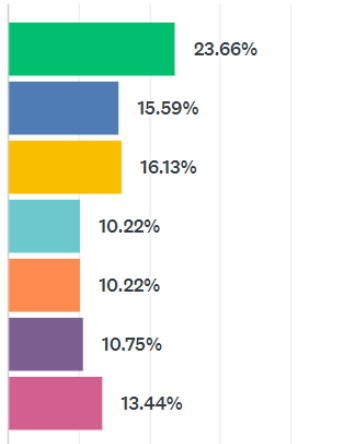
**Question 5: Please share any additional comments or questions about the mobility programs recommended in Chapter 6.**

Respondents had an opportunity to share ideas, concerns and comment on the proposals in an open-ended format. A verbatim list of comments can be read in the appendix of this report.

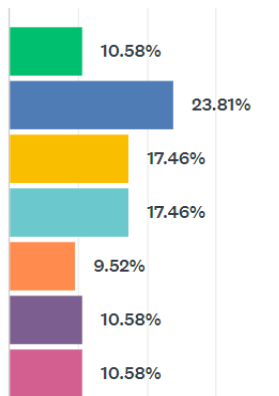
Question 6: Thinking specifically about the Safe Routes to Schools Program (described in Chapter 6), please rank which strategies you think the city should spend the greatest time and resources on, with the top of the list being highest priority.

Total number of respondents: 189

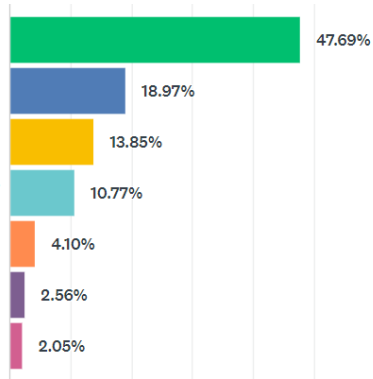
### SchoolPool carpools



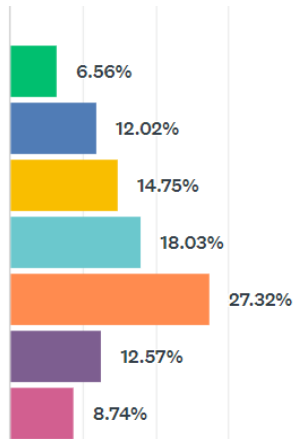
### Parent surveys



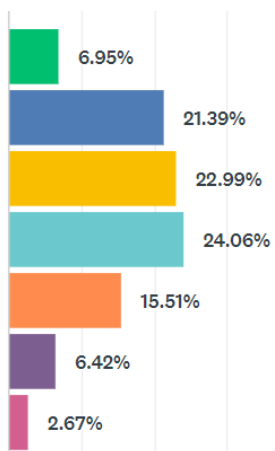
### Walk audits to identify dangerous conditions for students walking to school



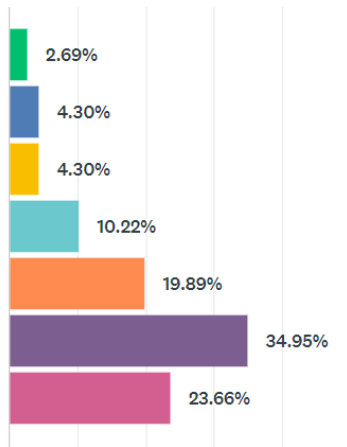
### Conceptual Improvement Maps for Infrastructure



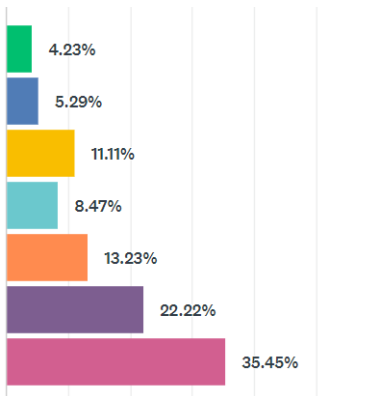
### Suggested routes to schools maps



### Community promotional events



### Training and education opportunities/materials



### Question 7: What is the most effective action the city can take to encourage school site participation in the Safe Routes to Schools program?

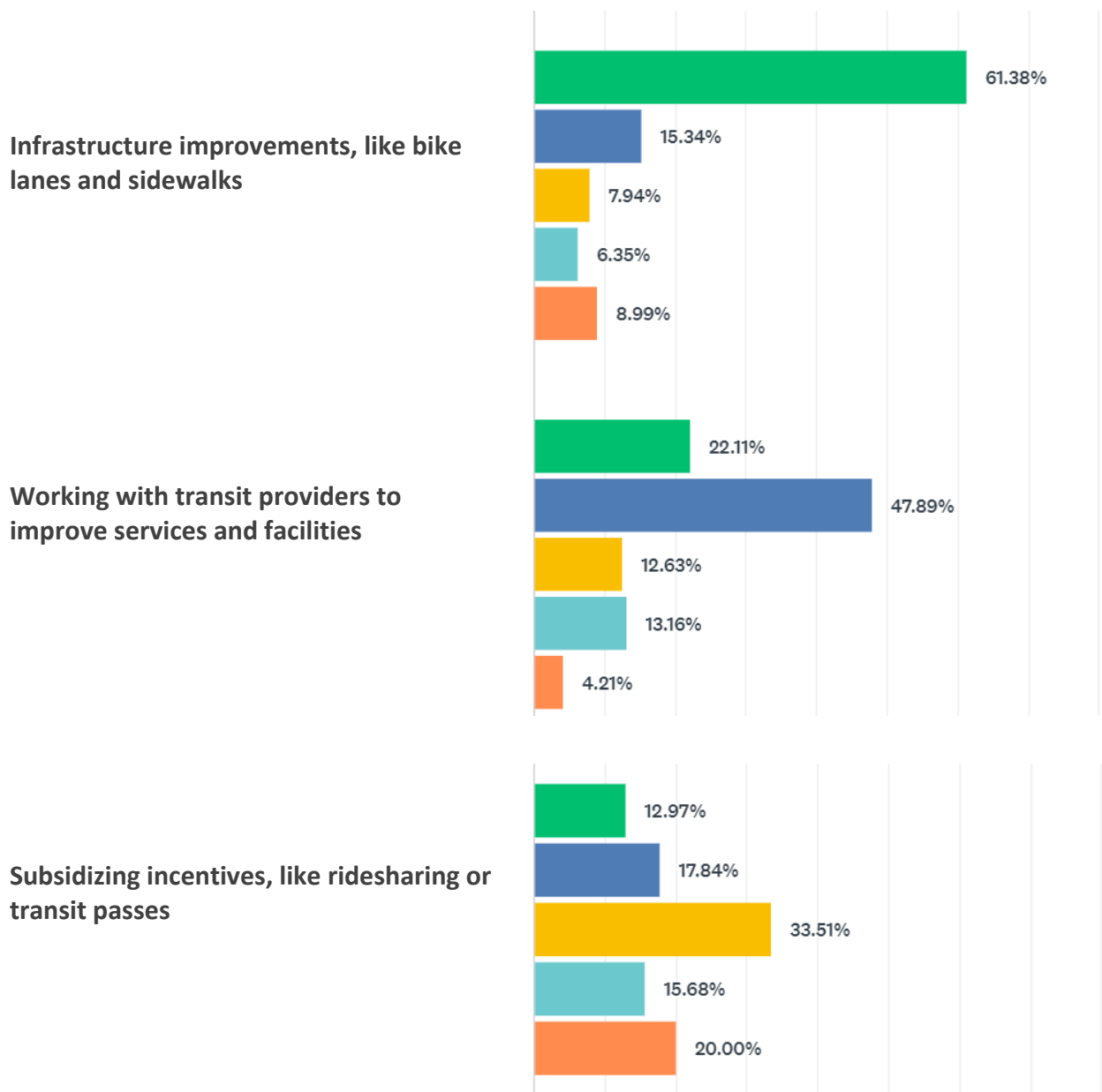
Less than half of the respondents answered this question and most of them recommended that the plan address the safety and walkability of the routes near the schools and suggested making improvements to sidewalks, add staff/volunteers at crossings, and allocating additional resources to enforce traffic laws.

ride Engage Make much better district walking route school safe  
 walking biking parents need school cars kids safe routes  
 bike etc students crossings routes think children Community  
 encourage

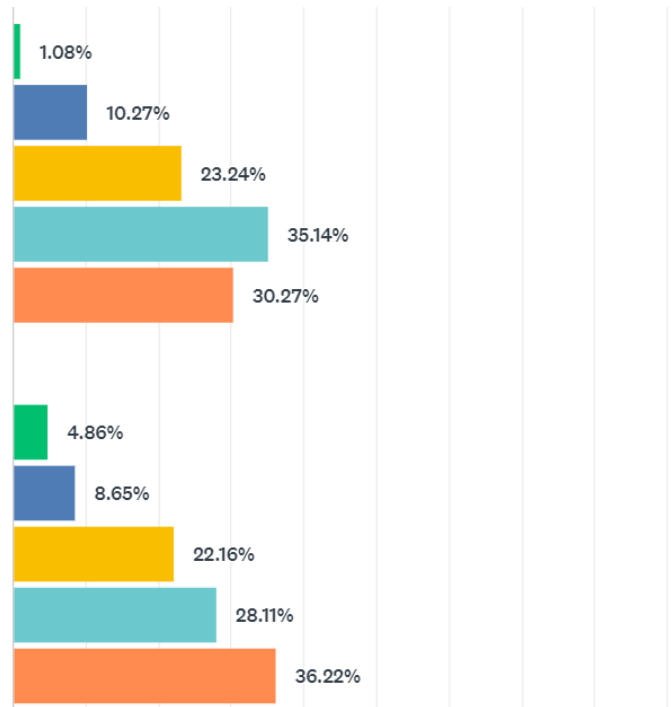
### Question 8: Do you have any additional comments or questions about the Safe Routes to Schools program?

A number of respondents addressed the issue of safety of existing walking and biking routes, among other themes. A verbatim list of comments can be read in the appendix of this report.

### Question 9: Thinking specifically about the Transportation Demand Management program (described in Chapter 6), which seeks to reduce vehicle trips and miles traveled, please rank which strategies you think the city should spend the greatest time and resources on, with the top of the list being highest priority.



**Marketing campaigns promoting the benefits of activities like telecommuting, carpooling, etc.**



**Implementing micromobility services, like bike sharing and scooter sharing**

### Question 10: Do you have any other comments on the Transportation Demand Management program?

Participants shared their opinions about a series of themes including parking, ride-sharing services, the needs of the elderly and individuals with disabilities, regulating the use of e-bikes, installing electric vehicle charging stations, and improving infrastructure and safety for bikers, drivers, and pedestrians. A verbatim list of comments can be read in the appendix of this report.

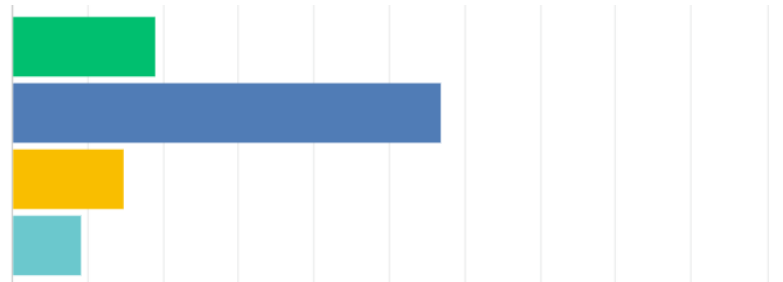


Question 11: Chapter 7 consolidates recommendations from previous mobility plans and prioritizes them into an action plan. Considering the prioritization criteria listed in Table 7-2, please indicate the extent to which you agree with the following statements:

Number of respondents: 189

**The prioritization criteria make sense and are understandable.**

Strongly agree: 18.9%  
 Somewhat agree: 57.5%  
 Somewhat disagree: 14.9%  
 Strongly disagree: 9.6%



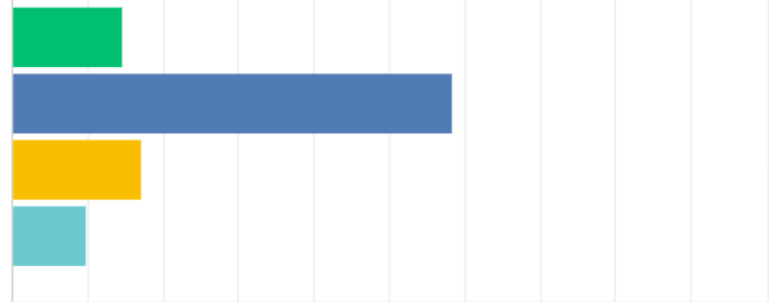
**The prioritization criteria appear to be reasonable for achieving the plan's goals.**

Strongly agree: 15.5%  
 Somewhat agree: 58%  
 Somewhat disagree: 15.5%  
 Strongly disagree: 11.2%



**The point values assigned to each criterion are appropriate.**

Strongly agree: 15%  
 Somewhat agree: 57.5%  
 Somewhat disagree: 17.2%  
 Strongly disagree: 10.2%



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ Strongly agree   
 ■ Somewhat agree   
 ■ Somewhat disagree  
■ Strongly disagree

## Question 12: Please share any additional comments or questions about Chapter 7:

41 participants listed their concerns and the following themes emerged:

- Increase access to the beach via public transit
- Improve safety of existing bike lanes before increasing number of bike lines
- The Plan is too complex or comprehensive to be easily understood
- It is important to reduce our reliance on driving
- Each area of the city has different needs due to their geography and density differences
- Provide better access to public transit
- Provide more Electric Vehicle (EV) charging stations
- Consider the needs of seniors and individuals with limited mobility

A verbatim list of comments can be read in the appendix of this report.

## Question 13: What else would you like us to consider as part of this plan?

The following themes emerged from the 93 responses received. A verbatim list of comments can be read in the appendix of this report.

essential<sub>fast</sub> trails<sub>walk</sub> sidewalks<sub>pedestrians</sub> areas<sub>Add</sub> people  
closer bus<sub>great</sub> parking<sub>cross</sub> bike lanes<sub>pedestrian</sub> bike  
cars<sub>Safe</sub> walking areas<sub>bike</sub> drive need<sub>car</sub> lanes  
safety<sub>bike</sub> paths use<sub>Village</sub> street<sub>roads</sub> plan<sub>routes</sub> safe  
allow transportation<sub>work</sub> street parking<sub>senior</sub> residents



# CARLSBAD SUSTAINABLE MOBILITY

## APPENDIX



# Carlsbad Sustainable Mobility Appendix

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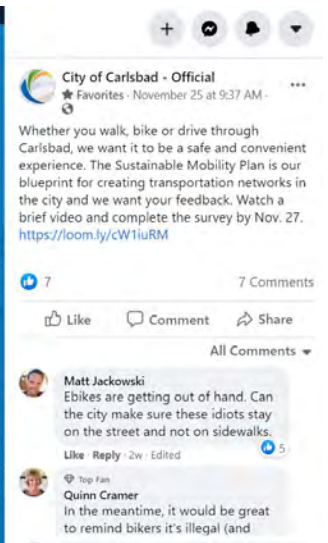
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# CARLSBAD SUSTAINABLE MOBILITY

## APPENDIX

# Facebook Input

A small number of survey related comments were posted in response to the Facebook promotions for the online survey. Below are the verbatim comments.



Like · Reply · 2w



**Joel Tarquin**

**Quinn Cramer** When there is actually a "safe" bike lane, with some type of concrete divide, my kids and I will stay off the sidewalk.

Like · Reply · 1w



Top Fan

**Quinn Cramer**

**Joel Tarquin**, in the meantime you and your kids will be endangering pedestrians, including elderly folks with osteoporosis. I hope you have a good lawyer!

Like · Reply · 1w



**Christian Flores**

I've seen more elderly people on electric bikes than I've seen them walking down sidewalks

Like · Reply · 1w



**Gus Ballas**

**Quinn Cramer** too many texting drivers... always go on the sidewalk.

Like · Reply · 1w



Top Fan

**Quinn Cramer**

**Gus Ballas**, it's illegal in Carlsbad. Ride in Oceanside.

Like · Reply · 1w



## Online Input

Comments provided in the open ended question have been listed below. Here, we look at the answers for all participants.

Question 1: Regarding the overall Sustainable Mobility Plan, please indicate the extent to which you agree with the following statements:

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
<p>▼ The plan increases access to travel options through enhanced walking, bicycling and public transportation systems.</p>	40.92% 124	37.62% 114	12.21% 37	9.24% 28	303	3.10
<p>▼ The plan will enable a shift away from single occupant driving to walking, cycling and transit.</p>	24.18% 74	36.27% 111	20.26% 62	19.28% 59	306	2.65
<p>▼ Once the SMP is implemented I will have enough options for getting around the city using my preferred mode of transportation.</p>	25.00% 76	33.55% 102	23.68% 72	17.76% 54	304	2.66
<p>▼ The planned network could make it easier for me choose other ways for getting around Carlsbad besides driving alone in my car.</p>	30.49% 93	29.84% 91	18.36% 56	21.31% 65	305	2.70



Question 2: Chapter 5 proposes improvements and new facilities to enhance citywide networks for walking, trails, cycling and transit. Focusing on the following sections in Chapter 5, please indicate how well they will meet the community’s needs.

	PERFECTLY MEETS NEEDS	MEETS MANY NEEDS	MEETS SOME NEEDS	DOESN'T MEET NEEDS AT ALL	TOTAL	WEIGHTED AVERAGE
Planned Pedestrian Network	11.49% 30	44.06% 115	34.10% 89	10.34% 27	261	2.57
Planned Trail Network	15.44% 40	45.56% 118	29.73% 77	9.27% 24	259	2.67
Planned Bicycle Network	12.40% 32	37.98% 98	32.17% 83	17.44% 45	258	2.45
Planned improvements to provide better access to transit	13.57% 35	36.43% 94	30.62% 79	19.38% 50	258	2.44

Question 3: Please share any additional comments or questions about the planned networks for walking, trails, cycling and transit as described in Chapter 5.

Concerned about crossing Monroe at Wickham/Hosp.. not sure of the plan for Jefferson next to the lagoon.
There is an increased volume of e-bikes traveling to the beach from the east poinsettia/bressi ranch/la Costa greens area via poinsettia (especially after the bridge opens). I wish there were more safe biking lanes via poinsettia, similar to what is planned closer to the beach. E-bikes significantly expand what should be considered “local or short bike rides”.
I did not see anything about the continued need for better public bus routes. My son is disabled and this is the way he gets around town. He doesn't have a job where his employer is going to provide ride share. The city needs to stop cutting the bus routes. Maybe if there were more routes serving the disabled community ( or those without cars) ridership numbers would go up.
Mobility hubs are a great way to for people to choose their best options. I would like to see car transportation more disincentivized over other modes.
Most important issue to me is building out missing sidewalks, especially in areas west of El Camino. Also, creating as many protected bike lines along coastal routes is another top concern I would like to see addresses.
The trail network needs to bridge neighborhoods better. There are many suburb cul-de-sac areas where even 100 feet of trails would turn a 20-minute walk to the store into a 5-minute walk. It's not about how long the trails are, but about how many "shortcuts" they will create. The bicycle plan isn't aggressive enough. El Camino Real and Palomar Airport road should be separate multi-use paths. They are the main arterials for Carlsbad and connections to the

<p>neighboring cities</p> <p>They're both big enough to speed on and they never back up, there should be a multipurpose bike trail through there instead of a buffer.</p>
<p>The bridge over I-5 on Tamarack needs widening and better and wider sidewalks and bike lines. Adams St near a church and schools needs drainage, no other street in Carlsbad looks as bad as Adams after a rain storm. Adams St near St. Pats school needs sidewalks. Who else has no sidewalks near a school or shopping. Going on 2021, this needs fixing. The size of the puddles on Adams St after rain are huge and people walk in the middle of the street.</p>
<p>Are pedestrians going to feel safe next to traffic in pedestrian zones (p.105)? Part of the reason for people not walking is lack of amenities within walking distance, or for not biking is the terrain, things this plan can't really address. And with little public transit, some people don't have any other option but to drive. Is there a way to promote neighborhoods to share transportation for these people?</p>
<p>should include services such as Uber and proposed self-driving car pick up services which would enable older residents to live in their home independently, longer</p>
<p>Great start here. There does seem to be too much focus on Village projects. Other areas of the city need attention also!</p>
<p>I'm seeing more electric bikes being used especially by young middle schoolers and older people but the bike paths/routes are still next to cars. We need barriers to separate the bike paths from cars so our families can ride to the coast, to the beach, to school, and around town without leaving our safety up to car drivers. "Sharing the road" strategy is not sharing the same level of safety between bikes and cars. Start closing some streets and make them bikes only.</p>
<p>Carlsbad's mobility is fine. My comment is in regards to lack of enforcement. Jaywalkers are dangerous and never seem to get ticketed. There is NEVER enforcement on the seawall and up top ... constant bikers, skateboarders, dogs, dog poop, etc. The seawall is supposed to be for pedestrians only! The city's employees/volunteers need to tell those folks to use the bike lane.</p>
<p>Additions to cycling transit are not a good use of funds. Very few of us can cycle. Sharrows are horrible. Refocus on other areas.</p>
<p>Need to have a better address area's around the city that are not easily accessible to the disabled, handicapped and elderly citizens. Smoother sidewalks, more crosswalk lighting.</p>
<p>Not enough Class II or I bicycle streets</p>
<p>Please put an emphasis on access to transit and less emphasis on recreation. We need more efficiency, not more options. This is not Encinitas- we don't need to take out car lanes to create bike and pedestrian lanes that are used by few.</p>
<p>You are delusional if you think the majority of people are going to abandon the use of their cars to walk or bike to work/ school. Parents are too petrified of predators on trails to send their kids solo. Most people take their kids to school and then go to work. You can not efficiently provide public transportation to go from home to schools to work. I have to drive my child into San Elijo Middle School only to backtrack and go to Oceanside out by the pier. You have allowed builders to overbuild/ develop causing too dense of a population for the roads. Public transportation is a black hole for the cities budget.</p>

<p>Coastal Rail Trail is essential! It's long overdue.          If funding from this is moved then it will never happen.          The language is "May" Not we are implementing. from chapetr 5 "Due to the significant cost of completing the long-term alignment, which includes crossing three lagoons, an interim alignment has been included, which includes Class II and III on-street facilities which may be implemented while additional funding is being sought for long-term Class I facility.          Coastal Rail Trail entrance in Encinitas, CA          These improvements will likely require additional right-of-way, planning and engineering services to arrive at a preferred alternative."</p>
<p>The plan doesn't provide much for cycling, basically just going through the motions. Also without firm commitments for completion dates, it's nothing more than a show of intentions without actions.</p>
<p>The City should have developed these plans before you OVERBUILT ! ! !          BIKE Lanes - are inadequate and unkempt. See how long you can ride on the current bike lanes without some tourist hitting you or getting a flat tire because of all of the debris on the road....FIX WHAT YOU HAVE, THEN IMPLEMENT THE BIKE PLAN          Pedestrian Network - My street does not have enough sidewalks, so we have to dodge cars to walk around the block. I line on Skyline RD, if you were wondering. As for safety, go to Tamarac ave and Skyline and watch all of the cars 'run the red light. So where are the police? As for transit, you have overbuilt without it...</p>
<p>We have more trails than we need already. Empty buses and trains show we should reimburse low income people using ride sharing and other private services rather than increase public transportation access. Residents routes and needs change too fast for public transportation to be convenient and cost effective. I recently changed from car to pedal assist bicycle and find bicycle infrastructure adequate. I hike regularly and rarely encounter another hiker in a trail. Standalone bike and pedestrian trails which provide shortcuts and no motor vehicle traffic across major streets and highways like I-5 are preferred. Overall, this looks overplanned for a city of this size.</p>
<p>Need Coaster to run more frequently. Keep bicycles off the sidewalks. Enforce vehicle laws on bicycles.</p>
<p>The expansion to the Coaster Rail Trail is very exciting. I don't live in Carlsbad Village Drive, so I'm mostly unaffected by the other planned improvements, especially with an ETA of 20-30 years.</p>
<p>The problem with Carlsbad is the geography and landscape. The most effective methods for increasing alternative transportation methods is to level the landscape and reduce the number of hills walkers and cyclists have to climb.</p>
<p>La Costa Valley does not benefit from most of this.</p>
<p>While existing bike lanes, and green striped bike lanes are nice. I would not feel comfortable riding near 40 MPH+ cars without a separating median.</p>
<p>It can be used for recreation, but it is not sustainable for actual commuting,</p>
<p>This is so needed!! We moved to Olde Carlsbad to be able to get around without our cars. Sadly, we don't currently feel entirely safe doing so at many times during the day due to vehicle congestion. Bravo Carlsbad! Thank you for proposing this change!</p>

<p>The intersection light at Terramar at Cerezo Drive and Carlsbad Blvd. needs a round-a-bout on Carlsbad Blvd. This is an extremely dangerous intersection and cars run the light looking at the ocean and turn into the neighborhood to make high speed u-turns in the neighborhood to head south along carlsbad blvd. to park at the beach. There is no other way for anyone wanting to park on the cliffs if they are heading north; they are forced to u-turn in the neighborhood. We also need a side-walk along cerezo to get to the beach so children, surfers, beach-goers etc. don't have to walk head on into traffic to get to the cross walk.</p>
<p>I think adding as many bicycle options as possible is huge. With E-bikes becoming more popular, bicycling is an excellent option for transportation if the streets and paths are safe with proper protections from vehicles.</p>
<p>Our safety has now changed. I will not board a transit at this time. Biking is great if you are not having physical issues. We need to address but complexion of safety has change do to viral conditions. It is a new concern.</p>
<p>There are quite a few disabled individuals in our community. I didn't see them addressed in the plan. I would like to see that addressed as well. I can think of three blind community members that I see regularly. One has a dog and two use canes. My husband is in an electric wheelchair and there are mobility gyms and clinics within a 20 minute drive of Carlsbad.</p>
<p>Cycling needs to have more than a line painted on the side of the street, more class 1 paths are needed. many of the access routes to the beach are on very busy steets (La Costa is a very good example) with cars traveling at high speed (50 or above) and no protection.</p>
<p>Cycle tracks are death traps - check out the debacle in Encinitas - full of sand, strollers, people putting beach chairs in the lane, etc. They are unridable. Buffered bike lanes are less problematic, but still end up full of road debris as the cars sweep the crap into the bike lane. These need to be cleaned much more frequently than the road. When they are full of crap they are unrideable unless you like dodging bits of tire, broken glass, trash, and other road debris, along with flat tires. Carlsbad has the best bike lanes in San Diego County along the coast. Don't screw them up in an effort to get kids and idiot tourists onto e-bikes.</p>
<p>Why are the trails closed that connects Marron Rd between College and El Camino Why is the trail locked and closed that Connects Haymar. we should be able to run(hike) from College to the Coast. There is no sidewalk along Jefferson and the Lagoon. These should be first priority.</p>
<p>Your invitation email said watch video and take survey. There are no details in the video to be able to answer these questions.</p>
<p>People aren't going to shift to transit. Make the roads more vehicle-friendly too. We aren't getting out of our cars! We don't want to.</p>
<p>Need to address "Older neighbors" with access issues as well as the newer expanding ones</p>
<p>I found it hard to understand exactly what the top 10 priority projects are and what they will deliver when. Beach access, trail and park access and public transportation within Carlsbad would be my priorities. I'd like a clearer idea of projects that will in fact strat in 2021.</p>
<p>There are dangerous sites near my neighborhood that have not been corrected despite several reviews. Lakeshore Gardens Mobile Home Park has a pedestrian gate opposite Ralph's shopping center, just south of Poinsettia on Avenida Encinas, with sidewalks, but no safe connection/path/traffic light/marker to cross the street. Seniors use this area every day and are at risk crossing Avenida Encinas. A safe way to cross the street there should be included in</p>

<p>the plan.</p> <p>Also, using the now fenced area on Poinsettia at Avenida Encinas should be part of the rail trail with public access. Please include these two items in the new plan, and please make it happen for the benefit of all the residents who live and walk here.</p> <p>Thank you.</p>
<p>It is vitally important for the City's efficient and effective traffic &amp; mobility system, particularly public safety and reduction of commuter frustration &amp; stress, that College Blvd. be completed ASAP.</p>
<p>Consider seniors who reside homes in District 2 who would prefer alternative means of transportation such as shuttles or energy-efficient experimental vehicles to downtown Carlsbad or the Palomar Airport. Also consider the safety of seniors using golf carts or other mobilized vehicles.</p>
<p>As a full-time bicycle and walking commuter these plans actually matter to me, and I was glazing over about one slide through the .pdf. It would seem naive to think community members that don't have the same motivations would be interested in investing in the research needed to adequately answer this survey.</p>
<p>I enjoy walking, but, when I need to get somewhere I prefer driving. This plan is a waste of taxpayer's money.</p>
<p>The planned improvements sound wonderful. I would also suggest more bike racks plus ebike/scooter charging stations. I am very supportive of the plans for The Village, Barrio and Grand Ave. It would be good if the city would coordinate with NCTD for better cleanliness and safety at the train stations and on the buses and trains.</p>
<p>These options are not practical for the elderly</p>
<p>Transit use is lead by the convenience of schedules and frequency of the service. Access won't improve use if service remains infrequent.</p>
<p>Most women over 60 will not be biking around.</p>
<p>Arroyo Vista and Bellagio trails do not connect to anything - how to get to beach or other destinations? Bike and walking trails (not road lanes) to beach are needed.</p>
<p>these can't happen soon enough too long over due!</p>
<p>Ridiculous amount of money being wasted on these plans that, in my personal opinion, will barely move the needle in terms of changing how people travel. Electric vehicles will do the most to reduce greenhouse gases, not biking.</p>
<p>there is no comments for state street fast traffic, laguna street fast traffic and minimal stop signs to stop cars and allow for someone to run across the street..... All intersections on state need a stop sign or pedestrian button, Same as on Laguna drive.</p>
<p>Cycling extending.</p>
<p>I find the report hard to read. It seems filled with platitudes and I hope it will still allow for parking access to shops and businesses. And now being closer in age to the 80 years group and not the 8 year old group, I find the hills harder to navigate for sustained walking. I did not see the inclusion of benches or seating areas where the pedestrian could sit and catch her breath while walking approx. 2 miles to shops. I live in Aviara. Specifically why is a complete sidewalk with benches along Alga Road not a higher priority? Also the sidewalk along El Camino Real near La Costa is not complete. The flashing lights for pedestrian crossings is a real improvement. For the arterial safety should demand that the bike lanes be hardened to</p>

protect cyclists from cars and not just painted lanes or the stamp on the lane of a bike indicating mixed use as one sees along parts of 101 in Encinitas.
Concerned about resident input for Village Transportation Hub and the lack of residents representing residents in the Stakeholder Advisory.
Myopic plan without consideration of the needs of small businesses. Any input from SANDAG, a corrupt organization with impractical views of excessive taxation to institute idealistic, impractical totalitarian views on the city. From all the small business owners in Carlsbad California, you forget that most of our employees can't afford to live in this area. Having an ideal transportation plan within a city that is surrounded by other cities that may not share this ideal, only further drives up costs or cripples small businesses by forcing employees from outside the city to pay higher taxes to drive their own cars or take mass transit which is not only unsafe but extremely inefficient. Fact is most people aren't going read this. I am for freedom of choice not for being forced into moving about the city in the way that only idealists and those contractors/profiteers sell to us as correct and there's a line with is inline with their distorted vision.
Your efforts at public transit have been costly and have failed miserably!!!no one uses it....only empty seats
Walking for exercise , pleasure, commuting and shopping are so different based upon location of housing and shopping.
Connections need to be more than lines on paper. The experience for the pedestrian on those connections is important. Is it level for walking, are there trees or other pedestrian-scale amenities, are there places to stop/sit, and does it provide an alternative that is attractive and easy enough to make it a preference over driving?
Disagree with delay in completing the dedicated trail for pedestrians & bikes along the railroad tracks. Safety from cars & dedicated path across the City should be done now. Also trenching the railroad tracks across downtown and Tamerack would enhance quality of living
Seems good for recreational purposes for some age groups but not for most errands which require carrying items on the return trip. Improves non personal vehicle access to transit hubs.
Should have extensive bike path and trails throughout the entire San Diego County
I have not seen the plan: I am answering these to reaffirm your commitment to the plans as described in the questions!!
I want the most automobile friendly plan.
75+ and not in need of improvements as they don't affect the elderly. Still waiting for Poinsettia extension to open. Taking way too long.
You can't really plan how people will ever use public transit or how they travel. Just work on improving traffic flow for congested signals and intersections and let people travel when and how they prefer. Stop the pitch about safety, I'll look out for myself. And really, climate change proposals are not a reality. Just enforce laws that help prevent pollution which will help clean up the environment.
Please provide few roundabouts in La costa Ave From El Camino to RSF. You have done a good job of adding bike lanes , but is still not safe as many cars speed up in La Costa Ave , they do not adhere to speed limits. By adding roundabouts it will help to regulate traffic to go slower.

You specifically need a round about at entrance of Paseo Del Norte Apt complex and one in front of Marbella both are in 2400-2500 block of La Costa Ave.
we need more dedicated bike paths away from transit. What is being done to enhance the trails to rail?
I just watched the video you recommended and it did nothing to let me know about the questions above. My recommendations: 1) Cross walks at Tamarack and Carlsbad Blvd (Hwy 1) should allow for diagonal crossing reducing the time required for pedestrians to cross. This is what is available at two crosswalks further north on Hwy 1; and maximize the train track under level street distance;
I would still need my car to get around. Since electric cars and hybrids which don't pollute are quickly becoming the norm, much of this plan is a huge waste of taxpayers' money.
Tripling Bike miles feels too much. It may make car traffic worse. Big cities seem to want that, but I like Cbad as it is now. do not over react to Sacto....
Any plan must have access for toilet facilities along the route.
Don't meddle with what's already working. We hore you people to keep the roads smooth and crime down.
1 in 5 of the walkers and cyclists have a Hearing loss according to Johns Hopkins Study. It would benefit Carlsbad to implement the Hearing Awareness Symbol that could with licensing be placed on the trails and walks for safety and worn by those who have a hearing loss. Contact Teresa Barnes RN @760.717.8190 or TBarnes@HearCommunication.com. Mayor Hall. Keith Blackburn, Cori Schumacher and Dr. Patel have all been presented with this concept. As well as Jason Haber.
DO NOT make the same mistake as Encinitas with the disaster of the cycle traps on coast highway south of Chesterfield Drive. The cycle traps have made the area MORE dangerous, a nightmare to maneuver and an eyesore. Focus on lane diets and stripping but NOT curbs or other 'traffic furniture' that makes it even more dangerous for cyclists.
The trail network has been talked about for a while, wouldn't take as much to improve as other aspects, should be higher in the priority.
Makes parking for people who work in the village area harder to park, and parking is far away from our businesses. Some of us have a lot to carry. The quaintness of the Village is being replaced with trying to look like Orange County all for the greediness of money!
Evaluating the use of roundabouts I believe would provide more safety and helps with flow of traffic. But we must focus on congestion issues
It doesn't appear Olivenhain Road has been addressed. That is a very dangerous and scary stretch to walk along to get to the forum. I would like to see a pathway developed from La Costa Valley near their RV parking down to El Camino Real as an alternative route to walk to the Forum shops etc.
Plan is not ambitious to shift well-establish habits. In order to challenge established new behavior, new transportation options need to exceed in value, recreation and convenience existing solution. Small improvement will have minimal impact.
Regardless the plan; the first step is to ban long hour / overnight street parking. City needs to mandate parking requirements to all new development. Too many people and businesses use street as their permanent parking options. Build a good parking structure in the Village. I like the master development plan you recently presented. But we will need more parking. Please

start a street parking permit program for residents who must park on street like A Permit in San Diego. That will fund some parking related costs. Once we solve parking issue, it will be easier to plan bike lanes etc. I would love to see a good bike lanes but not with current street parking situation. It's too dangerous to ride a bike as there are too many residents and tourists fighting over a parking spot.
We need to put in place incentives and move our city transportation to an electric vehicle format. Incentives need to be put in place that encourages electric vehicles and EV charging stations.in all of our communities, every section of our city of Carlsbad.
We are pleased with Carlsbad roads as it is. There are enough waking trails and the cyclists take over the road every weekend. There needs to enforcement of current speeding and noise pollution ordinances in Carlsbad. Motorcycles race up and down Carlsbad Blvd and endanger pedestrians in the neighborhood trying to cross the street legally. Now electric bikes are speeding through interesections on Ponto, Poinsettia and La Costa Avenue. These corrections need to be addressed before more bike trails and roundabouts are installed. Just look south to Encinitas and the traffic congestion and confusion they have caused.
I hope we can safely connect our trails via pedestrian and bike lanes. I really like how well the city of Irvine has connected systems of trail of trails and all modes of transport safely , not to mention Irvine Open Spaces !
The rail to trail seems to have stalled. The bridge by the power plant has been built but closed off for too long.
What is happening to the streets in Bressi Ranch? You made a note that streets are being changed but there's no plan being given to the residents???
Not enough parking near recreation parking blocked by bicycle lanes
We need high speed train
Trails should connect to residential areas so you don't have to drive to walk a trail.

Question 4: Chapter 6 presents key programmatic recommendations to support active travel infrastructure and behavior changes. Please rank how the city should prioritize these programs, with the top of the list being highest priority.

	1	2	3	4	5	TOTAL	SCORE
▼ Cycling Education for students	15.96% 34	31.46% 67	17.37% 37	23.94% 51	11.27% 24	213	3.17
▼ Cycling Education for adults	8.57% 18	18.10% 38	22.86% 48	19.05% 40	31.43% 66	210	2.53
▼ Safe Routes to School	43.89% 97	14.48% 32	28.96% 64	9.05% 20	3.62% 8	221	3.86
▼ Transportation Demand Management Program	17.29% 37	19.16% 41	14.49% 31	31.78% 68	17.29% 37	214	2.87
▼ Active Transportation Monitoring Program	14.81% 32	18.06% 39	15.74% 34	16.20% 35	35.19% 76	216	2.61



Question 5: Please share any additional comments or questions about the mobility programs recommended in Chapter 6.

enforce automobile and cycling rules....being a walker throughout Carlsbad, I see a lot of violations...
We need systems to improve the way we pay for the use of parking and roads (Road Use Charge, "RUC" Systems.) Parking should be value-priced with congestion pricing algorithms when needed; shared; fully automated, meaning all money flow and guiding the driver to the parking spot that best meets the driver's walk-cost specification, and earns money for those losing money because the parking is being provided or for those for whom the parking is built. For example, employee parking should be operated for the financial gain of the employees. (They could be their own customer or not.) Email mike_bullock@earthlink.net for more details. My system has been peer-reviewed by both the AWMA and at the EUEC.
Employers need a stronger TDM to do more than encourage them to lower VMT.
Safe Routes to School is far and away my number one priority. There are SRTS issues that don't seem to be identified here (such as with Alga/Aviara intersection) .
Every time I observe a transit bus, it is always almost empty. Why does the government keep paying for a losing option. Perhaps paying for on demand ride options would be more cost efficient?
Cycle education for adults is a waste of money. Very few adults can cycle. Refocus funds elsewhere. As much as you want to encourage cycling, it just isn't feasible.
With Covid and future virus.. public transportation would be open air buses. That should be last! We need to focus on Safe bike lanes. Coastal rail trail. More cross walks. And E-bike lanes... E bikes are a new hazard and the kids riding them do not know the laws of the road. Ideally taking a lane from I5 and converting it to bikes and walking!
Actual construction is far more important and more effective than "cycling education".
Safe routes to Magnolia, Valley and Carlsbad HS schools: Valley St, between Chestnut and Magnolia is a disaster. The street is barely wide enough for two vehicles, and here is no sidewalk, but, rather a tar path that allows cars and children pass within inches of each other every day. There are no lines on the street. Secondly, the most important improvement to Magnolia School is not being implemented. A pedestrian entrance to the school should be facilitated from Valley Street because children making their approach from the west (Valley and Magnolia) are made to cross two different driveway ingress/egress points where cars and children navigate a dangerous pattern every school day. A new water drainage path was cut and poured, but no a pedestrian path.
All overdue
None of the above are high priority
Bicycles do not stop at red lights or stop signs, and they do not yield to pedestrians. Bicycles will swerve into traffic to pass a slower cyclist. Skateboards need to stay off the sidewalks.
I initially thought Safe Routes to School should be prioritized, however the reality is that students are always going to take the fastest path, and in many cases there are no real alternatives. In addition, Carlsbad roads are already wide and well developed; Whether talking about Sage Creek High School, Avaiara Oaks Middle School, or Poinsettia Elementary, students already have safe routes to school. I think that the facilitation of groups for carpooling

is a great idea, but outside of that the Safe Routes to School program should be considered low priority; Why spend time surveying parents when there are no plans for change in infrastructure primarily related to school routes?
The plan shows a high number of people using transit coming south from the Oceanside area. Presently, it takes 1.5 hours to travel from Oceanside to El Camino/Palomar Airport road. It seems like there should be Bus Rapid Transit to address that, as opposed to the rapid transit planned from the East. As someone coming from the North, I would *never* abandon a 20-30 minute car commute in favor of 1.5 hour bus commute.
Increasing safe routes and monitoring and managing transportation are the most effective measures. Education is often wasted.
Traffic signal management around La Costa Valley are TERRIBLE...does not seem that we are part of Carlsbad.
We should focus on just opening schools in general. Who cares if we can bike to them if they are closed?
Bicycle routes to school would be great if safe measures are in place. More people on bikes means a healthier, more social community.
We are now compromised on close contact. This pandemic has only introduced an other layer of security.
Completion of College Blvd. will ensure better automobile and transit service, including solving the frustrating LOS failures on adjacent road segments, and provide better cycling options and a safer route for parents, students, teachers and visitors to-from the Sage Creek High School.
Regularly scheduled energy-efficient shuttles for seniors and others to Mira Costa College.
Bike lanes are great, but mostly ignored by vehicular traffic. Not intentionally, just not a priority when traveling 30+ miles per hour (Jefferson/Carlsbad Village Dr., PCH to O-Side) for example) Protected bike lanes and off street walking paths are the only safe way to actively prevent accidents on those routes which are essential for travel from one part of Carlsbad to another or neighboring communities. Safe Streets routes work! If there is enforcement, speed reductions and even added stop signs. Even simple, passive enforcement like ticketing vehicles parked across bike lanes or sidewalks can be effective. Many bicycle/car accidents happen when a bike is forced into a moving traffic lane by a parked car.
I do not feel Carlsbad has made pedestrian options a safe alternative. Monroe St( on way to high school and elementary and junior high) has NO traffic speed. They cannot enforce the 25 mph according to the police department.
<a href="https://sdbikecoalition.org/">https://sdbikecoalition.org/</a> for bike safety training.
This program is a pie in the sky. Nobody is going to change their way of life. A waste of money.
All of the above are important
Carlsbad needs many small busses to take residents to shopping centers and then home. most people can walk 2 to 3 blocks to get to a bus stop.
The ONLY thing I see on the list that is even remotely worthwhile is the Safe Routes to School.
cyclers should stay in their lane, out of pedestrians way!! put in more all direction lights!
Far too much cycling and narrowing of road ways.

There needs to be a recognition of the distinct difference between cycling for fitness/exercise vs. cycling as an alternative to vehicular travel. They are not the same and should not be treated the same way. Also, not all cyclists are comfortable in the same way with the alternatives provided.
Walking options for older adults
Spend money on more important things. The city is getting too involved in everyone's lives with expensive ideas that don't fit everyone's needs. We didn't move here for all this.
Teach school kids as how to safely use bikes in Streets
Five sounds costly..... Remember Sacto did the Bullet Train
E bicycles are becoming a hazard to others because of the speed and the mass of some. Licensing, training and insurance should be required.
Handicap and Senior programs should be available
No one will approve of less lanes for cars and more lanes for bicycles.
I strongly feel that Carlsbad City could and should implement the Hearing Awareness Symbol to let car drivers know if a cyclist has in earbuds and temporarily hearing impaired. I personally had a potential life threatening accident for not hearing a warning shout from behind as I have a 50 decibel hearing loss. Let's be the first in the nation to do this, attract more hearing impaired tourist (it's 20% of the USA population) with spending power of \$1.7 trillion dollars.
The SMART cycling class offered by San Diego Bicycle Coalition should be talk to cyclists and drivers alike.
It is also important to educate drivers to other road users. I have never seen police enforcing bad behavior against pedestrians and cycling... There is a long way for cyclist and pedestrians to feel safe around cars
Please reconsider sidewalk rule. Can you allow mechanical (old fashioned) bicycles to ride on sidewalk as long as it's going slow and yield to pedestrians? Some streets are full of tourists making sudden moves, not paying attention to bike riders, groups of competitive road cyclist on tight jerseys, and electric bikes - many are rental, going 30 mph and often not knowing where they are going. People with slow bikes should be allowed to ride on sidewalks.
Need education on electrification of our transportation systems..from city and school buses. to electric motorbikes,scooters and bicycles with convenient EV charging stations.
Current traffic codes and violations need to be enforced by Carlsbad police. The bus system works well, is always on time, but is not utilized. Educating cyclists not to run traffic lights would help avoid accidents. Most ignore the traffic lights on Carlsbad Boulevard and now the popularity of electric bikes have exacerbated the problem. Pedestrians are not safe in the crosswalks, even when using the "walk" signals.
Increasing separated bike lanes should be a priority.
Need to have rules for Ebikes around town

Question 6: Thinking specifically about the Safe Routes to Schools Program (described in Chapter 6), please rank which strategies you think the city should spend the greatest time and resources on, with the top of the list being highest priority.

	1	2	3	4	5	6	7	TOTAL	SCORE
▼ School/Pool carpools	23.66% 44	15.59% 29	16.13% 30	10.22% 19	10.22% 19	10.75% 20	13.44% 25	186	4.46
▼ Parent surveys	10.58% 20	23.81% 45	17.46% 33	17.46% 33	9.52% 18	10.58% 20	10.58% 20	189	4.34
▼ Walk audits to identify dangerous conditions for students walking to school	47.69% 93	18.97% 37	13.85% 27	10.77% 21	4.10% 8	2.56% 5	2.05% 4	195	5.79
▼ Conceptual Improvement Maps for Infrastructure	6.56% 12	12.02% 22	14.75% 27	18.03% 33	27.32% 50	12.57% 23	8.74% 16	183	3.80
▼ Suggested routes to schools maps	6.95% 13	21.39% 40	22.99% 43	24.06% 45	15.51% 29	6.42% 12	2.67% 5	187	4.50
▼ Community promotional events	2.69% 5	4.30% 8	4.30% 8	10.22% 19	19.89% 37	34.95% 65	23.66% 44	186	2.60
▼ Training and education opportunities/materials	4.23% 8	5.29% 10	11.11% 21	8.47% 16	13.23% 25	22.22% 42	35.45% 67	189	2.70

Question 7: What is the most effective action the city can take to encourage school site participation in the Safe Routes to Schools program?

Promote, Promote, Promote. Talk about cleaner air, less congestion, biking and walking over car transport.
Walk or bike the routes during rain, it's a lot different.
Implement a good car-parking system. Talk to Economics Professor Dr. Lawson Remer who is the BOS D3-elect. She has Dividend Account Parking (DAP) in her first 100 day plan. Employees and driving-age students that get to the school without driving should get the same financial gain (down to the penny) from the parking that has been built for them. Money matters. Choice matters. More staff and students biking to the school will make biking safer. When parking is priced (the needed system is much more than just priced) there is a dramatic drop in the use of the Single Occupancy Vehicle (SOV) mode.
The circle maps are great for showing parents where kids can walk/bike; however, there needs to be a way for kids to feel safe not just the process of getting to/from school but from strangers, etc. Safety in numbers? Means for kids to travel together.
Parent awareness and include safety in the educational curriculum encouraging students to think about safe routes to school and identifying potential hazards.
More public awareness programs are needed!
Physical barriers between bike paths/routes and car traffic. My kids bike ride to school should not depend on car driver safety habits.
Listen to the parents of the children attending the schools in Carlsbad.
I think it would be better to sync public transportation to the needs of the students.
Motivate cycling with some sort of incentive (think frequent ride program with gift cards), but don't spend too much money on any other cycling programs.

Provide safe infrastructure/streets
educating parents and students
Safe bike and walking in a 3 mile radius around schools.
Concrete actions and construction are much more important than surveys and brochures.
Have school buses vs parent drop off, reduces cars and add bike safe lanes
education
I have no school-age children or knowledge of these issues for input, but my grandson has figured out his safest bike route to school by himself, and decided to bike to school on his own.
Attend district meetings.
Give them money haha or an incentive
Getting parents buy off and involvement
??
Maps and other informational resources.
Let parents make the decisions
Offer incentives, cheaper lunch coupon, assigned parking spot on back to school night, lunch with teacher, coupons for local restaurants, little prizes donated to teachers to give to children walking to school, shout outs at morning assembly for kids who walked, visit by high level well-spoken transportation expert at the school to encourage parents to allow kids to participate, masks that say "we walked" or something like that or a hat, green wrist bracelet that would encourage those to support the environment. Also teacher packets, so they can do a classroom project about gas saving, pollution, exercise, biking etc. Some kids get very enthusiastic when their school mates all participate in a joint effort to achieve something and they compete against the other classrooms for recognition, (like box tops) High schoolers who ride bikes come to school to show how "cool" it is to ride bikes to school. Provide crossing guards at busy school intersections. Make sure crosswalks are repainted regularly, Send out maps to parents for safest routes to individual schools.
Education of school site students and principals about routes to school.
Either school carpools or school buses.
Encourage parents to walk kids to school
OPEN SCHOOLS.
Incentivize students and parents!
Let parents decide...not bureaucrats
Inform parents, teachers, facebook, Twitter, KPBS commercial, school bulletin boards, Anything that reaches the kids and keeps them safe
Get parents to stop driving their kids when they live close enough to walk
Meet with parents
Some sort of bonus (ice cream coupon, etc.) for students opting out of transportation by motor vehicle.
Start with the school district board and superintendent. Hire additional crossing guards even if the city has to pay for them at some of the larger intersections
Give the money back to the tax payers
Create protected bike lanes on major streets to/from each school.
parent surveys
Subsidize the school district with school buses. Encourage through better planning to allow children to attend the closest school to their home instead of having to drive there.
Have police at every school drop off and pick up to ensure people are following traffic laws.

Early morning police ride along both during and after end of school day
Complete the construction of College Blvd. ASAP so that a safe route to schools exists.
Speeding traffic through the intersection of Tamarack (N) and College is extremely dangerous for children, seniors and others. Drivers often do not observe the signals.
Unless you are actively adapting the safe routes streets with speed reductions, stop signs, enforcement, speed bumps these seem fairly ineffectual, and ultimately a waste of money.
Hand out speeding tickets or traffic violation tickets near schools.
We all want safe routes for our school children. Walk audits is a smart way to identify dangerous conditions.
The city should work with the schools as to the best operational hours.
Let parents decide for themselves if they are interested in participation.
Good, safe crossings at busy intersections. Good promotion of drive-share program. Good sidewalks. Protected bike paths near schools as drivers can be pretty impolite towards bike riders.
Engage and involve key members of the Parent Teacher Committees at each Carlsbad school.
Send Parents the info
parent involvement
show parents the suggest and accepted safe way to access school drop of zones, and entering of neighborhoods. Other ways are against the rights of home owners in the area, and cause traffic congestion .....
Community promotion events
Kid essay contests once on site again.
Don't defund police
Walking to school is important. Too many cars taking children to schools.
Actually having the kids and parents try the safe walking route to school. This could be done by hosting a fun charity walk/run event to benefit each school. And make it a team event with grades or classrooms signed up. I also think you should also have safe routes to Houses of Worship too.
Stage monitors or public safety personnel along the routes
Give people the freedom to choose what they want to do with their kids.
Crossing monitors and improve sidewalks
Safety is the biggest factor, as well as ensuring that the routes are pleasant and easy to traverse and within a reasonable distance.
Infrastructure improvement. Like if the railroad trail were construted to extend north to south Carlsbad borders so students could access parks, community center, schools, etc. No cars to deal with except at only street crossings.
Walk audis
bike give away/raffle
After going to school returns, encourage "Covid changes everything" mantra. Don't ride in enclosed cars with friends - ride bicycles. Safe walking. Etc.
Just advise and recommend some of the above. Don't force it. All these things already exist to some extent. All you are doing is hiring more people to grow the city personnel, spending more tax dollars to do it and we really prefer less government in our lives.
Awareness and safety training
Community education campaign
Educate the parents and children on options

PTA
No children
Have boomers take the suggested routes for a new perspective
Perhaps providing incentives to help encourage participation
We need drastic infrastructure changes such as 100% separated route (separated route map, pedestrian overpass, street light) for bike and pedestrian to safely go to school.
Parent survey
Stop dangerous drivers blowing through red lights without regard to pedestrians. Time lights better to prevent backups at El Camino Creek.
Paint the road as safe school routes so there is no mistake.
We need no idling signage on school drop-off sites.
Create a financial bonus. Make it mandatory.
On sight one by one after buy in from school admin.
Exercise the body and the kids will thrive at school.
As listed in my prioritization above
Talk to kids and schools and parents

### Question 8: Do you have any additional comments or questions about the Safe Routes to Schools program?

Walking, biking need to be safe and doable. How about a senior citizen volunteer program to monitor safety.
Walk or bike the routes during rain, it's a lot different.
Less driving will benefit us all. The best way to accomplish this is by designing, installing, and operating a DAP Parking system. This should be done by a 3rd-party vendor identified in a RFP process. Please email me for a draft RFP @ mike_bullock@earthlink.net. Humanity must stabilize the climate at a livable level. Carlsbad could play a key role. Reformed car parking is a "must have." Note that most CO2_e is emitted by cars, by far. Failure equates to the loss of most life forms on the planet, including our own species. Our kids deserve better. If there is a God, he or she will NOT save us from physics. We need to get serious about climate change, meaning that most voting citizens need to find out about the crisis and what it will take to solve the crisis.
We need to partner with the schools to get this information out to families.
Prioritize healthy non-car travel by reallocating road space away from car use to walking and biking.
"Round a bouts" are not the answer b/c they are confusing, not heeded by drivers and ultimately dangerous near schools. (Ex KELLY Drive near Kelly Elementary)
The kids have been getting to school safely for decades. What is the problem? Keep supporting the cross walk helpers.
do not allow idling of cars at school entrances - stop emissions from poisoning our students
Stop bars painted on roads in front of crosswalks.. not just cross walks. Flashing lights indicating school Zone.
If this city government was just a little proactive, this would have been done before you overbuilt.
no
n/a
Does not apply to us

Need to focus on protected bike lanes for kids on major arteries where traffic is too fast and dangerous.
We need open schools to even have this be a conversation
No
Can some routes be monitored or have check in points for kids that can send updates to parents what point on the route their child is on and a final update when they are safe inside their school grounds?
See above.
With so many parents buying their pre-drivers license children electric bikes, provide training and road safety education for these kids.
The roads need to be safe for students walking or biking to school, but the city can't force people out of their cars. It's not happening.
Walking the actual routes is imperative. If the route is safe 9 out of ten intersections but not the 10th, it would lead pedestrians/cyclists into danger zones. For example when a bicycle lane route disappears in a high traffic zone, after being designated by signage and bike lanes as safe route. Carlsbad Village Drive heading east from Georgina Cole is a good example of this. Cars routinely travel at 50 MPH at the top of the hill, and the bike lane disappears right before a significant corner. Vehicles no longer have a lane to observe, and cyclists who've already navigated around the corner are not visible.
Penalize people who speed in and near schools
Perhaps create buddy programs, where people can pair their kids with others to walk together.
Eliminate student enrollment locations for Mission Estancia that result in children walking along Rancho Santa Fe
Improve safety routes, before rules.
With the current off-site learning, a transitional mode should be considered to reinforce safe transit (walk/bike/driving)back to the school after a gap in on-site learning via teachers to students as last zoom lessons and written materials to parents from school or city.
Don't let emotions drive decisions.
i live near maagnolia. it all looks well thought out
Even if you implemented something like this, there are no guarantees for anyone's safety. Accidents will always happen that plans can't eliminate. It's life.
Can we have school busses?
I live Spinnaker Point and drive along El Camino at school time and Carlsbad Village drive. I feel that El Camino and Carlsbad right lane going East is dangerous for everyone. There needs to be some type of speed bump to slow cars down and BIG Pedestrians Crossing Lights. Today a truck with a large cable pulled out from the left parking construction site and charged into the right lane to close in the front of my car. If he had braked I would have hit him. If I were a child coming home on a bike then it would have been a death or a very serious injury. The same applies to Chestnut and El Camino. There needs to be some type of slowing mechanism for cars at that time of day. It is a blind spot and cars are going at 50 to 60 miles per hour. Dove School has Deaf Child near but what about the hard of hearing ones. Why do they need to relate to this symbol it's none inclusive. They hear why not implement the Hearing Awareness Symbol to empower and also for safety. So car drivers and others can see that they cannot hear a beep or shout from behind. Hard of hearing are not deaf and deserve to be helped and understood and protected as well.
More infrastructure, less training, promotion, surver
Paint the road as safe school routes so there is no mistake.



I appreciate the survey and opportunity to provide input. There is far too many fossil fuel driven vehicles that come and go on our campuses..

None

**Question 9: Thinking specifically about the Transportation Demand Management program (described in Chapter 6), which seeks to reduce vehicle trips and miles traveled, please rank which strategies you think the city should spend the greatest time and resources on, with the top of the list being highest priority.**

	1	2	3	4	5	TOTAL	SCORE
Infrastructure improvements, like bike lanes and sidewalks	61.38% 116	15.34% 29	7.94% 15	6.35% 12	8.99% 17	189	4.14
Working with transit providers to improve services and facilities	22.11% 42	47.89% 91	12.63% 24	13.16% 25	4.21% 8	190	3.71
Subsidizing incentives, like ridesharing or transit passes	12.97% 24	17.84% 33	33.51% 62	15.68% 29	20.00% 37	185	2.88
Marketing campaigns promoting the benefits of activities like telecommuting, carpooling, etc.	1.08% 2	10.27% 19	23.24% 43	35.14% 65	30.27% 56	185	2.17
Implementing micromobility services, like bike sharing and scooter sharing	4.86% 9	8.65% 16	22.16% 41	28.11% 52	36.22% 67	185	2.18

**Question 10: Do you have any other comments on the Transportation Demand Management program?**

more bus routes enabling our disabled community to move about the city.

I had to pick "subsidizing incentives", even though what we really need to do is to stop subsidizing driving. The cost of parking is included in rent, for example. This is true even if the residents don't happen to drive or own a car. Just \$50 per month could put food on the table for some residents. Our leaders and consultants are so rich they can't imagine that some people would love to own and park less cars if they could get paid for it at the fair rate. This is just one example. Parking is expensive to provide. It lowers wages. It increases the cost of everything, including food. The gas tax does not cover the cost of operating roads. The gas tax will raise less due to CAFE and electrification. The gas tax is regressive. It would be possible to design a road use charge (RUC) that would be progressive and cover the full costs. It would replace the gas tax.

Don't know if Carlsbad Connector falls under TDM but having employees utilize that program would help. Maybe expand the time it's operational or geographically.
incorporate services such as Door Dash and insta-cart which could be bundled. Such services would be helpful for older residents and younger families with tight schedules.
Demand condon HOA's to install solar panels and electric car charging stations.
NO BIKE or SCOOTER SHARE!!!
I support the KISS concept. Keep It simple stupid!
Most of these ideas won't do much. Don't subsidize, but do incentivize. Cycling and walking are difficult for the age demographic of Carlsbad. Focus on areas where there are no hills for cycling and walking incentives.
Creating the infrastructure for ridesharing is great. Please create incentives for families and individuals but do not remove existing infrastructure to support these programs.
E bikes are dangerous enough. we do not need the city littered with scooters. Tourists are the most dangerous as they do not know the city well.
Please, don't encourage the sleazy scooter sharing companies to dump scooters all over the village.
The city needs to focus on opening up roads to alleviate choke points for drivers. Tis city is My kids, friends and work colleagues talk about the crazy amount of building and infrastructure being built with ? square miles. Most people are not going to walk or bike to the store or school. Why are we focused on the few outliers? We NEED relief for car traffic, too. I strongly support opening Marron between El Camino Real and College, Open Haymar from El Camino Real to College, open up Cannon behind the Sage Creek HS to Shadowridge/Lake. Widen El Camino Real at Jackspar now ( do not wait for developer funding as we need relief asap). Open up Poinsettia at Cassia. Extend College to Faraday. Lower the RR Tracks and put crossings in a Chestnut, Oak, and Beech. Its amazing that the decision to reduce vehicle lanes and add bike lanes is considered good for the majority?
all overdue
Do less
Make it safer for older pedestrians - get the bicycles and skateboards off the sidewalks.
TERRIBLE SIGNAL LIGHT MANAGEMENT!!!
More EV stations, especially at the malls
Please don't encourage more of the "Bird" scooter type programs... unless there are severe fines for leaving them on the road & sidewalk. They're such an eyesore.
People want to be on their own time tables, so they will probably still drive. Maybe they would use a bike path. Maybe.
Another liberal program to limit freedom of movement
Everyone in downtown SD seems to hate the scooters.
safe bike paths are essential. I don't want my children "sharing the road" with speeding cars are carlsbad blvd. We need safe secure bike paths that are separated from cars with some sort of divider or proper blockage. Like the path in north San Clemente.
Bike sharing and scooter sharing in the bigger cities seem to be an issue both for the city and for the vendor. They are unsightly and are left in the wrong place which makes walkways impassable. They can also be stolen or damaged. I would prefer NOT to see them on our streets
More bike lanes in as many places as possible would make getting around much easier and safer.
"Shared" Bikes and scooters are a scourge - they end up all over the place, look like garbage, and are downright dangerous in the hands of most of the idiots who use them. Don't allow

them in Carlsbad - its been great so far that they have not yet shown up. Take a ride through SDSU or downtown and you'll understand the magnitude of the problem with these things.
Make the TDM mandatory for new projects over a certain size and collect data yearly to quantify impacts.
Do not bring bike/scooter sharing to Carlsbad.
Like to see a trolley / shuttle implemented NOT just studied!
Completing the arterial roadway system, particularly College Blvd., is critically important.
Shuttle transportation needed to Calavera Hills Community Park for senior residents within the northeast corner (District 2) of Carlsbad.
Working with transit riders to provide more effective routes West to East and vice versa. As someone who lives in the village it is easier for me to get all the way downtown San Diego than it is to Vista or interior Carlsbad.
Stop speeding and reckless driving !
People are set in their ways. They will not take public transit. Bike lanes and sidewalks are nice, but, then we take away from car lanes. Too dangerous!This is a waste .of taxpayer's money.
I don't think taxpayer dollars should be used to force people to get out of their cars. Scooters are a problem wherever they are used.
Do not subsidize. This is not fair to taxpayers. provide maps and info. No Money!
Only 2 strategies are worthwhile pursuing. The rest are a waste of time/money.
make it safe to WALK-no motorcycles. The crazy scooter board maniacs, and the bike gangs should get training on how to SHARE the walk lanes. there are no benefit to carpooling, etc... every one is on their own time ....
No
The sidewalk gaps prevent not just transit but exercise in the outer areas many of which LACK LIGHTING which if the sidewalks were installed still will deter runners and walkers when dark for visual acuity and personal safety. El Fuerte in particular is avoided after dark yet could be a significant access avenue. Also cars speed down between Alga and Poinsettia (60+mph) making crossing it like running the bulls at Pamploma! Micromobility might work in the city center if adequate bike lanes are available. Other cities I visited had bikes and scooters on sidewalks when roadways were not converted to protected space.
If micro mobility services are allowed the companies have to have control over their vehicles and not allow them to be dumped at street corners or on sidewalks as happened in the city of San Diego.
Keep the buses to a minimum
Shuttles, perhaps like the FRED system downtown, might be more effective than bike sharing and scooter sharing. The shuttle that goes up and down State Street in Santa Barbara is another good example. Most residents and visitors might be inclined to use a shuttle bus, particularly if it is open air, vs. a standard bus, at least for short distances. This could be very effective in the village area. Also, care must be taken with the pedestrian experience at the stations as well as along the routes to access transit and/or shuttles.
Pedestrians and bicycles need to have more dedicated trails and paths for safety throughout the City
Seem to be the most difficult area to improve. Not sure any of the above options will make much difference in most age groups.
People can't ride share most of the time - waste of money
Summer months this would be awesome.
Need to bring in electric bike and scooter sharing in a managed/organized manner.

<p>Come on. I see large buses that are mostly empty and clog residential streets. At least use smaller van vehicles for public transportation. Keep Carlsbad as a quaint suburban Village by the Sea and not try to make it into a large metropolitan stinky city. We already have big city problems created by over growth.</p>
<p>Can we have an app-based bus routing service?</p>
<p>bus service especially for seniors to get to and from the Coaster stations to anywhere in Carlsbad</p>
<p>No more plans, just keep the water pure and sewers cleaned.</p>
<p>Again 20% of the population is hard of hearing yet there are no visuals for safety like the hearing awareness symbol from HearCommunication.com a local business. Nor are there any visuals on public transportation to let one know when the next stop is. This increases the stress and anxiety level of those with a hearing loss and furthers seniors isolation as they cannot hear when the next stop is and the drivers are clueless that younger people have hearing loss as well.</p>
<p>Low cost sustainable measures will help</p>
<p>Enforce setback rules so we can build safe sidewalks. For example, the house on south east corner of Laguna Dr. and Roosevelt has fences and structures built out to where there should be a sidewalk. As a result, people with baby and wheelchairs are forced to walk on narrow street with no protection. Lots of people walk in the area including myself as it's close to post office, parks, Village and beach. Please please build a side walk on that intersection in front of that house which is a short term rental.</p>
<p>Great to see the city working on GHG reduction and a climate action plan that includes a transportation program.</p>
<p>Bikes and scooters are a hazard to pedestrians and motorists.</p>
<p>the toughest right now is seniors access to bus lines. especially along steep terrain areas like Cadencia. Sea Point Tennis Club has tons of Seniors who cannot access transit on Rancho Santa Fe road due to topography constraints.</p>

Question 11: Chapter 7 consolidates recommendations from previous mobility plans and prioritizes them into an action plan. Considering the prioritization criteria listed in Table 7-2, please indicate the extent to which you agree with the following statements:

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
<p>The prioritization criteria make sense and are understandable.</p>	18.97% 37	56.92% 111	14.87% 29	9.23% 18	195	2.86
<p>The prioritization criteria appear to be reasonable for achieving the plan's goals.</p>	15.46% 30	58.25% 113	15.46% 30	10.82% 21	194	2.78
<p>The point values assigned to each criterion are appropriate.</p>	14.58% 28	58.33% 112	17.19% 33	9.90% 19	192	2.78

Question 12: Please share any additional comments or questions about Chapter 7:

Safety first, focus on reducing collisions before promoting people to ride.
To stabilize the climate at a livable level, we must reduce driving.
I think it takes a professional in this field to answer some of these questions.
This plan is so complex and shows a great effort to include so many relevant factors and I totally admire the plan but could not give it the top grades because I would need much more time and concentration to understand all the implications. More emphasis on future improvements in transportation did not get enough attention eg Elon Musks' plans for providing EV taxi services on a huge level. More regulation for this type of services need to be studied and in place as these services emerge. Being a member of the retirement population, I felt that SMP did not address the needs of my population in any detail other than van sharing. There a planning committee for positive aging in Carlsbad (or some name similar) that has some plans/issues for the needs of seniors along with a board for seniors to post concerns. I encourage SMP committee to meet with that group to make a more significant plan for a group that is growing larger. I like the cycling ideas but think that SMP to study foreign cities with a huge cycling population which appears to overwhelm the car traffic. If the cycling program is very successful there will need to be a Plan B for widening the lanes which seem to be too narrow as it is. The photos show two or so bikers which is an unrealistic image. I think the routs would be overcrowded in very few years. Having used bicycle routes in other cities I see the need for bike safety, in particular from other bikers who cycle too fast and close to other less athletic cyclers. Because of some unfortunate experiences with such dangerous behaviors I no longer bike on roads. I'm wondering if there should be license plates for bikes so those breaking the laws could be held accountable. Overall the plan has many strength and my negative comments are more suggestions to an overall very good plan and I am impressed with all the people who contributed to it.
Looks every area outside of the Village is lower on the priority list.
I think the priorities will do very little to change behaviors because you are not offering any benefits for the tradeoffs or hassles that different modes of transportation offer.
Please survey the residents of these neighborhoods about what we actually need. We may not want to have everything that is recommended. In some cases it may not make sense to have bike lanes and pedestrian lanes, etc going up or down very steep hills. Look at the topography and how these areas are used. I live in La Costa between Alga and Poinsettia- some areas are not pedestrian friendly as noted but let's be smart about our investments- not everything needs to be the same.
Chapter 7 wasn't in the pdf I opened
Again, plans are just words without firm commitments to completion by certain dates.
again all overdue..... Where has the city council been?
"Prioritization criteria" are a method of decision making for planners, not a recommendation for transportation improvements
You need to put more EV stations around the city. Having them in the village is not enough
This was designed already knowing the predetermined outcome. Input is irrelevant
It appears that public transit is not prioritized in the majority of the neighborhoods
The plan is completely opaque - impossible to understand. Looks like the result of too much analysis. Just build the light rail and slow the traffic down on the coastal roads.
Needs to be quantifiable

Overall it looks like many things have been considered which is one of the reasons Carlsbad is such an amazing place to live. Thank you!
College Blvd. Is the ONLY incomplete arterial roadway in the City. It is a very important regional transportation link; it connects residences to work, school, shopping, Highway 78, Palomar Airport, I-5, etc. Public transit, car-pooling, cycling, walking, trails, open-space, air quality, GHG, etc. are all adversely impacted by the lack of a completed College Blvd. The "missing link" is causing dangerous and frustrating LOS failures on local roadways, increasing risks to the public.
Waste of taxpayer's money. Dangerous to have bike lanes near cars, and we are not going to give up our cars.
Do you think the average person can understand this whole process. I think planners are overthinking life in general.
Nice work!
think about covid and after covid. This will change things.
way too hard to understand this chapter. And make comments
would of been nice to attach tabs 7-2 to refresh- or to make it easier to give thoughtful comment.
No
It appears the criteria and resulting points just give priority to the northwest quadrant of the city. You should have summer beach trolley services from all four quadrants to all the beaches in Carlsbad
Because of #3 priority - concerned about resident input for Village Transportation Hub (albeit an NCTD facility)specifically and generally the lack of residents representing residents on Stakeholder Advisory.
I can only imagine how much money was spent and how many homeless could've been fed if this plan was just simplified. I'm no urban management expert but I can see what's happened here. You've presented way too much data and very little information to help the layperson provide the appropriate input.
Bike lanes do not, on their own, replace vehicular trips. They only provide a means for alternative fitness opportunities, for the most part. The mix of uses in compact areas and the experience in those places will do far more to encourage mobility althenticate to vehicles by providing desirable places in walking distance and desirable experience along the routs.
The railroad coastal trail and trenching the railroad tracks has been discussed for years. It's time to build this infrastructure.
sometimes those with valuable opinions don't take surveys. Sometimes your website is hard to access getting to the correct location.
I have not read the Plan but strongly agree with the statements above.
I don't have to fully study what you propose to understand what you are attempting to do. I and many of my neighbors can't support this.
All not applicable
The plan is far to complex for me.... Worse than trying to read a proposition in the recent ballot... Feels like an expensive boondoggle to me. I am very skeptical of the plan and its affordability.
Carlsbad Village Dr to Tamarack is my #1 priority
Citizens are sick of these plans being shoved down their throats. Just do what you were hired for, no mission creep.
We need to make Carlsbad a Hearing Friendly City for safety, inclusion, revenue generating, conservation and Hearing Awareness.

Unless I missed something, it didn't take into account ease of implementation/time to implement. There are a lot of low hanging fruit projects in our council district that could be banged out, but will have to get in line behind the District 1 and 2.
Our Village streets are closed for Farmers Market...it would be great to see more streets closed seven days a week with satellite parking and mini electric buses available for drop off in Village.
We have not read Table 7-2.

**Question 13: What else would you like us to consider as part of this plan?**

are there test sites already set up....? observe, interview and have the team SMP try them
When the city promotes these changes they should always tie these changes to our Climate Action Plan, having a healthy city and a positive effect on climate change
An accessible dog park in downtown area that is walkable from anywhere within 2 miles of downtown
Just fix Adams St. please. Look at the size of the puddles and the street being eaten away by the wash. Cars drive too fast, period. Adams should be a one way.
The adopted Carlsbad CAP meets the 2035 target by replacing all employee "free" parking with unbundled parking, with "unbundled parking" defined by CAPCOA. The CAPCOA definition is poor and that is not the way to reform parking. However, I agree that we must recognize that there is no such thing as "free parking". I imagine very few Carlsbad residents know that the City signed off on a CAP that did away with "free" parking for employees in Carlsbad. It was the right thing to do but the CAPCOA method is a very poor way to price parking. The DAP system is much better. Email mike_bullock@earthlink.net for details on DAP.
As stated previously more consideration for the senior and handicapped population.
Minor comment-do not describe this as a 5-minute survey if you want meaningful input
With our excellent year round weather we should be bike path city.
consequences for folks breaking the law ... increases safety for the rest of us rule-following people
Make it more desirable to use other modes of transportation. You may be trying to make it easier, but that doesn't make it more desirable. I.e. do I want to get on a crowded bus or be sweaty from a walk into work. It might be easy, but it isn't desirable. The focus on "easier" is the wrong focus. Think is it more "desirable" than my car.
Have everyone involved in the planning process, for one day, use only a walker, disability scooter or wheelchair to get around Carlsbad, No cars! Only public transportation for longer distances.
Encouraging businesses to provide secure and convenient bike parking. CLEAR SIGNAGE ON CARLSBAD BLVD./COAST HWY. THAT IT IS A VIOLATION OF CVC FOR PEDESTRIANS TO BLOCK THE BIKE LANE WHEN A SIDEWALK IS AVAILABLE!!!
Do not make comparisons to Encinitas. We are not residents of Encinitas and our economy and way of life is different. Please do not try to replicate what Encinitas has done on the 101-- such a disaster and waste of money.
painting the bike lanes green as Encinitas and Oceanside has been doing
Resident parking in coastal areas. If we do not control street parking it will be similar to Mission and PB. Street parking does not allow for the beauty of the terrain to be visible. Open car doors are hazardous to cyclists.
Add school buses

STOP OVERBUILDING UNTIL THE INFRASTRUCTURE CAN SUPPORT !!!! This city is starting to look and feel like LA. In fact, stop building period.	
Speed limits for shared pedestrian/ bike trails. New definitions of bikes and scooters based on speed, power, and mobility. Too many scooters and bikes are too fast for bike lanes and pedestrian-shared routes	
Traffic Light Management is TERRIBLE!	
I did not read every chapter, but I have noticed several accidents with motorized bikes and pedestrians. Is this addressed in the plan, possibly limiting speeds or designating separate lanes for regular bikes and motorized bikes? If you already addressed this please excuse my comment. I don't have a solution, just see it as a problem as I see more and more motorized bikes in bike lanes.	
accessibility specifically for seniors to be able to stay in current residences, including apartments, because not all of us are rich enough to own homes in this very expensive city	
Widen sidewalks and allow bikes traveling 20 mph or slower to use sidewalks. Encourage self-driving car/bus operators to experiment in Carlsbad. A self-driving ~6 person van would get people closer to their ultimate destination and faster than current bus routes allow. The self-driving feature should (hopefully) make the trip as cheap or cheaper than current bus fares.	
More EV stations, more EV stations, more EV stations	
Please don't spend a lot of the city's money on "use busses/bikes instead of cars!" promotions. These transportation modes are not practical for the majority of us. On a similar note, please stop converting existing car lanes & parking spaces into bike lanes. If you can add a bike lane to an existing roadway (or plan a bike lane into a new road project) that's great, but the majority of adults in Carlsbad drive CARS, so that's where the priority should be (especially for busy streets). I do support teaching bike safety skills to children via bike rodeos, etc. Giving kids safe places to bike is important. This is because biking is the only method of transportation children have. But adults normally use cars. In other words... <ul style="list-style-type: none"> <li>- Kids bike a lot, and we should ensure they can do it safely.</li> <li>- Some adults bike for leisure, and we should provide safe and pretty places for them to do that as well (pretty bike paths near nature for example).</li> <li>- Very few adults bike for their commute... and we shouldn't waste city funds on programs trying to convince people who drive now that they need to bike or ride the bus to work. Work is just too far away for that to be practical for most of us.</li> </ul>	
Trashing it. Risk is a normal part of life. Micro managing every facet is anathema to the Constitution.	
Walking with Pets, water stations, little areas for rest/play parks, shade.	
Get rid of the homeless rv encampment by motel 6 on Avenida Encinas. They are dumping human waste in our drains. Major environmental issue!	
I'm worried that the proposed improved bike paths with physical separation from car lanes will lead to wider street. That would not be good - suggest reducing car lane width as was done for La Costa Ave	
Handicapped mobility	
The essential need for a contiguous rail trail and path for both bikers and walkers between oceanside and encinitas.	
Syncing traffic lights.	
Europe is decades ahead of us with Bicycle transportation. I think this should be a big focus on increasing bike lanes and bike trails to get people out of cars. Safety is my main concern. I'm worried about distracted drivers and safety measures / barriers would be essential.	



The structure is workable and needed for the community. Again we have new elements in the safety of our environment.	
There are areas of Carlsbad that are filled with hills and this makes it more challenging to walk or bike in order to fulfill daily trips such as shopping, getting to school, the pharmacy, etc. This should be taken into consideration when considering the sustainable mobility plan. The city should also consider where grocery stores, pharmacies, restaurants, etc. are placed. If they are closer to homes (the village is a great example!) there would be a need for fewer and shorter trips.	
Leave things alone	
<ul style="list-style-type: none"> <li>- more bike lanes</li> <li>- close as many streets to traffic in the Village as possible</li> <li>- move Village train tracks below street level</li> <li>- improve walking/biking safety around schools</li> </ul>	
intercity beach shuttles.	
Reality is that without school buses for Carlsbad kids, parents cannot drop kids off to school and bike to work. Also, until many of the commuter trails are off the roadway away from cars, safety will always be a giant problem.	
I think if these trails along the 78, Haymar and Marron and along the back of the Malls and the Lagoon along Jefferson was open to pedestrians and bikes there would be a lot of demand. I don't think any outreach even considered how high it would be. If it was there they would see the value. It's geographically flatter and easier to navigate. Other options have more hills. These trails already exist between El Camino and College and shouldn't be locked up and closed down. Some water would have to be mitigated but only during high rains. Quarry Creek has already improved portions and locked up the western area.	
Make the roads better for vehicles. Period.	
Grand Avenue "promenade" plan	
A safe way to cross the street for seniors at Avenida Encinas just south of Poinsettia, at the south gate of Lakeshore Gardens Mobile Home Park.	
Complete College Blvd. ASAP. Thank you.	
Motivating seniors to choose alternative forms of travel and stay off the roads for their own safety and the safety of others.	
<p>Connecting walking/biking lanes so there are not gaps is essential for making any mobility plan effective. People will not travel routes that do not feel safe at a given spot preventing them from getting to the final destination. Nor will kids learn from their parents this type of travel is possible if they don't feel safe.</p> <p>Enforcement of vehicles creating unsafe situations would help immediately. Waiting until after there is an accident isn't helpful to either the pedestrian or the driver.</p> <p>Protected bike lanes! I can't stress it enough how much it helps in other cities, even ones like Chicago where the traffic is crazy. Some sort of barrier between cars and pedestrians.</p>	
I wouldn't currently walk from olde carlsbad to the village because the city sidewalks are not safe. Carlsbad police do not have a handle on reckless drivers.	
Remove RV parking from beach sites near Tamarack Beach . They are dangerous and unfair to beach goers. Incentivize citizen Electric Vehicle use by allowing for one hour of free charging at city facilities ( libraries, parks, etc.) . Strategic balanced approach to city fleet replacement so that 80% of new city vehicles are electric. Fix the sidewalks, enhance sidewalks especially on Highland.	
waste of money.	
Start as soon as possible	

<p>Carlsbad is laid out in such a way that driving is essential to life and thinking older people will walk or bike miles for services they need is ridiculous. Therefore put taxpayer dollars toward improving road circulation for cars.</p>		
<p>Think about that most people don't like government telling them how to travel. During Covid things are different than they will be later. You should have not sent this now.</p>		
<p>Connected, safe, paved trails, suitable for bikes and pedestrians, should be the main goal</p>		
<p>seniors who are sight impaired</p>		
<p>Accept the reality that biking is NOT the answer. Plan for electric vehicles.</p>		
<p>Need an easier summary of the report for the average citizen. I have a Masters Degree and I had a lot of trouble with this report. Very thorough but need a much shorter-like 5-10 pages for residents. Thanks for all of the hard work.</p>		
<p>SAFE walking areas. Safe walking areas, Safe walking areas--more lights or pedestrian crossways, or stop signs. all up and down state street, laguna drive, grand</p>		
<p>No</p>		
<p>Greater and more effective egress, parking to beach, lagoon, greenbelt areas etc. manage weekend traffic more effectively.</p>		
<p>Support mobility with land use decisions; walking and bike riding is only reasonable when there are destinations in walking distance such as groceries or services in walking proximity of all homes. Increase allowance for neighborhood services.</p>		
<p>See my earlier remarks.</p>		
<p>Sidewalks, roadway maintenance, roadway lighting. Street widening</p>		
<p>I may have missed it but didn't see mention of possible train Village Track trenching. Would have liked to see that possibility incorporated. Thanks. Good Job. Pat Connolly (760) 7xxxxxxx</p>		
<p>Scrap all these Agenda 2030 plans. Live the streets the way they are now.</p>		
<p>Consider the needs of small businesses, not just the input of the millennials running the HR dept at Viasat.</p>		
<p>Add parking fees for on street parking</p>		
<p>It's cancellation!!!!!!!!!!</p>		
<p>If a non-vehicular mobility option is to draw users, it needs to be something that is a preferred experience. I would focus on things that improve the experience, as opposed to "education" and "marketing" that is unlikely to change behavior, if the alternative is not desirable.</p>		
<p>Stoptlights throughout the City need to be programed so if a bicycle is waiting at a red light, they don't have to wait for a car to get to the intersection for a green light or have to work to push a stoptlight button to be able to cross an intersection.</p>		
<p>Build the sidewalk from Cannon Rd to the camp ground</p>		
<p>Not that I believe this is applicable to this plan - however, when was the decision made to remove the tower on Cannon? I totally missed the information on this option.</p>		
<p>The train horns should be banned and tracks lowered. There should be trains every 15 minutes to make it usable.</p>		
<p>Mobile apps that focus on Carlsbad and entry/exit to/from Oceanside, San Marcos and Encinitas. Coordination with these cities is essential.</p>		
<p>I know the Cannon extension into Oceanside was abandoned, but the City should reconsider and even consider it as a toll-based project similar to what Oceanside did when it extended College Avenue over the San Luis Rey river to North River Road. We should be diverting the Carlsbad business park traffic that congests ECR and College onto Cannon toward Melrose as most these folks are heading to the SR78 to travel to San Marcos, Escondido, and</p>		

Riverside County. Let's move them out of our city quickly to improve the quality of mobility for our own residents.
Pedestrian and bike paths that cross interstate 5 and the train tracks
Table it and just do the basics that this city requires. You have already started changing Carlsbad with high rises, restrictions and a growth rate that you can't currently manage.
The reality that people are not going to get out of their cars, unless they have to. Build infrastructure that serves the 95% of residents who use cars.
Have a road map to track progress
Overpopulation and the continued abuse of all our free education, medical care, subsidized housing and transportation is the cause of all our health and welfare issues. more bike lanes and buses are not going to solve anything. In addition, the buses are all empty! Why are you adding more buses when only a small percentage of the population uses them? It would be much less expensive to give the few regular riders a prepaid card for uber or lyft. Buses are not the answer. We can't go grocery shopping on a bus. We need less people reproducing.
Thank you for doing a good job.
Thank you for addressing the need
Please reduce parking lots in the village. They are ugly, a waste of space, and encourage cars.
putting the railway at Tamarack underground
Consider implementing the Hearing Awareness Symbol for safety, increased usage of the mobility plan and inclusion.
Use of roundabouts are a good thing. City should still pursue trenching the train tracks as it would greatly improve safety, mobility and also 'calm' the Village and Barrio area; should trench south of Tamarack.
no property tax for those over 65
Continuity of cross-town transit. Being able to get across town without a car with only one quick switch of transit type. The plan seems pretty disjointed. Lots of great individual components, but I'm not sure practical feasibility was focused on sufficiently. It's a bit of a Homermobile.
What are the specific goals the city is trying to achieve?
Enforce no long hour and overnight street parking. Enforce parking requirements and build a large public park.
Olivenhain Road between Calle Barcelona and El Camino Creek. Very dangerous and scary.
The city needs an Environmental Health and/or Sustainability Commission to share and update information for our communities and our city council.
Enforcement of current traffic codes and ordinances.
Connectivity to trails and bike lanes.
better connectivity for Seniors to Transit and Children to have Safe Routes to school. Most of our peak hour trips are parents taking one kid to school.
Senior citizen transportation needs subsidies and safety and flexibility
I attempted to get a license to operate pedal rickshaws in the village during the summer, the city wouldn't even talk to me. The rail trail doesn't cross the lagoon making it difficult to ride from the north to the south without having to ride the Coast highway. Plan seems to discourage cycling as an alternative means of transportation.
A trolley system that works along major streets to bring people in and out of downtown. Must run frequently.

### Question 14: What is your age group?

ANSWER CHOICES	RESPONSES
18-29	1.39% 3
30-49	28.24% 61
50-64	35.19% 76
65 and older	35.19% 76
<b>TOTAL</b>	<b>216</b>

### Question 15: How many people live in your household, including yourself?

Household Size	Number of Respondents
1	27
2	83
3	37
4	30
5	17
6	2
8	1
Didn't answer	111

### Question 16: Please indicate the zip code where you live.

ZIP code	Number of Respondents
92008	70
92009	49
92010	28
92011	32
92020	1
92024	2
92054	1
92057	1
91069	2
92083	1
92123	1
92208	1
92883	1

## Question 17: Do you work in the city of Carlsbad?

ANSWER CHOICES	RESPONSES
Yes	39.91% 85
No	47.42% 101
Sometimes	12.68% 27
<b>TOTAL</b>	<b>213</b>

## Question 18: In a typical month, how frequently do you use the following types of transportation:

	DAILY	A FEW TIMES PER WEEK	SEVERAL TIMES A MONTH	RARELY	NEVER	TOTAL
Walking to a specific destination, such as school, workplace, store or business	15.74% 34	19.91% 43	13.89% 30	22.69% 49	27.78% 60	216
Walking for recreation	47.22% 102	28.70% 62	18.52% 40	4.17% 9	1.39% 3	216
Biking to a specific destination, such as school, workplace, store or business	4.63% 10	12.96% 28	14.81% 32	22.69% 49	44.91% 97	216
Biking for recreation	6.94% 15	22.69% 49	21.30% 46	15.74% 34	33.33% 72	216
Driving a vehicle	56.52% 117	34.78% 72	5.80% 12	1.93% 4	0.97% 2	207
Use public transit, such as buses or trains	2.30% 5	0.46% 1	10.60% 23	34.56% 75	52.07% 113	217
Use ride share service	0.46% 1	0.92% 2	12.44% 27	30.41% 66	55.76% 121	217

## Email Comments

### Nathan Schmidt

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**From:** Michael Trostrud <m.trostrud@hotmail.com>  
**Sent:** Tuesday, November 10, 2020 6:17 AM  
**To:** Nathan Schmidt  
**Subject:** Transformative corridors

It is my opinion that on some of the proposed routes, implementation of this is dangerous, and fiscally unsustainable, and unrealistic in implementation. Please see below.

Michael Trostrud  
760 707 3726

This doesn't fit some of the routes that you have highlighted through town, particularly in the residential areas.

No parking along tamarack?

Common cultural habit is that when you step out of a car on the passenger side, you are in a safe/pedestrian zone. This puts you at risk of a collision with an e-bike or scooter or cyclist.

We already have trouble maintaining existing sidewalks, now another pair on each road?

Dangerous and unsustainable without dependence on deeper pockets or higher taxes.



*Conceptual cycle track with separated travelway for cyclists. (Source: Seattle.gov)*

**From:** [Diane Nygaard](#)  
**To:** [Nathan Schmidt](#)  
**Subject:** Comments on Draft SMP  
**Date:** Tuesday, November 24, 2020 12:36:17 PM

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Mr Schmidt

I appreciate the integration of mobility plans into a single document, and the rigorous methodology used to set priorities.

However the link between this and the CAP action to increase the use of alternative transportation, and the new CEQA requirements to use VMT to assess transportation impacts is pretty indirect.

Increasing the use of active transportation is a key means to reduce GHG from the transportation sector. The CAP Measure K for TDM, and many of the policies in the General Plan related to transportation were both quantified as part of the overall plan to meet GHG emission reduction targets. This report should make the connection between these actions and reducing GHG, include reducing GHG as one of the economic benefits of the SMP, and be more specifically tied to actions already in the adopted CAP. Also there should be some consideration about how these relate to the new VMT thresholds.

This SMP has taken a key step to integrate various mobility strategies. Now this work needs to be integrated with existing plans to implement the General Plan and achieve the GHG reductions included in the CAP.

Thank you for considering these comments.

Diane Nygaard  
- and e

**From:** [Alice Reysbergen](#)  
**To:** [Nathan Schmitt](#)  
**Subject:** SMP - Shared Lane Markings and Green Bike Lanes - requests  
**Date:** Monday, November 23, 2020 1:53:27 PM

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### Shared Lane Markings:

on the north shore of Agua Hedionda Lagoon there is need for bicycle lane markings – the cars need to share the space.

One section – on Adams St .. from Harrison St. to Park Dr.  
very narrow rode with no space for a bike lane.

I've encountered Sharrows when driving my car in other areas of Carlsbad – it's a bit confusing at first – to share a lane with a bike when the car is traveling faster than most bikes do.

Another section – on Park Dr .. from Neblina Dr to the curve in the street (at Kelly Dr).  
actually, that section really requires an *official* bike lane and there is space for it. This section hugs the boundary of the lagoon open space.

With Marja Acres (and eventually Aura Circle) in our near future – added residents will be using Kelly Dr, Park Dr. and Adams St – for access to the 5 FWY ---- this means added vehicle traffic to those streets and many cars travel faster than the speed limit.

### Green Bike Lanes:

I recently purchased an e-bike – it's easier to navigate the hills of Carlsbad with one. On my rides, I follow Park Dr. to Kelly Dr and turn right (south) onto Camino Real.

It's SCARY !!!!!!!!!!!!! 3 lanes of very FAST approaching vehicles – too dangerous for me.

So,

I now turn right and use the pedestrian pavement – i'm very watchful and exit the pedestrian walkway when encountering pedestrians. Then, I return to ride on the pedestrian walkway until I approach another pedestrian. You get the picture.

At a minimum – the official bike lane on El Camino Real needs a coat of GREEN paint.

Then, I arrive and turn right at Canon and encounter the same FAST MOVING vehicles headed to the 5 FWY – so very dangerous to have a bike lane basically within inches of the vehicular traffic.

I hope my personal experiences - when riding a bike - are useful in your planning process !

thanks very, very much !!

alice reysbergen



**From:** [Simon Freedman](#)  
**To:** [Nathan Schmidt](#)  
**Cc:** [Paige DeCino](#); [Kathy Parker](#); [Mary Hassing](#); [Mike McMahon](#); [Pete Penzeyres](#)  
**Subject:** Re: Bike lane  
**Date:** Friday, November 20, 2020 11:24:50 AM

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Hi Nathan

Thank you for taking the time to talk with me yesterday. As I understand things the Traffic and Mobility Commission (Commission) will be meeting on 12/7/20. At this time the Commission apparently does not allow individuals to appear and make public comment, apparently in the past because some individuals may have been unruly. While I understand and appreciate that sentiment, with all due respect I believe it is mistaken. First this is a public meeting, and members of the public should be afforded the right to comment. The City Council provides this right, and I see no reason why the Commission should not also extend this right.

Second, in that we are now appearing virtually you have a very powerful tool to prevent "unruly" behavior, it is called a mute button. I have no objection to the Commission imposing reasonable time limits on the rights of individuals to speak, but I am opposed to an outright ban. I understand you will present my position to the Commission. You have also asked me to summarize my position.

As you know I previously met with an ad hoc Committee, and at that meeting you had the material I had prepared previously outlining the changes we are requesting. I would request that material be made available to the Commission on 12/7/20. Based upon our conversation we are making the following requests:

1. Grand Ave. We are requesting this be turned into a Class III bike route with Green Painted squares, with White Sharrows on top, and appropriate signage (Bikes may use full Lane).
2. Carlsbad Village Drive, same treatment as Grand. You have advised me that the Village Barrio plan calls for the elimination of bike lanes on CVD and all bike traffic being diverted to Grand. We still would like to see the bike lanes removed from CVD and have the no. 2 lane converted to a Class III bike route. Will look into the Barrio Plan and update you if we have any further comment.
3. Jefferson north of Grand we would like turned into a Class III bike route. You have advised me you think that may not be received favorably. This would be our first request, but we would be willing to listen to a proposal to narrow the car lanes, and add buffers between the car lanes and the bike lanes. You and I also discussed Jefferson going west over I-5. I am of the opinion that given the narrowness of that bridge it is a danger to bicyclists. You suggested the addition of a climbing lane on that particular portion of the road, which I think would be a good idea.
4. Carlsbad Boulevard, north of Tamarack. You have advised me that many of the changes we are requesting will be taken up by the Commission in the immediate future and have asked me to defer any comment until January, that is fine.
5. Carlsbad Boulevard south of Tamarack we are requesting green bike lanes and signage as set forth in my earlier proposal.

Nathan this summarizes those matters I would like to address the Commission on. Let me know if you need further information. Thank you.

Simon J. Freedman

On Nov 19, 2020, at 7:37 AM, Nathan Schmidt <[Nathan.Schmidt@carlsbadca.gov](mailto:Nathan.Schmidt@carlsbadca.gov)> wrote:

Sounds good. Let's talk at 11. Thanks!

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**From:** Simon Freedman  
**Sent:** Thursday, November 19, 2020 7:34 AM  
**To:** Nathan Schmidt <[Nathan.Schmidt@carlsbadca.gov](mailto:Nathan.Schmidt@carlsbadca.gov)>  
**Cc:** Paige DeCino; Kathy Parker; Mary Hassing  
Mike McMahon; Pete Penzeyres  
**Subject:** Re: Bike lane

Hi Nathan

How about 11am. You can call me on my cell at:

Simon J. Freedman

**From:** [Marylou Powers](#)  
**To:** [Nathan Schmidt](#)  
**Subject:** Input for bike lanes  
**Date:** Monday, November 9, 2020 7:53:40 PM

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Encinitas had some painted green /it's wonderful  
Can Carlsbad do that?  
Marylou Powers  
Resident of Carlsbad

Sent from my iPhone  
CAUTION: Do not open attachments or click on links unless you recognize the sender and know the content is safe.

# *Appendix F*

**F**

**SMP PUBLIC COMMENT**





# City of Carlsbad Sustainable Mobility Plan Public Involvement Summary

*February 4, 2019 - DRAFT*

On May 22, 2018 the City of Carlsbad Council approved Resolution No. 2018-078 authorizing execution of a professional services for the preparation of the Sustainable Mobility Plan (SMP). A key component of developing this plan was to work with community stakeholders.

As the May 2018 City Staff Report explained: “The Plan (SMP) will identify a vision, policies and actions to complete a network of multi-modal travel options for people of all ages and abilities. It will analyze the city’s current active transportation network, analyze where current and future travel demand is, recognize gaps in the system, identify and prioritize where opportunities to fill those gaps are and provide recommendations for an improved travel network that will better serve Carlsbad’s residents, workers and visitors.”

The City’s work to identify the vision, policies and specific actions via the Sustainable Mobility Plan is geared toward facilitating the implementation of the city’s Mobility Element of the General Plan and the Climate Action Plan.

The city worked with its on call communications consultant NV5 and technical consultants Chen Ryan and MIG to incorporate the following public involvement and engagement as part of the SMP:

1. Complete business surveys led by the city transportation team and incorporate these findings into the creation of a community SMP survey.
2. Conduct internal messaging sessions to develop language easily understood by the public.
3. Develop a strategic communication and public engagement plan and schedule.
4. Conduct Focus Groups and field intercepts to query city visitors on transportation habits and preferences.
5. Create a webpage on the City website dedicated to Carlsbad Sustainable Mobility Plan.
6. Create a Stakeholder Working Group (SWG) with representatives from multiple key community and business sectors and conduct three SWG meetings to provide detailed presentations and gather extensive input.
7. Create a Carlsbad SMP fact sheet and informational poster boards to utilize and hand out at community meetings, events and presentations.
8. Conduct one-on-one meetings with key stakeholders like the Carlsbad Unified School District (Superintendent and staff) as well as Viasat Sustainability team and Bob Rota, \_\_\_\_\_ and develop follow-up actions and programs.



*February 4, 2019 - DRAFT*

9. Develop an online MetroQuest community survey.
10. Conduct direct public education, outreach, and engagement (including ability to take the MetroQuest survey by paper) via a Carlsbad SMP booth at multiple Farmer's Markets.
11. Conduct Carlsbad SMP community presentations for community groups, such as the Agua Hedionda Lagoon Foundation and the Carlsbad Chamber of Commerce.
12. Engage community groups and officials (such as the Carlsbad Senior Commission) to promote the MetroQuest survey and increase education on the Carlsbad SMP.
13. Social Media posts via engagement with the SMP SWG and Carlsbad departments to promote the Carlsbad SMP and MetroQuest survey.
14. Develop customized information materials (like "handle-bar flyers") and update informational materials with QR codes to reach specific audiences and provide direct access to the MetroQuest survey.
15. Incorporate tours of sustainable mobility workspaces with the SWG meetings.
16. Present SMP and SWG updates to City of Carlsbad officials and elected officials.
17. Promote the MetroQuest survey via the main City "Input" webpage and coordinate with the City Economic Development Department to share the survey and informational links via their social media accounts and digital platforms.
18. Conduct one-on-one outreach at cycling locations to hand out the handle-bar flyers, engage the biking community and provide information to be shared on their website to encourage survey responses and education.
19. Gather and review SANDAG and Streetlight Commuter Data.

## 1. Business Survey

The Sustainable Mobility Plan public involvement effort began with a review of existing materials and the latest public input gathered by the city Transportation Department staff via survey with \_\_\_ businesses. More than \_\_\_ responses provided helpful information to prepare the SMP communications plan.

City of Carlsbad Travel Options Survey

4. What is your typical work start time?

Please indicate AM or PM.

5. What is your typical work end time?

Please indicate AM or PM.

6. On a typical work day, what is your one-way travel time between home and work?

- Less than 15 minutes
- 16 – 30 minutes
- 31 – 45 minutes
- 46 – 60 minutes
- More than 60 minutes

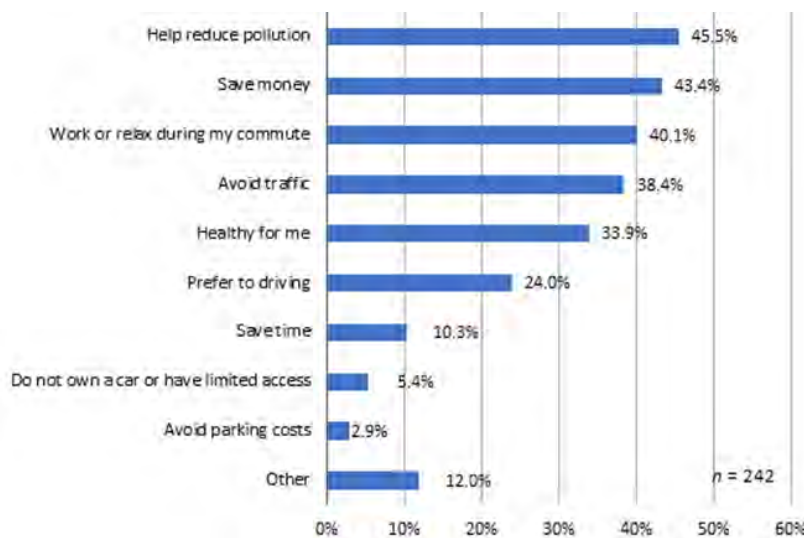
City of Carlsbad Travel Options Survey

7. In an average week, how frequently do you use each of the following transportation options to travel to/from work?

	1 day/ week	2 days/ week	3 days/ week	4 days/ week	5+ days/ week	Never/Not applicable
I drive to work alone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drive/ride in a carpool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drive/ride in a formal vanpool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take the train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take the bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I ride a motorcycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I ride a bicycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I walk to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take a ridesharing service (i.e., Uber)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

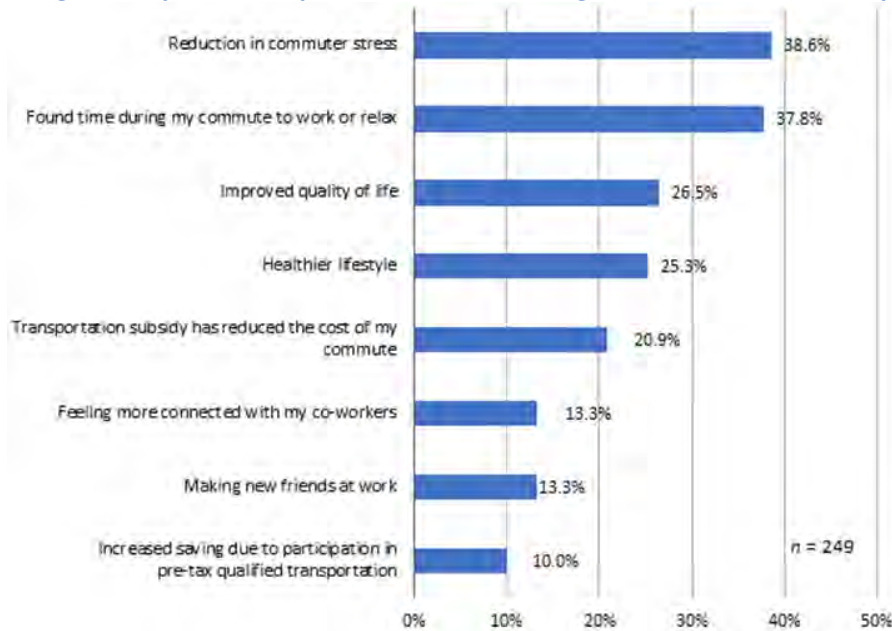
If you selected "other," please specify:

### 3.13 Transportation Motivators - Please share the reasons you choose a transportation option other than driving alone to work. (select all that apply)

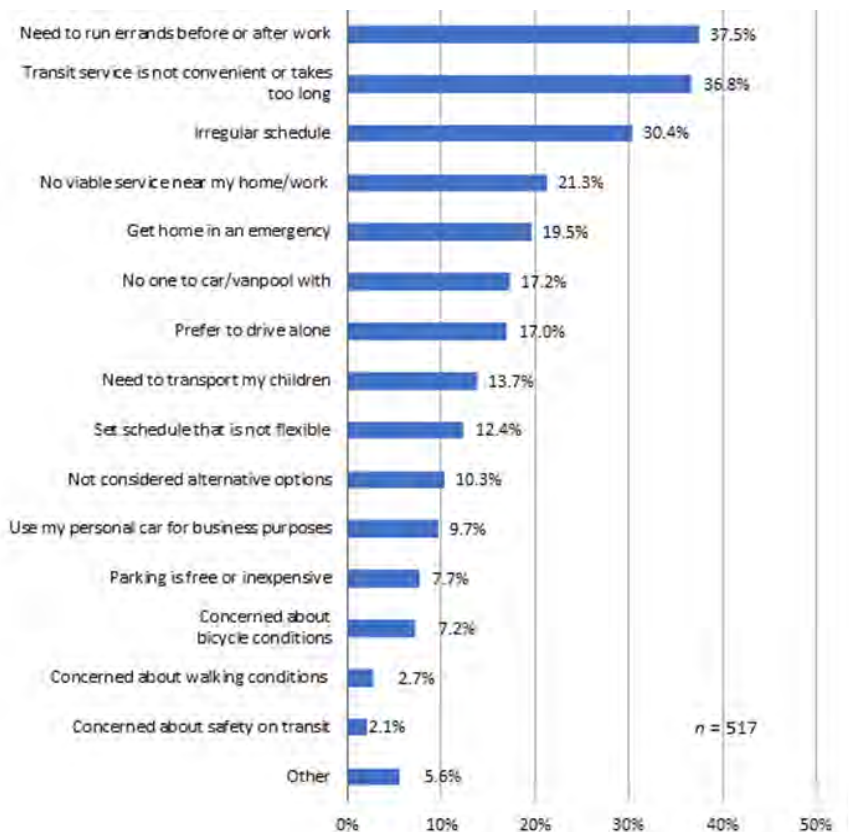


The most popular motivators for alternate forms of transportation are “help the environment / reduce pollution” (45.5 percent) followed by “saving money” (43.4 percent).

**Exhibit 3.14 Benefits of Use – Have you noticed any of the following benefits from commuting to work using a transportation option other than driving alone? (select all that apply)**



**Exhibit 3.15 Barriers to Use – If you drive alone to work at least one day a week, what are your main reasons? (select up to 3)**



## 2. Message Development

SMP communication prior to 2018 consisted of an internal “Elevator Speech” and multiple transportation plans. The City Communications Manager introduced the SMP in a community magazine article establishing clear language to convey the core goals previously presented in plans and with a variety of terminology:

- Mobility, Enhance Mobility, Multi Modal Service
- Public transportation, Transit, Travel options
- Livable streets, Complete streets, Right-sized parking, “Last Mile,” Moving people and goods ...
- Connectivity to support mobility, Readiness, Networks
- Sustainability, Neighborhood revitalization, Active/healthy lifestyles ...
- Life in Action - 8 to 80s Networks - Safe Routes to Schools

### SMP Elevator Speech

Wednesday, November 15, 2017 1:58 PM

#### Project Description:

The SMP is a comprehensive analysis of Carlsbad's alternative transportation (non-SOV) network and usage, and future opportunities for improving facilities and utilization.

The Consultant, through this Sustainable Mobility Plan (SMP), will evaluate what it takes to provide Carlsbad's residents, workers and visitors a set of reasonable travel options for their daily trips. The City wants to give its residents an 8-80s network that truly allows our population viable options for 'leaving their keys at home.' Consistent with the City's promise to Caltrans, much of the approach and intent of this document will be transferable to other cities in California who would like a 'head-start' on developing their own SMP.

The SMP will examine alternative transportation options in a comprehensive and interwoven way to present an existing and a future network. The SMP will develop modal 'blueprints' to evaluate, plan, expand, and fund initiatives such as bicycle and pedestrian improvements, Safe Routes to Schools & Parks, transit, the Transportation Demand Management effort, mobility hubs featuring car-share and bikeshare services, and improvements in underserved communities such as the Barrio in Carlsbad Village.

## Existing Plans



## Existing Plans

- Community Vision / Core Values
- General Plan / Mobility Element
- Bicycle Master Plan 2007
- Pedestrian Master Plan 2008
- Residential Traffic Management Plan 2011
- Carlsbad Livable Streets Assessment 2013
- ADA Transition Plan 2013
- Carlsbad Active Transportation Strategy 2015
- Coastal Mobility Readiness Plan 2016
- Trails Master Plan 2018



## Putting Plans Into Action

By Kristine Piny, Communication Manager



A couple of years ago the Carlsbad City Council adopted a climate action plan. It went largely unnoticed at the time. Plans sound boring. Government is always doing plans.

Both things are true.

Eventually, though, plans begin to come to life in the form of new programs, specific projects and other changes that you may notice in your daily life. The climate action plan is no exception. In fact, you could argue that the climate action plan is one of the more tangible plans created by government. That's because thanks to the state's target of reducing greenhouse gas emissions to 1990 levels by 2020, it's not enough to have a plan; the plan must produce measurable results.

The reason Carlsbad developed a climate action plan now is because of our recently updated general plan (yep, another plan). A city's general plan lays out the major policies that will guide future development, city facilities and services, and more intangible features of a city, like arts and culture and the economy. When cities update major plans like this, they now need to show that those plans will not result in more greenhouse gas emissions.





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During an internal messaging review session in April 2018, City department managers, staff and the communications and technical consulting team reviewed messaging from existing plans and public information. Because some of the mobility terminology is often technical, the group focused on clear terms to present this information.

Key categories discussed and ranked for SMP messaging during these internal meetings and creative/technical review sessions included:

1. Ease/Convenience
2. Traffic Reduction
3. Safety
4. Health
5. Environment
6. Choices/Options
7. Economic Benefit

NV5 facilitated an internal messaging session and worked with a creative team who is removed from the day-to-day transportation engineering – and even municipal work – to develop messaging and potential program names to communicate multiple technical terms, projects and programs in easy to understand, modern and accessible terminology.

The resulting branded program options (listed to the right) were studied and surveyed during the intercept and focus group process. In depth discussion during the three focus groups uncovered significant questions on the basic SMP and city transportation and mobility plans/terms; thus it was determined in the communications plan that an SMP brand would be put on hold for possible future use as resulting mobility projects are unveiled to the public.

Carlsbad gives you options for anywhere you need to go.

Whether you're off to work or play – smarter, healthier travel options are waiting for you. You can stroll down a bustling sidewalk, hike through interconnected trails, pedal to school, multi-task on the bus, relax on the train, even catch up in the carpool. In our City's travel network, the choice is yours - because Carlsbad gives you the freedom to GO.

**Carlsbad GO**  
*Choose the way you move.*

Carlsbad is a city in motion – with people working, living and moving in smarter ways. How we move around our city connects us, shapes our communities and can build a healthier, greener tomorrow.

Our network of smart travel choices empowers all residents to experience better ways to travel. At the intersection of progress and change, we've got the greenlight Carlsbad, and a smarter future is straight ahead.

**The Greenlight Program**  
*Smart options to move and explore.*

In Carlsbad, we value choices in how we get around – ways to make the morning commute easier, a walk to school safer, and bring your neighbors and community a little bit closer.

Smart travel options not only improve your day, but help preserve our environment for tomorrow. Whether you're 8 years old or 80 years young, in Carlsbad there is a network of smarter ways for everyone to get to their destination.

**Smart Moves**  
*Your network of smart travel options!*



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### 3. Strategic Communications and Public Engagement Plan and Schedule

The SMP Communications Plan provided a framework for city leaders, managers and staff, program partners, project staff and consultants in communicating with and outreaching to Carlsbad residents and businesses, the general public, community leaders, elected officials and media about the City of Carlsbad Sustainable Mobility Plan (described initially as a Program).

The following sections are outlined in the SMP Communications Plan:

- I. Public Engagement and Outreach Goals
- II. Communications Strategy
- III. Brand and Key Messages
- IV. Stakeholders and Target Audiences
- V. Outreach Tactics and Activities
- VI. Informational Tools and Toolkit
- VII. Schedule

The public engagement goals (listed below) expanded from the stated goal in the Carlsbad Coastal Mobility Readiness Plan: *To create an innovative transportation future in which advanced information, new technologies and sustainable fuels support a vibrant community with seamless mobility options.* The plan described itself as building upon *“the notion that people will have greater options to get to work, get to their homes, and how they will have a greater connection throughout coastal Carlsbad and the Village of Carlsbad for recreation and leisure.”*

1. Educate stakeholders so that they understand the SMP need, purpose, benefits, process and opportunities to become engaged and provide feedback. Convey project goals and key messages, clearly, accurately, coherently and consistently.
2. Design and implement engaging activities to provide clear and easily accessible opportunities for community input about the SMP.
3. Utilize information provided through meaningful public engagement to develop context-specific mobility solutions for Carlsbad communities. Compile public input and use it to inform the purpose and design of the final plan.
4. Expand defined stakeholders and inform and educate them on the benefits and needs of the Sustainable Mobility Program.



February 4, 2019 - *DRAFT*

- Build relationships with critical partners that can help engage the public and reinforce the benefits of the program.
- Engage the community as program options are developed and work to maintain participation in and support of the process through all phases.

Below are the key messages identified in the SMP Communications Plan:

The Carlsbad Sustainable Mobility Program (SMP) expands our city's network of smart travel options. As we continue to grow this network, we empower all residents with choices that improve commuting, recreation and getting around our city overall, while accomplishing these important benefits:

- Increased safety
- More convenient options
- Healthier travel options
- Better traffic flow

The schedule below was updated with program milestones and public engagement efforts.

City of Carlsbad SMP Public Outreach			June				July				August				September				October				November				December				January				February				March										
Activity	Action Item / Milestone	Lead	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4											
<b>Project Start</b>	Scope Finalized (May 23)	City																																															
<b>Planning</b>	Comms Plan / Framework Completed	NV5		20																																													
	Schedule Completed	NV5		20																																													
	Finalize Focus Group plan/questions	NV5/AR				29																																											
<b>Research</b>	Finalize Focus Group Discussion Guide	NV5/AR							18																																								
	Finalize Focus Group Logistics	NV5/AR																																															
	Conduct Focus Groups	AR								23	26																																						
	Final Report delivered by Action Research	AR												29																																			
	Business surveys completed	City									19																																						
<b>Outreach</b>	Develop material for City website	NV5		20																																													
<b>Webpage</b>	Go Live on City website	City				2																																											
	Go Live on City Input webpage	City																																															
<b>MetroQuest</b>	Final Draft of MetroQuest Data/Text for Input	City																																															
	MetroQuest Develop Survey Build	City																																															
	5-10 day Metroquest Testing Period to GoLive	City																																															
	MetroQuest GoLive	City																																															
	MetroQuest Survey Responses	City																																															
	Extend survey deadline & direct outreach	NV5																																															
<b>Social Media</b>	Conduct social media audit	NV5																																															
	Social Media content recommendations	ChenRya																																															
	Draft social media (Facebook) posts	NV5																																															
	Review/approve scheduled FB posts	City																																															
	Ongoing social media posts/monitor	NV5																																															
<b>Presentations</b>	Chamber of Commerce: Sustainability	NV5/CR																																															
	Agua Hedionda Lagoon Foundation	NV5/CR																																															
	School District Board Meeting	NV5/CR																																															
	Village Voices Assn. Meeting	NV5/CR																																															
<b>Pop-Ups (3)</b>	Farmer's Market - PENDING Dec 12 or 19	ChenRya																																															
	Pop-up or meeting w/ CYCLING COMMUNITY	NV5																																															
	Engage groups re ADA beach access feasibility	NV5																																															
<b>SWG Meetings</b>	Dry run SWG presentation	ChenRya																																															
	STAKEHOLDER WORKING GROUP MEETING #1	NV5																																															
	SWG MEETING #2 - At make (GoDaddy) 12:30-	NV5																																															
	SWG MEETING #3 - At ViaSat - 1/15	NV5																																															
	Request CUSD outreach, including Peachlar	NV5																																															
<b>Technical</b>	Design Guidelines & Action Plan (Nov 30?)	ChenRya																																															



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## 4. Focus Groups and Field Intercepts

The SMP team worked with city consultant Action Research to create focus groups and field intercepts to gather insight from people who live and work in, as well as visit, the City of Carlsbad.

The Intercepts provided the opportunity to reach visitors during tourism and business travel; as well as to recruit Carlsbad residents and workers for the more in-depth Focus Groups. Conducted over two-hours, the Focus Groups gathered insight from people who live and work in the City of Carlsbad. The research consultant queried city visitors on transportation habits/preferences during tourism and business travel; as well as conduct intercepts to recruit Carlsbad residents and workers for in-depth Focus Groups.

To add to public engagement efforts for the City of Carlsbad Sustainable Mobility Plan (SMP), Action Research conducted two focus groups with residents and one with employees (one in each of three regionally-defined areas of Carlsbad). This research effort was designed to provide guidance to the City for a program brand, taglines, and messages, as well as identify the range of barriers and benefits faced by employees and residents to biking, carpooling, taking public transit, and walking within the City.

The focus groups were conducted as follows:

- July 24<sup>th</sup> at the Cole Library (residents);
- July 25<sup>th</sup> at make (employees); and
- July 26<sup>th</sup> at the City of Carlsbad, Faraday Building (residents).

The Focus Group effort followed the process below and was helpful to update the initial draft Communications Plan with information directly from the target audience.

### Research Design

- Conduct 150 surveys.
- Participants will be randomly assigned to complete *one of the three* message surveys.

### Survey (Test) Design

- Responses from each of the three messages were compared (50 in each group).
- Introduction at the beginning of each survey included a query on travel mode.
- The survey began with an open-ended question about *potential messaging and program names* (Carlsbad GO, Smart Moves, and The Greenlight Program), followed by level of *motivation to learn more* and *accessibility*.
- The survey measured each of the sub-text messages on the four attributes identified by the City (*safety, convenience, healthy, mobility*) to determine values and resonance.



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To include employed residents, the focus group researcher scheduled the groups in the evening. Given the amount of information that we needed to cover, the discussion time was set for a target 90 minutes. 12 residents were recruited, with the plan for 8 to 10 to show up. The participants were provided with a light meal and \$75 cash card for their participation in the 90-minute discussion. There were 23 participants across the three groups. The participants were recruited in-person at the Cole and Dove libraries, the Island food court, the Poinsettia transit station, Poinsettia Park and the Farmer’s Market. Recruitment dates, times and locations focused on assuring all parts of Carlsbad were included.

North: Focus Group at Cole Library, recruit at Cole Library and Farmer’s Market
Central: Focus Group at Make, recruit at Island Food Court and Poinsettia Coaster Station
South: Focus Group at Faraday Building, recruit at Dove Library and Poinsettia Park

Focus group outcomes for employees and residents included a final report summarizing the following areas of research from the in depth surveys and facilitated discussions:

1. Barriers and benefits to biking, carpooling, walking and taking public transportation
2. Quality of life
3. Transportation values like road safety and routes
4. Barriers to public transit

Residents reported drive-alone trips for errands, such as doctor appointments, going to the library, grocery and other types of shopping. Most reported linking their errand trips for time efficiency and to make the most of low-traffic periods, although one participant stated that she makes these trips regardless of traffic. The range of distance traveled for these trips was typically under ten miles.

Participants in the employee group had worked in Carlsbad from one-and-a-half weeks to nine years. Employees traveled a range of three to fifty-three miles to work in Carlsbad. One person used a motorcycle, two carpooled (together), and the others drove alone to work. All reported that travel time to work varied greatly as it was dependent upon when they left their house. Employees sometimes used their lunch periods to eat at local restaurants. Most reported that restaurants were not nearby their place of employment, so driving was their only option.

For participants in all three groups, the impact of traffic congestion on *travel time* and *home-life-work schedules* were the biggest quality-of-life concerns. Participants stated that they have significantly modified their lifestyles to avoid traffic. Some indicated that they no longer go to the Zoo, or only buy airline tickets for certain times to avoid traffic.

Across all groups, *time* was the most important attribute when deciding how to get from here to there. *Time* involves avoiding traffic congestion that slows their commute and getting to work on time. Most participants valued having a car because it’s easy. They stated they know all that is involved in getting around in their car and other forms of transportation are less familiar to them. One participant stated that we live in a car-centric area and we derive prestige from the type of car we drive.



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The employee group reported *reliability* and *time to work* as their chief concerns. Convenience and ease were also factors.

The most notable finding across all groups was the lack of knowledge of public transportation options in Carlsbad. Several participants stated that they did not know where bus stops were located, that buses stopped in Carlsbad, or how to find a schedule. There were several references to the lack of *city buses*, rather than to NCTD. Most were aware of or had some level of experience with the trains going south to San Diego. Overwhelmingly, participants stated that they never even thought to take public transportation to get to work or run errands. Generally, they only take public transportation for special events or occasions.

**Other barriers included:**

- Taking too much time to get to their destination;
- How to get to their destination from a final transit point (last mile);
- Transit points are not near their home or workplace (lack of convenience);
- Lack of service times;
- Fears of getting stuck because of lack of services;
- Social stigma (public transit is only for low-income people, people who need it)
- Reliability of the service schedule; and
- How to take a bike on a bus or train.

In addition to the many barriers identified, focus group participants in all groups expressed skepticism about the program names and particularly use of the words "*smart*" and "*network*." While some participants liked *smart* because it conveyed reliable and predictable, others said it is overused and not well-connected to the culture of Carlsbad.

Like with terms like *network of ways to get around*, participants thought the program description was currently not quite as described and would therefore disappoint the community. The groups appreciated the messaging emphasis on community and inclusion of environmental language, but wanted to have specific mobility projects listed as part of the program description, with clear examples of how the city will make it easier and safer to walk, bike and use mass transit.

***The SMP team thus focused on the feedback provided on solutions that could make it easier for the community to adopt sustainable mobility – using the existing terminology to describe the effort and seeking additional ways to gather input on specific projects, locations and infrastructure.***

Among the solutions suggested by the focus group participants were having access to schedules through an app, route planning, and an increase in service times would make it easier to use public transit. In both resident groups, there was an unprompted discussion about having a trolley loop around the city. The trolley would stop at shopping and restaurant locations (they would not want to wait more than 10-15



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minutes for the next trolley). Participants noted that reliability was one of the greatest concerns. Ensuring reliability will be key to adoption of public transit.

Safety was the biggest concern about riding a bike in Carlsbad. Specifically, participants reported lack of bike lanes, vehicle speed, traffic congestion, and distracted driving among their safety issues. Most stated they do have a bike but feel too vulnerable and unsafe to ride around town. Two participants knew of friends who had been killed or severely injured by a vehicle while riding a bike. They stated there was nothing to help them overcome their bike-riding fears.

**Other barriers included:**

- Hilly terrain in their neighborhoods;
- Weather;
- Lack of lighting on streets;
- Lack of bike parking at their destination; and
- Having to carry bags.

Participants stated that curbed paths where bikers were separated from vehicle traffic would give them the peace of mind needed to ride a bike in traffic.

The biggest barrier to walking around town was distance to their destination. Participants stated that they live too far from services to walk. A couple of participants stated they do live near the village and do walk for some errands or to visit restaurants. There were also concerns about safety from vehicles, even in crosswalks. There was not much discussion around carpools. The primary barrier was how to find people nearby that are going in the same direction.

Environmental benefits were reported generally and across all modes, and participants reported several mode-specific benefits. Transit routes that can take people straight to the beach was desired and *health* was the most notable benefit mentioned. Biking as a mood lifter was also mentioned. The health benefits were reported for walking – exercise, increased mental health, and getting fresh air.

In general, participants noted that there were benefits to alternative modes, but they are not sufficient enough to overcome the barriers. This, and the fact that the focus groups uncovered that the proposed program messages did not represent the current transportation options available to, or behaviors of, those living in Carlsbad (as well as employees believing the messages were not relevant to them but were meant for residents) led to a focus on the specific projects and solutions that could be implemented, with a possible comprehensive program name for a future date when the solutions, options and projects are unveiled as part of the SMP.

## 5. SMP Webpage

A webpage on the City website was dedicated to Carlsbad Sustainable Mobility Plan. The key messages from the Communications Plan were translated on the webpage in a simple introductions that explained:

The SMP will examine alternative transportation options in a comprehensive and interwoven way to present an existing and a future network. The SMP will develop modal ‘blueprints’ to evaluate, plan, expand, and fund initiatives such as:

1. Bicycle and pedestrian improvements,
2. Safe Routes to Schools & Parks,
3. Transit,
4. Mobility hubs featuring car-share and bikeshare services,
5. The Transportation Demand Management (TDM) effort, and
6. Improvements in underserved communities such as the Barrio in Carlsbad Village.

As we continue to grow this network, we empower all residents with choices that improve commuting, recreation and getting around our city overall, while accomplishing these important benefits:

1. Increased safety
2. More convenient options
3. Healthier travel options
4. Better traffic flow


Photos, icons and videos give the webpage depth—and the material was updated after every SWG meeting to add links to the presentations in order to allow the public to be updated along with the community representatives serving on this group. Reference material was also provided on the Carlsbad SMP webpage, including a [“8 to 80 Mobility” video](#) and the [“Mobility Hub” video](#) presented on the SANDAG website.

Reference materials linked for background were:


- [Carlsbad SMP Fact Sheet](#)
- [Carlsbad Community Vision](#)
- [City of Carlsbad General Plan Mobility Element](#)
- [Current city programs](#)
- [Biking and Walking in Carlsbad](#)


Watch These Videos

See how our city's long-range planning has always balanced many needs and options for everyone in Carlsbad to get around safely.



When a road drops a lane, it provides extra space that could be used for bike lanes, protected stroller paths or coastal gathering spots.





3D-rendered Mobility Hub Visual Simulation

More Information

Contact Craig Williams, Senior Engineer at [craig.williams@carlsbadca.gov](mailto:craig.williams@carlsbadca.gov) or 760-826-9523.

- [Carlsbad SMP Fact Sheet](#)
- [Carlsbad Community Vision](#)
- [City of Carlsbad General Plan Mobility Element](#)
- [Current city programs](#)
- [Biking and Walking in Carlsbad](#)



www.carlsbadca.gov/services/depts/pw/traffic/mobilityplan.asp

## Carlsbad Sustainable Mobility Plan

Home » ... » Public Works » Streets & Traffic » Carlsbad Sustainable Mobility Plan

Take the Carlsbad Sustainable Mobility Plan [survey](#).

The City of Carlsbad is developing a Sustainable Mobility Plan to help improve transportation-related safety, reduce emissions, increase travel choices and implement the Mobility Element of the city General Plan.

The SMP will examine alternative transportation options in a comprehensive and interwoven way to present an existing and a future network. The SMP will develop modal 'blueprints' to evaluate, plan, expand, and fund initiatives such as:

1. Bicycle and pedestrian improvements,
2. Safe Routes to Schools & Parks,
3. Transit,
4. Mobility hubs featuring car-share and bikeshare services,
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### Community Input & SMP Stakeholder Working Group

City staff, technical experts and community partners are reviewing what it takes to provide Carlsbad's residents, workers and visitors a set of reasonable travel options for their daily trips. As data is gathered, we will be presenting those findings to the public through a series of workshops and will be gathering community input through multiple platforms. As data is gathered, we will be providing updates to this webpage and are reviewing the information with a Stakeholder Working Group.

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You can [view the presentation](#) that was provided at the first SMP SWG meeting, on Aug. 23, 2018. [See the presentation](#) provided at the second SMP SWG meeting, on Nov. 13, 2018 and [third SMP SWG meeting](#), on Jan. 15, 2019.

You can also [see the "8 to 80 Mobility" video](#) and the ["Mobility Hub" video](#) viewed by the SWG and referred to in the presentations.

We want your input as well.

Please take the Carlsbad SMP [survey](#) and share this opportunity for input with your neighbors, community groups and anyone who lives and works in Carlsbad. This survey will be live through January 25, 2019 and will help to inform the city's SMP.

To be added to the contact list for SMP updates, please email Craig Williams, Senior Engineer at [craig.williams@carlsbadca.gov](mailto:craig.williams@carlsbadca.gov). You can also send Craig any questions or suggestions about the SMP.



The Carlsbad Sustainable Mobility Plan Stakeholder Working Group held their third meeting at ViaSat to provide input on the city's planning efforts. The group includes representatives from the Carlsbad Chamber of Commerce, Agua Hedionda Lagoon Foundation, Carlsbad Unified School District, Thermo Fisher, Legoland, Carlsbad Convention and Visitors Bureau, City Traffic Commission, SANDAG, CalTrans, Omni Resorts, Bike Walk Carlsbad, California State Parks, Cape Rey Resort, Carlsbad Village Association, Cruzan, GoDaddy, La Costa Glen and representatives from the ADA community, local startups, small businesses and CalTrans.

## 6. Stakeholder Working Group (SWG)

The SWG was formed to provide detailed information and gather extensive input from a diverse group of representatives from multiple key community, civic and business sectors.

Approximately 30 community representatives were engaged to be a part of the SWG and 21 organizations accepted, with more than 25 representatives attending the SWG meetings.



*As presented on the City website: The Carlsbad Sustainable Mobility Plan Stakeholder Working Group held their third meeting at ViaSat to provide input on the city's planning efforts. The group includes representatives from the Carlsbad Chamber of Commerce, Agua Hedionda Lagoon Foundation, Carlsbad Unified School District, Thermo Fisher, Legoland, Carlsbad Convention and Visitors Bureau, City Traffic Commission, SANDAG, CalTrans, Omni Resorts, Bike Walk Carlsbad, California State Parks, Cape Rey Resort, Carlsbad Village Association, Cruzan, GoDaddy, La Costa Glen and representatives from the ADA community, local startups, small businesses and CalTrans.*



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Below are community representatives that attended SMP SWG meetings:

1. Community representative and ADA activist Kalim Smith
2. Agua Hedionda Lagoon Foundation – Lisa Rodman, CEO
3. Bike Walk Carlsbad – Pete Penseyres, Cycling Instructor and Traffic Safety Commissioner
4. California State Parks – Lisa Urbach, Sector Superintendent - California State Parks, San Diego Coast District (North Sector) and Cindy Krimmel, District Environmental Coordinator
5. Cape Rey Carlsbad – Thomas Lee, General Manager
6. Carlsbad Chamber of Commerce – Toni Padron, Executive Vice President/COO
7. Carlsbad Convention & Visitors Bureau – Sam Ross, Executive Director
8. Carlsbad Unified School District – Benjamin Churchill, Superintendent
9. County of San Diego – Chiara Leroy, Community Health Promotion Specialist
10. Cruzan – Jim Mandler, Property Manager
11. Go Daddy – Joey Powers, Experience Manager
12. Grand Pacific Palisades Resort & Hotel – Diane Proulx, Assistant to the President
13. La Costa Glen – Glenn Thomas, Marketing Sales Manager and Director of Safety and Risk Management for CONTINUING LIFE
14. LEGOLAND California Resort – Eduardo Moya, Head of Hotel Operations and Frank Idris, Hotel General Manager
15. Mod 4 Design and Development – Kevin Sladek, Founder and Principal
16. Omni La Costa Resort & Spa – Doug Yavarian, Community Relations
17. San Diego County Bicycle Coalition – Andy Hanshaw, Executive Director
18. San Diego North Economic Development Council – Eric Bruvold, Chief Executive Officer



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19. SANDAG / Metropolitan Transit Development Authority (MTDB) – Antoinette Meier, Principal Regional Planner
20. Steer Group (on behalf of SANDAG) – Rachel Forseth, iCommute Account Manager
21. Thermo Fisher Scientific – Cristina Amorium, VP, Facilities EH&S and Sustainability; Ivan Tesic, Sr Project Manager, Business Operations; and Andrew Papino, HR Manager
22. Via Sat Inc – Robert Rota, Vice President, Facilities & Security

City staff and regional officials that attended SWG meetings included:

1. Craig Williams, Senior Engineer, Public Works – SMP Project Manager
2. Marshall Plantz, Transportation Director
3. Paz Gomez, Public Works Director
4. Craddock Stropes, Senior Management Analyst, Public Works
5. Lolly Sangster, Program Manager, Public Works
6. Christie Marcella, Manager, Economic Development
7. Vanessa De La Rosa, Caltrans Associate Transportation Planner
8. Claudia Huerta, Senior Program Manager, Community & Economic Development
9. Eliane Paiva, Public Works Transportation Secretary

Consultants managing the Public Involvement and technical work:

1. Gabriela Dow, NV5
2. Brian Gaze, Chen Ryan
3. Andy Pendoley, MIG
4. Rachel Kulis, NV5
5. Hilary Brinegar, NV5
6. Lori Large, Action Research
7. Joey Schmitt, Project Manager, Action Research

Three (3) SWG meetings: **Chen Ryan** will lead development of the technical information and presentation materials and facilitation tools/materials for the three meetings. Recording of discussion points and outcomes will be documented, along with a concise, written summary report after each SWG meeting.

**SWG Meeting #1 – August 23, 2018 – 8:30 to 10:00 a.m.**  
**Faraday office:** 1635 Faraday Avenue - Carlsbad, CA 92008

**SWG Meeting #2 – November 13, 2018 – 1 to 3:30 p.m.**  
**make building:** 5600 Avenida Encinas, Carlsbad, CA 92008  
Hosted by GoDaddy with a tour of the make building

**SWG Meeting #3 – January 15, 2019 – 8:30 to 10:30 a.m.**  
**ViaSat:** 2501 Gateway Road, E1 campus, Carlsbad, CA 92008

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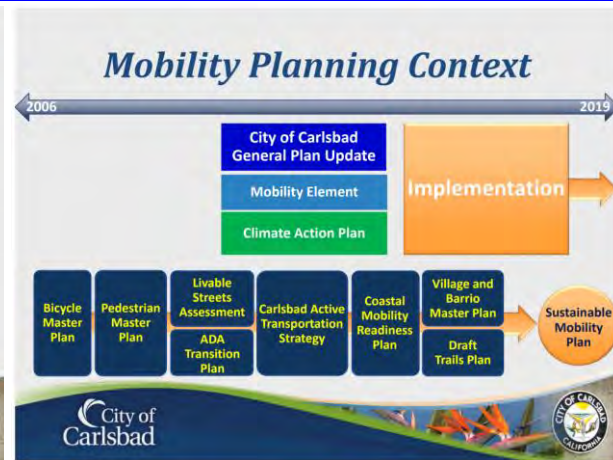
**Meeting #1 Photos**



**Meeting #1 Presentation** - <http://www.carlsbadca.gov/civicax/filebank/blobdload.aspx?BlobID=36731>

### Planning Process and Schedule

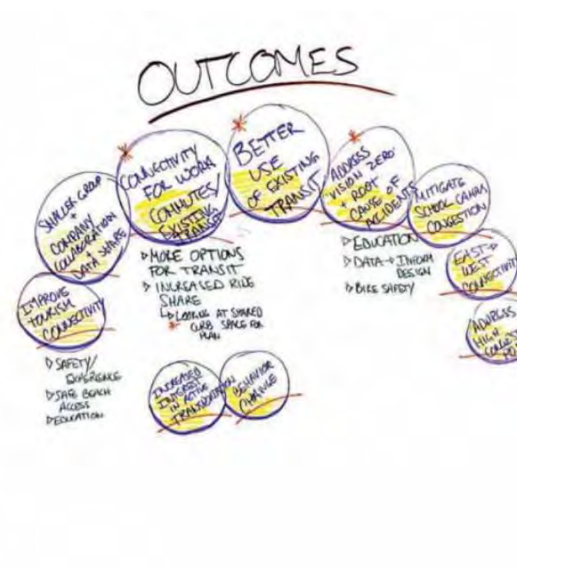
- **Summer '18:**
  - Existing Conditions Assessment
  - Stakeholder Engagement Planning
- **Fall '18:**
  - Design Guidelines Development
  - Stakeholder Engagement Efforts
  - Project Identification
- **Winter '18:**
  - Project Prioritization
  - Plan Development and Adoption



**CITY OF CARLSBAD  
STAKEHOLDER WORKING  
GROUP MEETING #1**  
AUGUST 23, 2018

### QUESTIONS

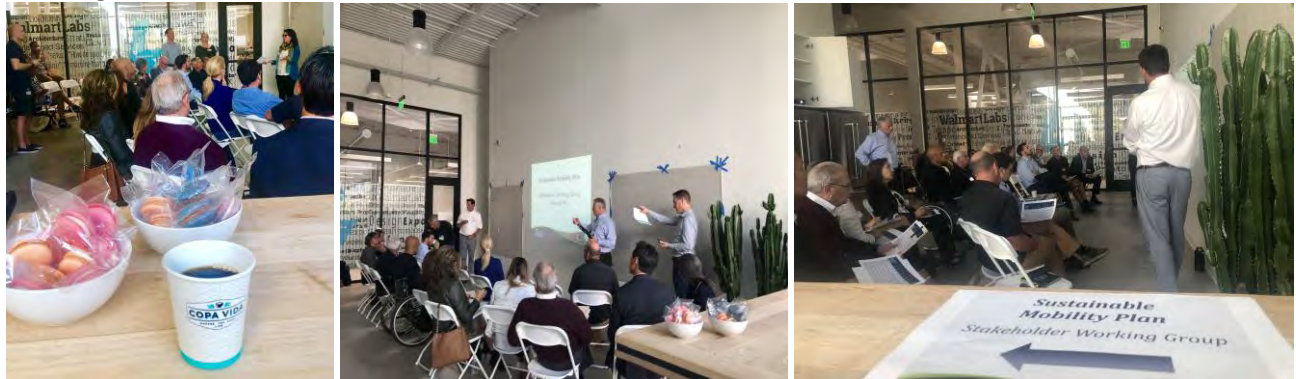
- NOT DUPLICATING TDM EFFORTS? IMPLEMENTATION?
  - ↳ WILL BRING ALL PLANS TOGETHER IN PROCESS OF PLANNING FOR IMPLEMENTATION
- COMMUNICATING WITH EACH OTHER?
  - ↳ OPEN MEETING STRUCTURE, ENCOURAGE COMMUNICATION, I.E. EMAIL LISTS
- MEASURE OF SUCCESS? DELIVERABLES?
  - ↳ PLAN TO CITY COUNCIL; STAKEHOLDER INPUT IS DELIVERABLE
- IS PLAN CODE & POLICY?
  - ↳ MOBILITY ELEMENT, COMPLYING WITH CLIMATE ACTION PLAN; ADDITIONAL (WELCOME STAKEHOLDER) ADJUSTMENTS MAY BE MADE FOR CODE
- WOULD TYPOGRAPHY SHIFT CHANGE PLAN? (I.E. USERS)
  - ↳ FLEXIBILITY FOR ADJUSTMENT BASED ON TYPOGRAPHY
- ANALYSIS OF ORIGIN + DESTINATION?
  - ↳ MANY ANALYSES UNDER WAY; IMPROVED DATA
- HOW DO WE TREAT POSSIBLE CLIMATIC IMPACT?
  - ↳ SOMETHING TO CONSIDER



Meeting #1 Wall Graphic / SWG Input

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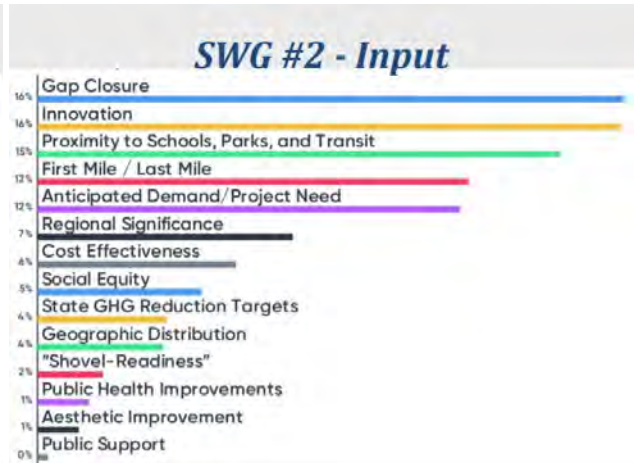
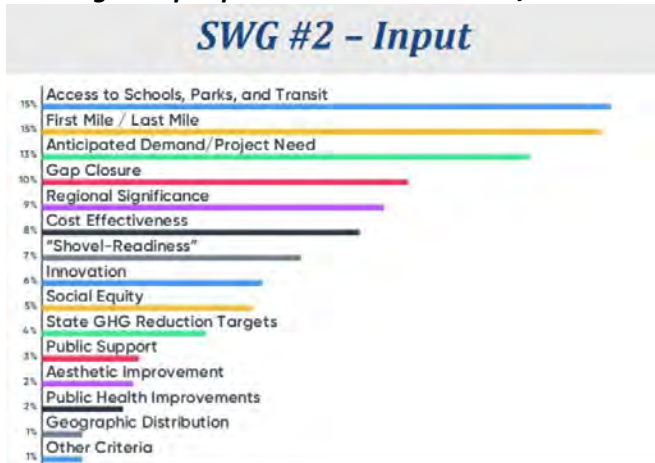
**Meeting #2 Photos**



Meeting #2 Presentation – <http://www.carlsbadca.gov/civica3/filebank/blobload.aspx?BlobID=37274>



**Meeting #2 Input provided via web-based / mobile Mentimeter tool**



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**Meeting #3 Photos**



Meeting #3 Presentation <http://www.carlsbadca.gov/civicax/filebank/blobdload.aspx?BlobID=37668>

### Priority Project Approach

### Evaluation Criteria

- Demographics**
  - Population
  - Employment
  - Student Addresses
- Land Uses**
  - Access to Key Destinations
  - Access to Transit Connections
- Safety and Comfort**
  - Bike Collisions and Rate
  - Walking Collisions and Rate
  - Challenging Roadways and Rate

**Meeting #3 Wall Graphic / SWG Input**



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The three Stakeholder Working Group meetings were held on August 23, 2018; November 13, 2018; and January 15, 2019.

The August 24, 2018 City Council Memorandum from Marshall Plantz, Transportation Director to Elaine Lukey, Chief Operating Officer, via Paz Gomez, Public Works Director, explained the Sustainable Mobility Plan Working Group Meeting as follows (focused on the first meeting held on Aug. 23, 2018 held at the City Faraday Center): A presentation was provided to included an overview of project purpose, background, process and schedule for the Sustainable Mobility Plan; role of the working group; and initial data about existing conditions of the city’s mobility system. The presentation was followed by a robust, professionally facilitated discussion and question-and-answer period to collect members’ impressions and feedback on their vision for the city’s transportation network in the both the near and long term. The feedback was captured on a “wallgraphic” and on comment forms, which were collected by the project team for incorporation into the data set for the Sustainable Mobility Plan.

As city staff reported on the SMP SWG, they indicated in the Aug. 24 staff report that they would: “return to the City Council for approval of the Sustainable Mobility Plan which will then be used to develop project requests for inclusion in the city’s Capital Improvement Program, as well as to guide private development projects.”

All SWG members received extensive pre- and post-meeting planning and follow-up emails, including at the group’s request a member roster and links to project information and data on the city website.

***Below is a sample email follow-up to August 23, 2018 meeting sent by the SWG coordinator Gabriela Dow with the SMP Project Manager, Craig Williams.***

Dear \_\_\_\_\_,

Thank you for your participation in the City of Carlsbad Sustainable Mobility Program (SMP) first Stakeholder Working Group (SWG) meeting held on Thursday, August 23, 8:30 to 10:00 am at the city’s Faraday building.

This first of three meetings was a success, and as promised, we included the below items to continue the constructive communication process.

1. The list of SMP SWG members is below. Please reply to this email with any contact information you would like to share with the rest of the group (email/tel) – IF you choose to share your contact info, not required! – and we will send an updated contact list.
2. The presentation and video that we reviewed will be added to the City’s SMP webpage, which is listed below. This page also includes links to reports that were discussed (such as the City General Plan Mobility Element) <http://www.carlsbadca.gov/services/depts/pw/traffic/mobilityplan.asp>

The presentation PPT slides are attached as a PDF. The video is linked below:  
<https://www.youtube.com/watch?v=9Ni32qPrGmM>





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3. As discussed, we're changing the location for our second meeting. GoDaddy has offered to host our next meeting (Nov. 13) at their offices in the make building - where we can all see first-hand innovative amenities provided for employee quality of life and mobility options. You can take a preview of these future-focused, mobility-friendly amenities at: <http://www.latimes.com/health/la-he-healthy-workplace-20161123-story.html>

Meeting #2 – Tuesday, November 13, 2018 from 8:30 to 10 am  
at make (5600 Avenida Encinas, Carlsbad, CA 92008)

Meeting #3 – Tuesday, January 15, 2019 from 8:30 to 10 am  
Another SWG member may host the last meeting, or we will meet again at the City Faraday Center  
(1635 Faraday Ave, Carlsbad, CA 92008)

Below is a list of the city staff and technical consultants who led the meeting, and a list of the 18 SWG member community and business leaders who attended.

Marshall Plantz, Transportation Director  
Craddock Stropes, Senior Management Analyst  
Craig Williams, Senior Engineer/SMP Project Manager (remote via conference call)  
Claudia Huerta, Village Manager  
Gabriela Dow, NV5  
Brian Gaze AICP, Chen Ryan Associates  
Katja Dillmann, Chen Ryan Associates  
Andy Pendoley, MIG / MJE



**City of Carlsbad  
Sustainable Mobility Program  
Public Involvement Summary**

*February 4, 2019 - DRAFT*

<b>Aug. 23</b>	<b>First Name</b>	<b>Last Name</b>	<b>Title</b>	<b>Account Name</b>
Attended	Cristina	Amorium	VP, Facilities EH&S and Sustainability	Thermo Fisher Scientific
Attended	Eric	Bruvold	Chief Executive Officer	San Diego North Economic Development Council
Attended	Benjamin	Churchill	Superintendent	Carlsbad Unified School District
Attended	Andy	Hanshaw	Executive Director	San Diego County Bicycle Coalition
Attended	Cindy	Krimmel	District Environmental Coordinator	California State Parks
Attended	Thomas	Lee	General Manager	Cape Rey Carlsbad
Attended	Chiara	Leroy	Community Health Promotion Specialist	County of San Diego
Attended	Jim	Mandler	Property Manager	Cruzan
Attended	Antoinette	Meier	Principal Regional Planner	SANDAG / Metropolitan Transit Development Authority (MTDB)
Attended	Eduardo	Moya	Head of Hotel Operations	Legoland California Resort
Attended	Toni	Padron	Executive Vice President/COO	Carlsbad Chamber of Commerce
Attended	Pete	Penseyres	Cycling Instructor and Traffic Safety Commissioner	Bike Walk Carlsbad
Attended	Joey	Powers	Experience Manager	Go Daddy
Attended	Lisa	Rodman	CEO	Agua Hedionda Lagoon Foundation
Attended	Sam	Ross	Executive Director	Carlsbad Convention & Visitors Bureau
Attended	Robert	Rota	Vice President, Facilities & Security	Via Sat Inc
Attended	Lisa	Urbach	Sector Superintendent - California State Parks, San Diego Coast District (North Sector)	California State Parks
Attended	Doug	Yavarian	Community Relations	Omni La Costa Resort & Spa

Please do not hesitate to send any additional feedback or contact us by email or mobile with any questions!

Thanks so much,  
Gabriela

## 8. Informational Collateral Materials

Graphics were developed for usage on informational boards, online and in print materials. We will develop PowerPoint slides, handouts, invitations, sign in sheets and other materials as needed in formats suitable for either print or electronic distribution.

Fact sheet and informational poster boards to utilize and hand out at community meetings, events and presentations.

The MetroQuest digital survey was designed into a printed 11 x 17 two-sided piece, below, to allow people who preferred to fill the survey out in written form to do at the Farmer's Market booth and at community events.

**Sustainable Mobility Plan** City of Carlsbad

The City of Carlsbad is developing a Sustainable Mobility Plan to help improve transportation-related safety, reduce emissions, increase travel choices and implement the Mobility Element of the city General Plan.

The Sustainable Mobility Plan will guide the city in expanding and improving active transportation options to promote safe, healthy and convenient travel options for people of all ages and abilities.

**Study Approach** – The plan will examine alternative transportation options in a comprehensive and iterative way to present an existing and a future network. The plan will develop modal “blueprints” to evaluate, plan, expand and fund initiatives such as:

- Improvements to bicycle and pedestrian routes
- Safe routes to schools and parks
- Improvements to transit facilities and services, as well as underserved communities
- Mobility hubs featuring transit connections, car-share and bike-share services, and
- Transportation Demand Management efforts

**Timeline** – The Sustainable Mobility Plan is scheduled to be completed in early 2019, with the following planned schedule and key milestones:

**Summer 2018**

- Existing conditions assessment
- Stakeholder engagement planning

**Fall 2018**

- Design guidelines development
- Stakeholder working group meetings
- Project identification and evaluation criteria

**Winter 2018/2019**

- Continued public outreach and stakeholder working group meetings
- Project prioritization
- Plan development and approval

**Did you know?**  
Roughly 40% of all trips taken by residents, employees and visitors in Carlsbad are under two miles in length.\*

\* 2017 National Household Travel Survey, which matches the most recent City of Carlsbad analysis.

**For More Information** – Please contact Craig Williams, AICP, City of Carlsbad Transportation Planning & Mobility, at 760-826-9523 or [craig.williams@carlsbadca.gov](mailto:craig.williams@carlsbadca.gov)

**Q3 Vision: The Sustainable Mobility Plan should reflect the community's vision.**  
Please tell us, in your own words, about an ideal transportation network for Carlsbad. Describe what an improved transportation network could look like and what it would mean for you. This can mean safer places to walk and bike, a climate that encourages transportation innovation, or anything else that comes to mind.

In ten years, I want Carlsbad to be a place where...

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**Please answer a few optional questions . . .**  
This helps us understand your input better. Your private information will be kept private.

What is your age? \_\_\_\_\_ What is your gender? \_\_\_\_\_

How long have you lived in Carlsbad? \_\_\_\_\_

What is your zip code? \_\_\_\_\_

Anything else you want us to know? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Get more information and get involved!**  
Email address to receive SMP updates: \_\_\_\_\_

Please let others in the Carlsbad community know about this survey and share the URL [CarlsbadSMP.metroquest.com](https://CarlsbadSMP.metroquest.com) using the #CarlsbadSMP hashtag!

The survey is active through **January 14, 2019**. *Community group presentations available upon request!*

**For More Information** – Please contact Craig Williams, AICP, City of Carlsbad Transportation Planning & Mobility, at 760-826-9523 or [craig.williams@carlsbadca.gov](mailto:craig.williams@carlsbadca.gov) - [www.carlsbadca.gov](http://www.carlsbadca.gov)  
You can return this survey by mailing to:  
City of Carlsbad, Attn: Craig Williams, 1635 Faraday Avenue, Carlsbad, CA 92008

**Sustainable Mobility Plan** City of Carlsbad

The City of Carlsbad would like your input on how to improve the city's transportation network. This effort will expand biking, walking and transit options to promote safe, healthy, and convenient travel options for people of all ages.

**Begin**

**This is the printed version of an online digital MetroQuest survey available via the URL and QR Code below:**

[CarlsbadSMP.metroquest.com](https://CarlsbadSMP.metroquest.com)  
Please share this survey link using #CarlsbadSMP

**Welcome**

Help us to improve mobility around Carlsbad!  
Your input will help the City of Carlsbad to develop a Sustainable Mobility Plan that will help improve transportation-related safety, reduce emissions and increase travel choices.

**WELCOME** | **PRIORITIES** | **VISION** | **MAPPING EXERCISE** | **GET INVOLVED**

Tell us about your sustainable travel priorities! City staff, technical experts and community partners are reviewing data and community input about what it takes to provide Carlsbad residents, workers and visitors with efficient and sustainable options for their daily trips.

**The Sustainable Mobility Plan will bring together multiple existing plans into a prioritized implementation strategy for transportation projects.**

**For More Information** – Please contact Craig Williams, AICP, City of Carlsbad Transportation Planning & Mobility, at 760-826-9523 or [craig.williams@carlsbadca.gov](mailto:craig.williams@carlsbadca.gov) - [www.carlsbadca.gov](http://www.carlsbadca.gov)  
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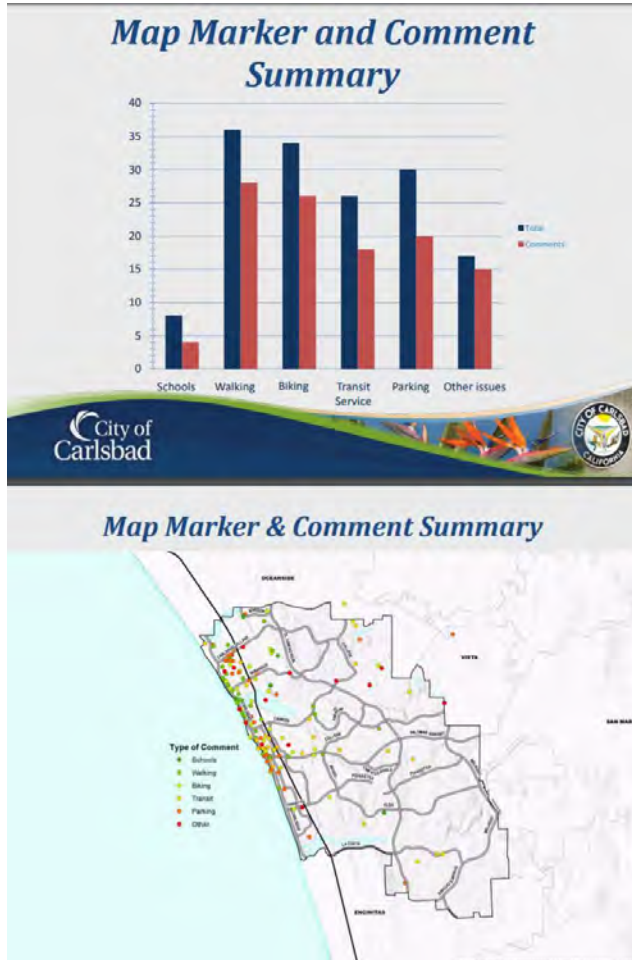
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## 9. Community Meetings

Conduct one-on-one meetings with key stakeholders like the Carlsbad Unified School District (Superintendent and staff) as well as Viasat Sustainability team and Bob Rota, \_\_\_\_\_ and develop follow-up actions and programs.

## 10. MetroQuest Survey

Enter info below.



### 11. Farmer’s Market Booth

Conduct direct public education, outreach, and engagement (including ability to take the MetroQuest survey by paper) via a Carlsbad SMP booth at multiple Farmer’s Markets.



## 12. Community Presentations

Add info re: Agua Hedionda Lagoon Foundation (December 21, 2018) and the Carlsbad Chamber of Commerce (January 8, 2019).





### **13. Community Leaders**

The following community leaders were engaged to help promote the MetroQuest survey and increase education on the Carlsbad SMP:

1. Carlsbad Senior Commission
2. Traffic (Safety) Commission
3. Carlsbad Unified School District Superintendent
4. Add....



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## 14. Social Media

The SMP efforts on social media were not extensive by design, but SWG members and Carlsbad departments did some promotion via #CarlsbadSMP of the MetroQuest survey on multiple social media platforms like Twitter, Facebook and Instagram; as well as via community group webpages.

## 15. Customize information materials

(like “handle-bar flyers”) and update informational materials with QR codes to reach specific audiences and provide direct access to the MetroQuest survey.

Sustainable Mobility Plan City of Carlsbad

**Hey cyclists — we want to hear from you!**  
Please take our *Survey*...  
Just visit the website below or scan the QR code.

And please share the survey link using #CarlsbadSMP on social media.  
<https://CarlsbadSMP.metroquest.com>

*And Happy 30th Anniversary to Swami's Cycling Club!*

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**#CarlsbadSMP**

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Sustainable Mobility Plan City of Carlsbad

**#CarlsbadSMP**

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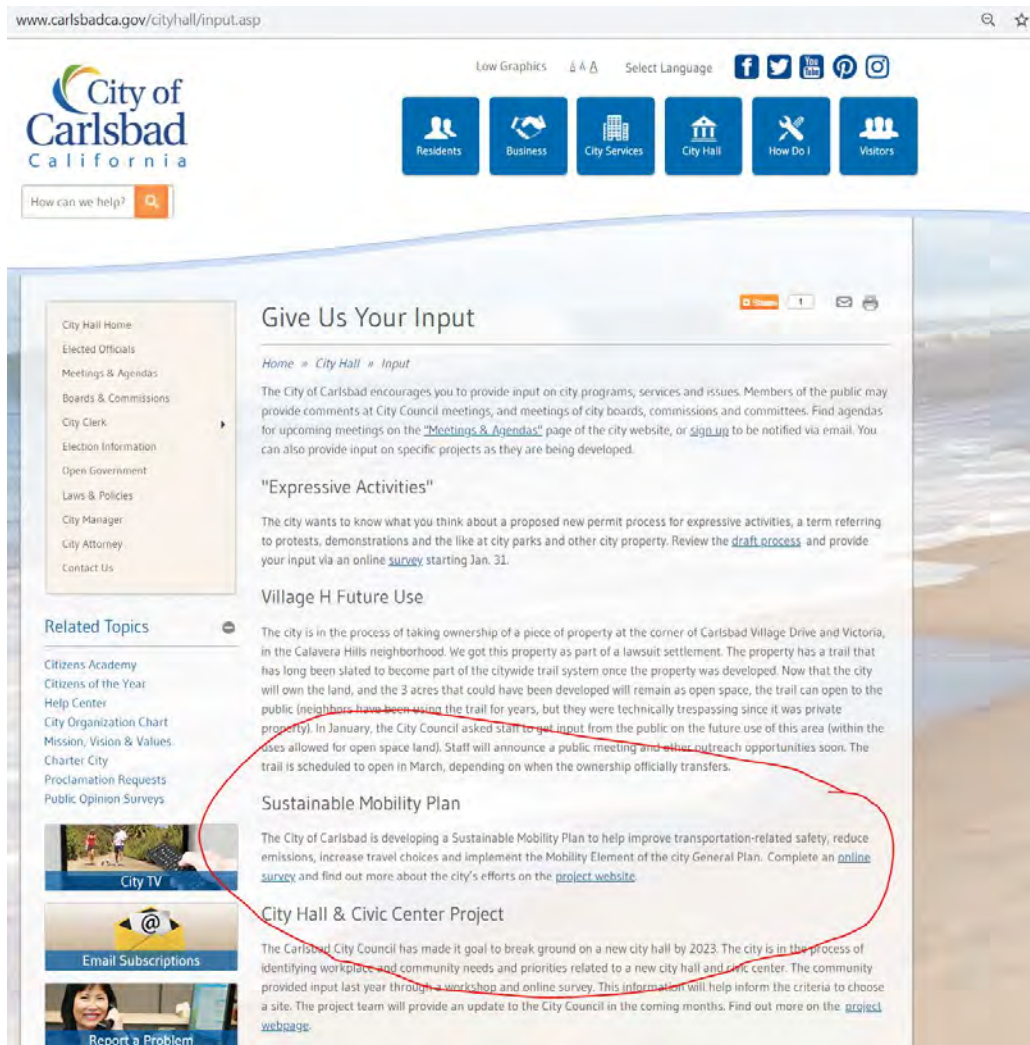
## 16. Tours

Incorporating tours of sustainable mobility workspaces with the SWG meetings provided deeper understanding of the potential solutions researched by the SMP technical team.



## 17. Engage City Departments and Update Elected Officials

Promote the MetroQuest survey via the main City “Input” webpage and coordinate with the City Economic Development Department to share the survey and informational links vis their social media accounts and digital platforms.



The screenshot shows the 'Give Us Your Input' webpage. The main content area includes the following sections:

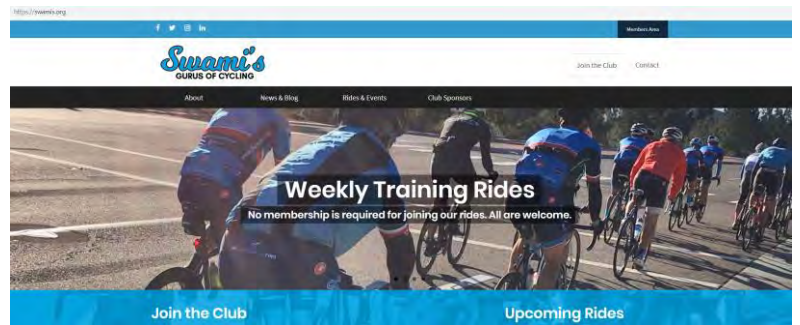
- Home » City Hall » Input**
- The City of Carlsbad encourages you to provide input on city programs, services and issues.** Members of the public may provide comments at City Council meetings, and meetings of city boards, commissions and committees. Find agendas for upcoming meetings on the [“Meetings & Agendas”](#) page of the city website, or [sign up](#) to be notified via email. You can also provide input on specific projects as they are being developed.
- “Expressive Activities”**  
The city wants to know what you think about a proposed new permit process for expressive activities, a term referring to protests, demonstrations and the like at city parks and other city property. Review the [draft process](#) and provide your input via an online [survey](#) starting Jan. 31.
- Village H Future Use**  
The city is in the process of taking ownership of a piece of property at the corner of Carlsbad Village Drive and Victoria, in the Calavera Hills neighborhood. We got this property as part of a lawsuit settlement. The property has a trail that has long been slated to become part of the citywide trail system once the property was developed. Now that the city will own the land, and the 3 acres that could have been developed will remain as open space, the trail can open to the public (neighbors have been using the trail for years, but they were technically trespassing since it was private property). In January, the City Council asked staff to [get input](#) from the public on the future use of this area (within the uses allowed for open space land). Staff will announce a public meeting and [other outreach](#) opportunities soon. The trail is scheduled to open in March, depending on when the ownership officially transfers.
- Sustainable Mobility Plan**  
The City of Carlsbad is developing a Sustainable Mobility Plan to help improve transportation-related safety, reduce emissions, increase travel choices and implement the Mobility Element of the city General Plan. Complete an [online survey](#) and find out more about the city’s efforts on the [project website](#).
- City Hall & Civic Center Project**  
The Carlsbad City Council has made it goal to break ground on a new city hall by 2023. The city is in the process of identifying workplace and community needs and priorities related to a new city hall and civic center. The community provided input last year through a [workshop](#) and online survey. This [information](#) will help inform the criteria to choose a site. The project team will provide an update to the City Council in the coming months. Find out more on the [project webpage](#).

The sidebar on the left includes a navigation menu with items like 'City Hall Home', 'Elected Officials', 'Meetings & Agendas', and 'Related Topics'. The 'Related Topics' section lists items such as 'Citizens Academy', 'City TV', 'Email Subscriptions', and 'Report a Problem'.

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## 18. Cyclist Outreach via Pop-Ups at Gathering Locations

Conduct one-on-one outreach at cycling locations to hand out the handle-bar flyers, engage the biking community and provide information to be shared on their website to encourage survey responses and education.





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