

Sustainable Mobility Plan

Stakeholder Working Group Meeting #3

Today's Agenda

- Public outreach and findings to date
- Priorities and suitable mobility improvements
- Plan finalization

Planning Process and Schedule

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

Planning Process and Schedule

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

SWG#1 - Desired Outcomes

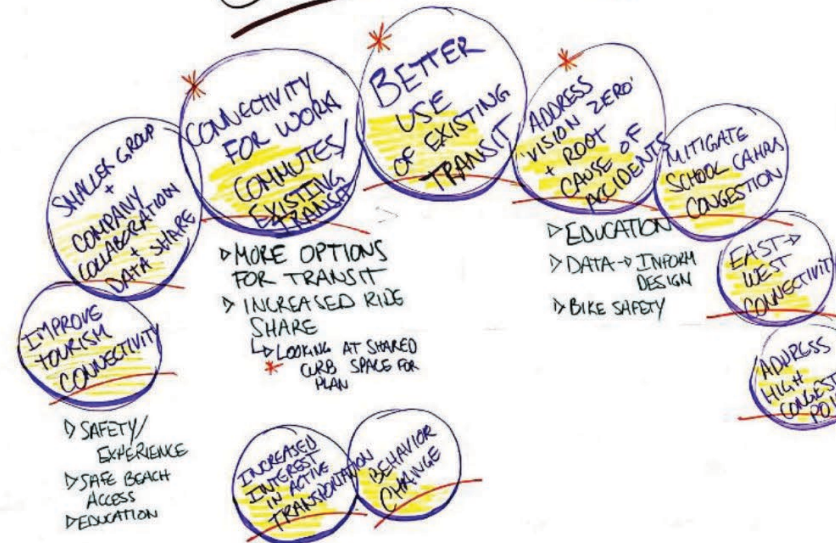
CITY OF CARLSBAD
STAKEHOLDER WORKING
GROUP MEETING #1

AUGUST 23, 2018

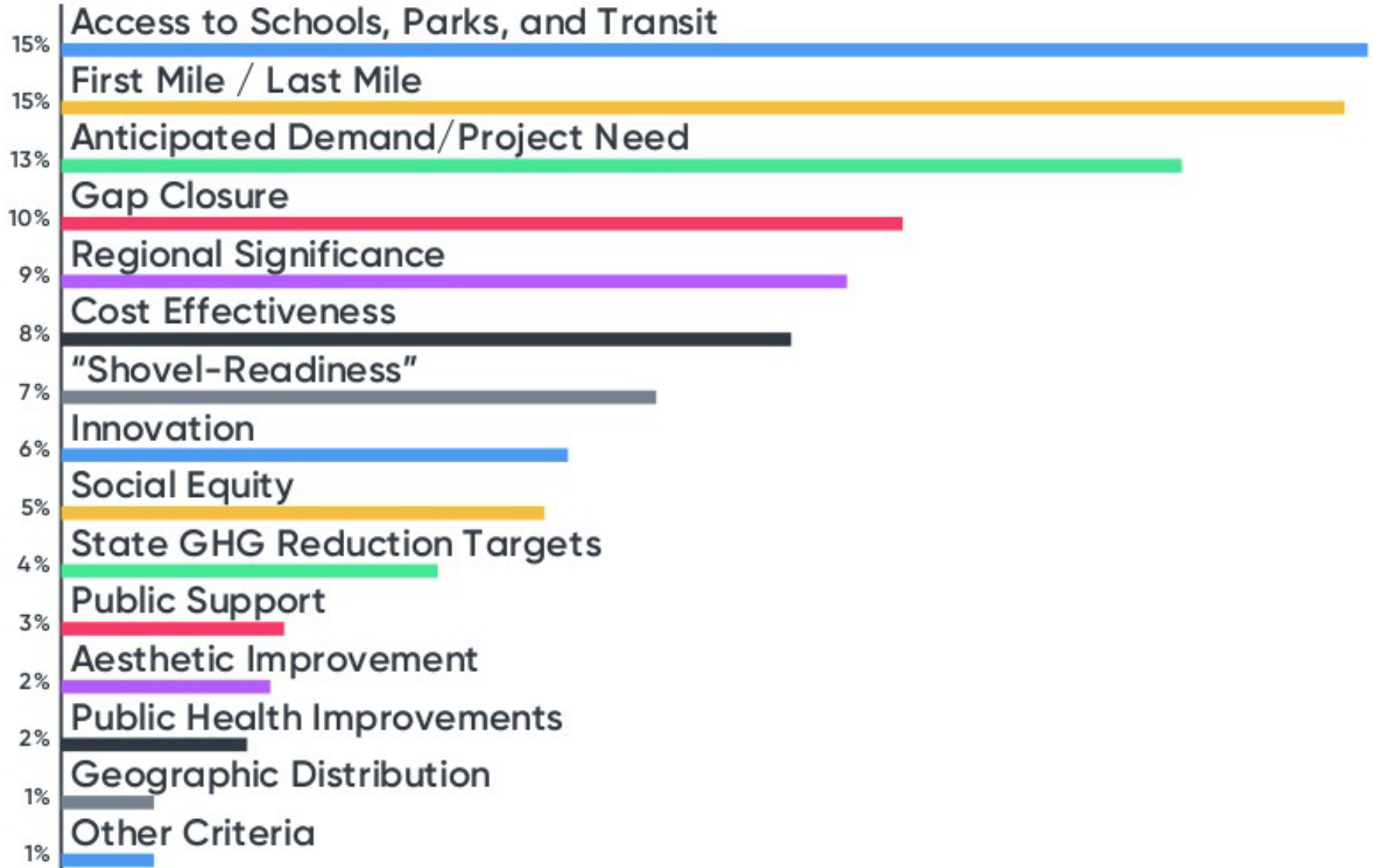
QUESTIONS

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

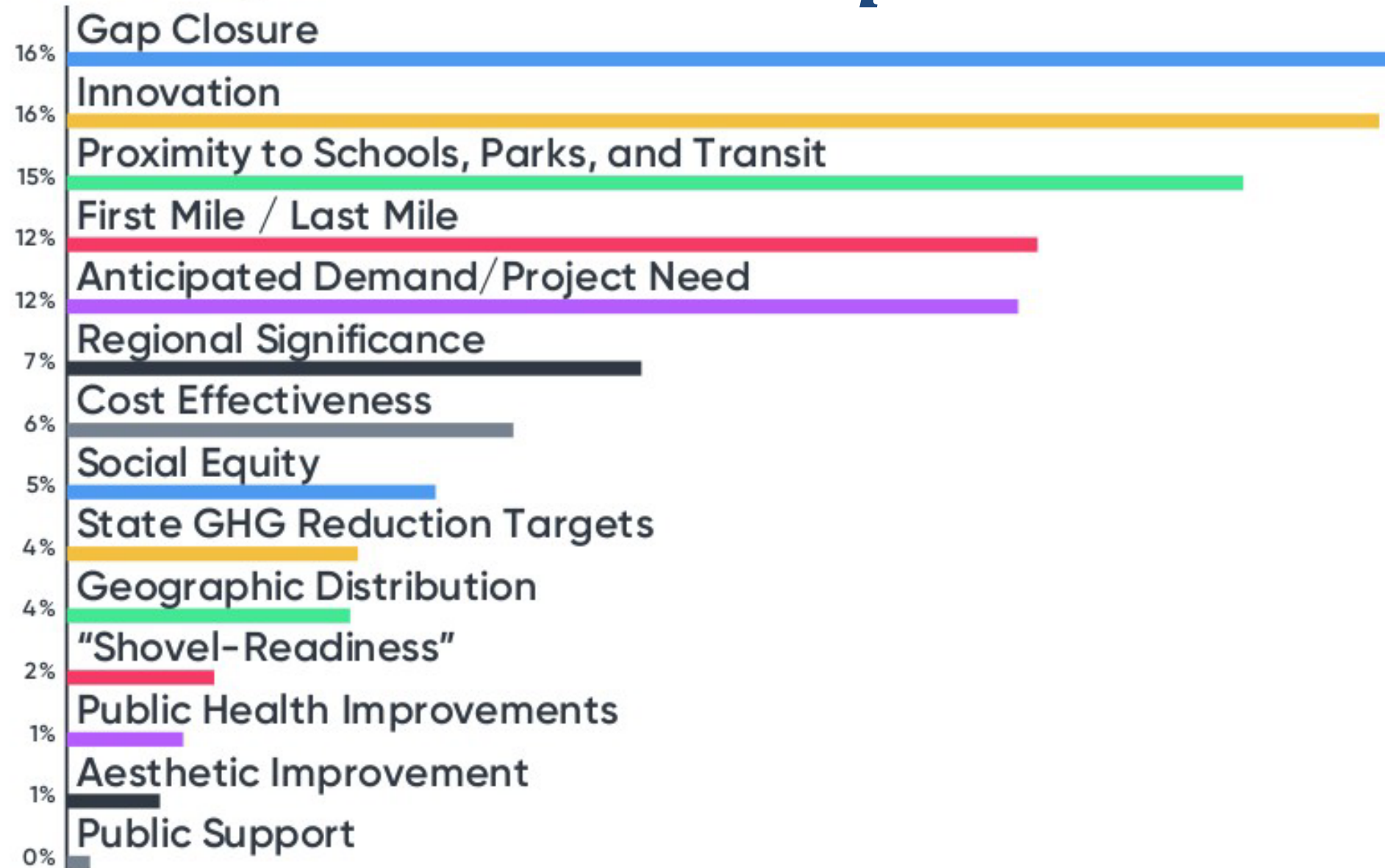
OUTCOMES



SWG #2 - Input



SWG #2 - Input



Outreach Summary to Date

- 3 SWG Meetings/Networking
- Meeting with CUSD Principals, ViaSat
- Presentations to City of Carlsbad Chamber of Commerce, Agua Hedionda Lagoon Foundation
- 3 Pop-up Farmer's Market Dates
- Cyclist Outreach
- 100+ Metroquest Responses
- Digital Media
- SANDAG and Streetlight Commuter Data

Metroquest Online Survey Results

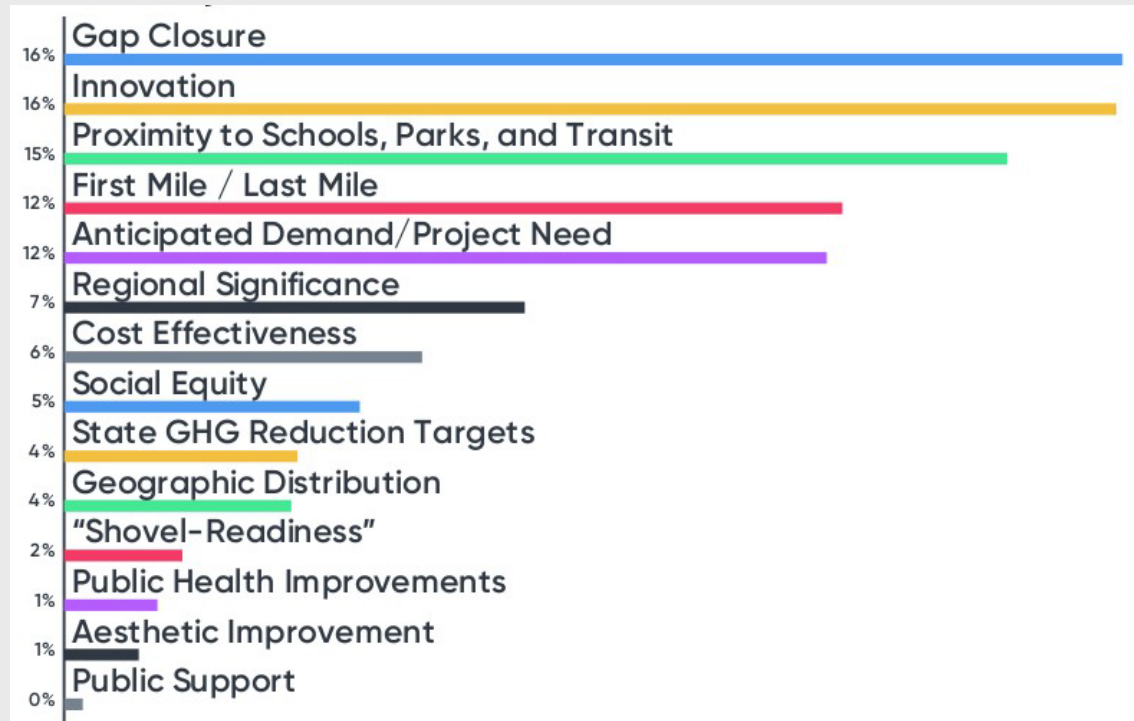
- Responses and Priorities (~100 responses)
- Map Markers (~150 locations)
- Additional Comments(~100 comments)

Metroquest Online Survey Results

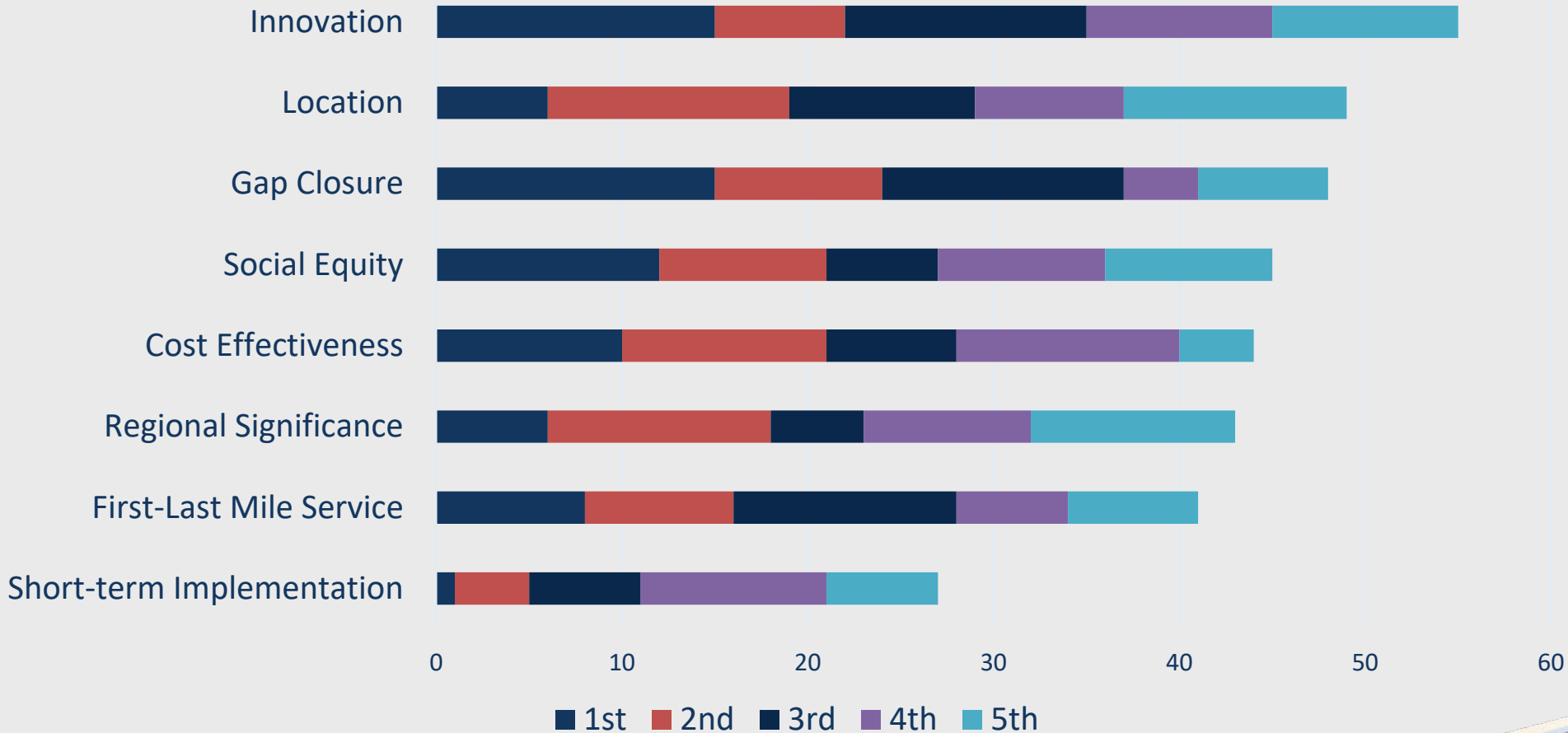
- 100 Responses as of 1/7
 - 52% female, 48% male
 - 75% residents
 - 40% have lived in Carlsbad more than ten years, 30% less than ten years
 - 10% only work in City, 15% do not work or live in Carlsbad

Metroquest Online Survey Choices

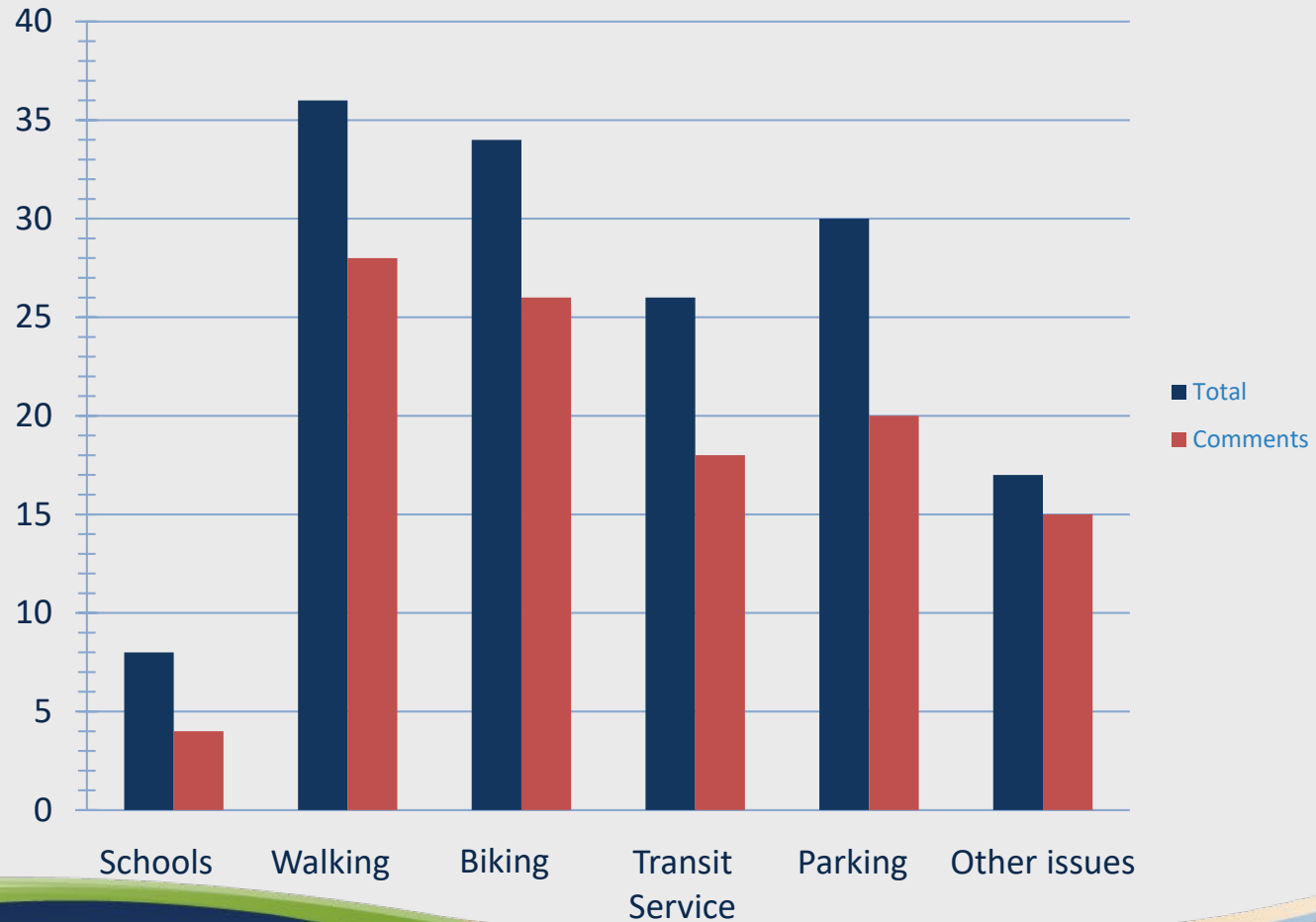
- Gap Closure
- Innovation
- Location
- First Last Mile Service
- Regional Significance
- Cost Effectiveness
- Social Equity
- Short-term Implementation



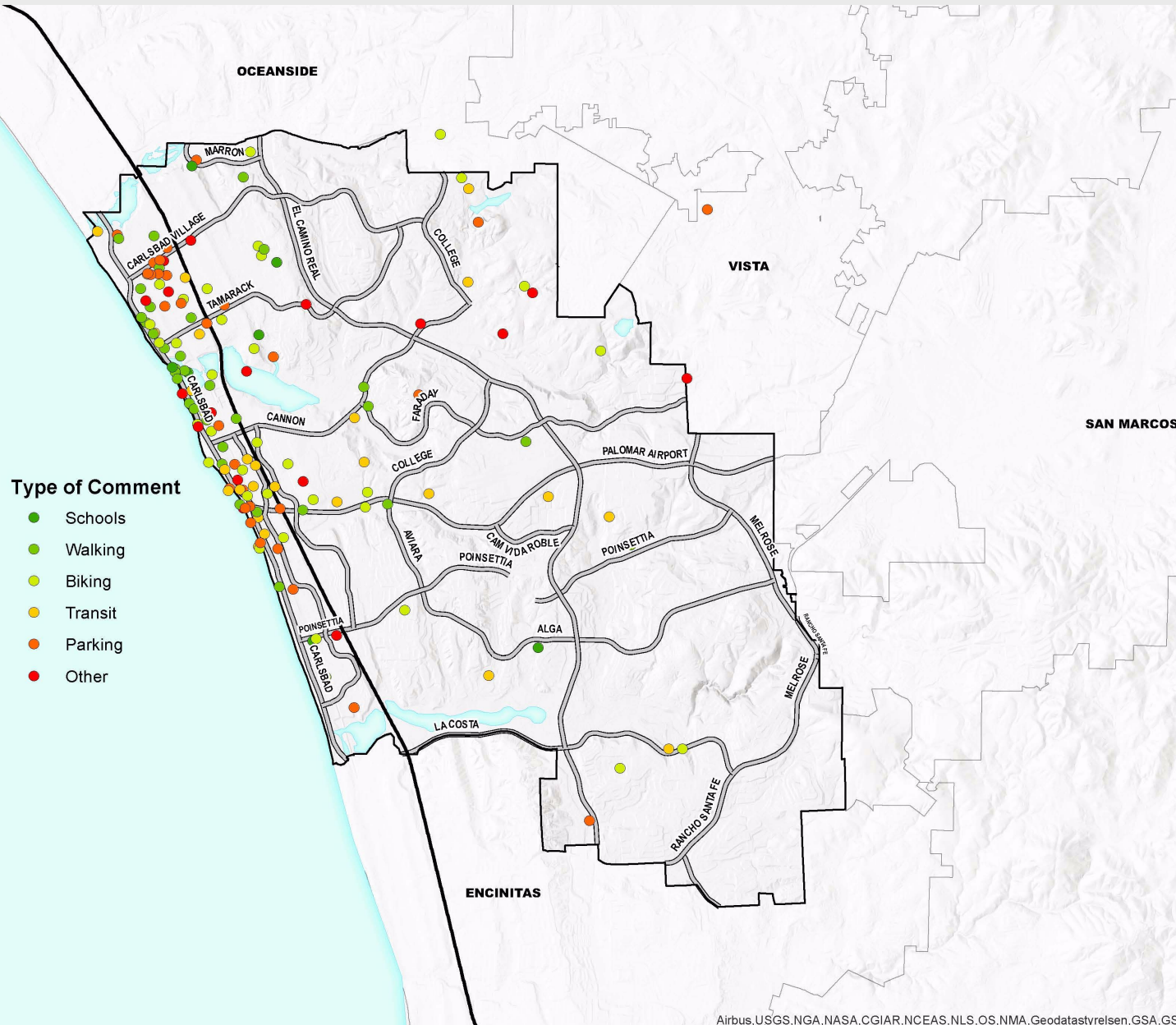
Metroquest Online Survey Results



Map Marker and Comment Summary



Map Marker & Comment Summary



Metroquest Finalization

- Survey open until 1/21
- Geocode all points and comments
- Additional analysis based on final responses

Questions & Discussion



Priority Project Approach



Evaluation Criteria

Demographics

- Population
- Employment
- Student Addresses

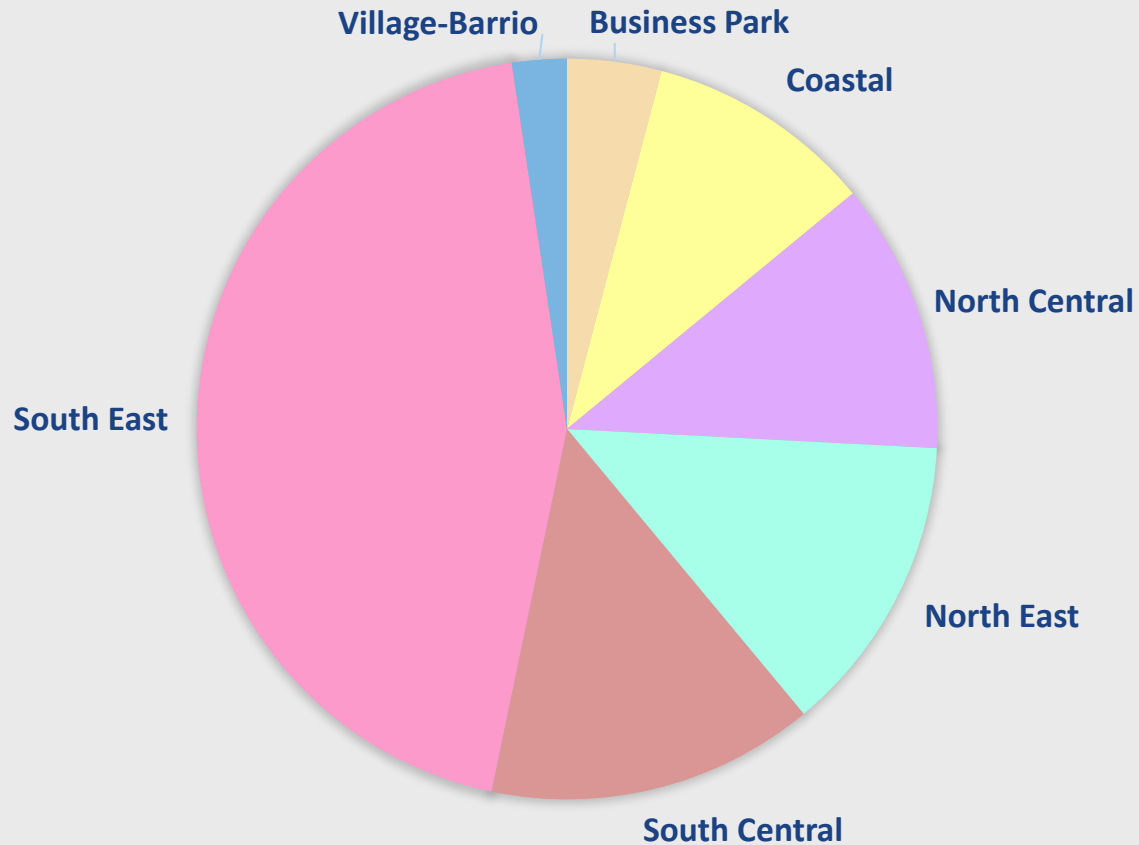
Land Uses

- Access to Key Destinations
- Access to Transit Connections

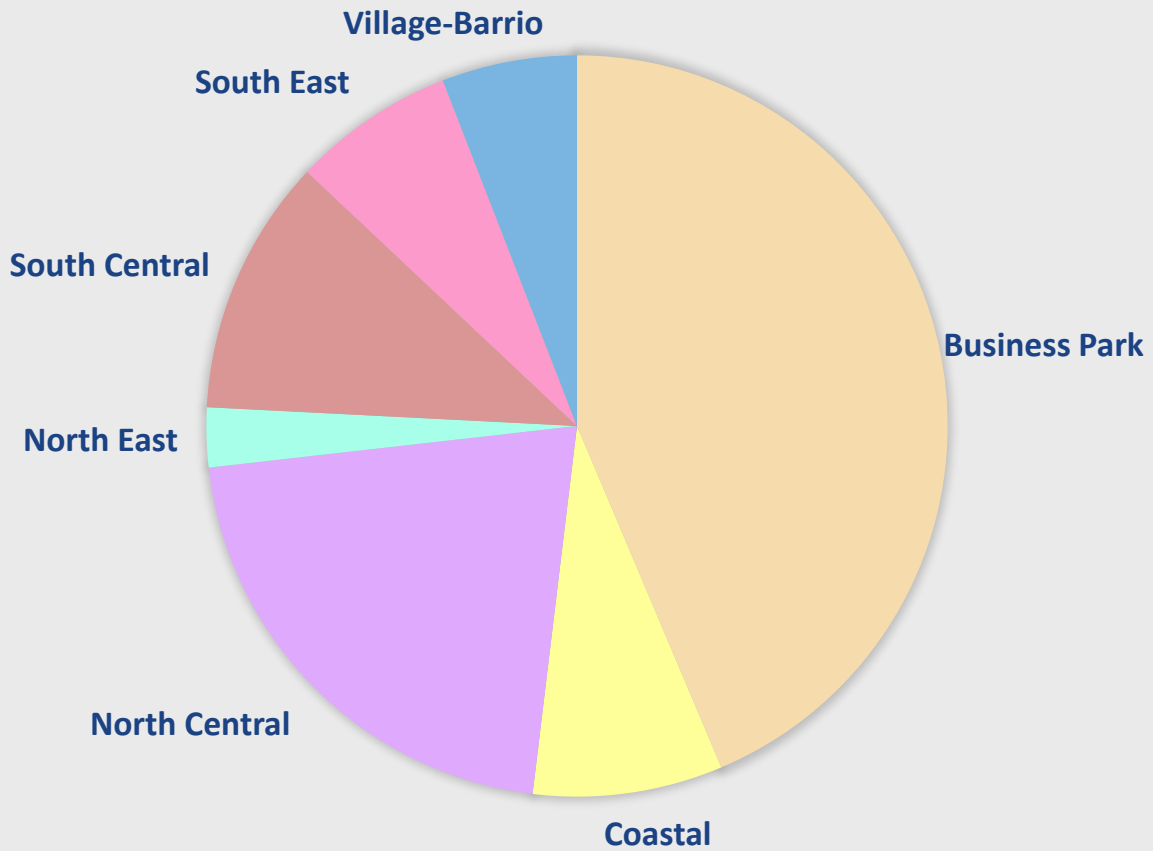
Safety and Comfort

- Bike Collisions and Rate
- Walking Collisions and Rate
- Challenging Roadways and Rate

Population

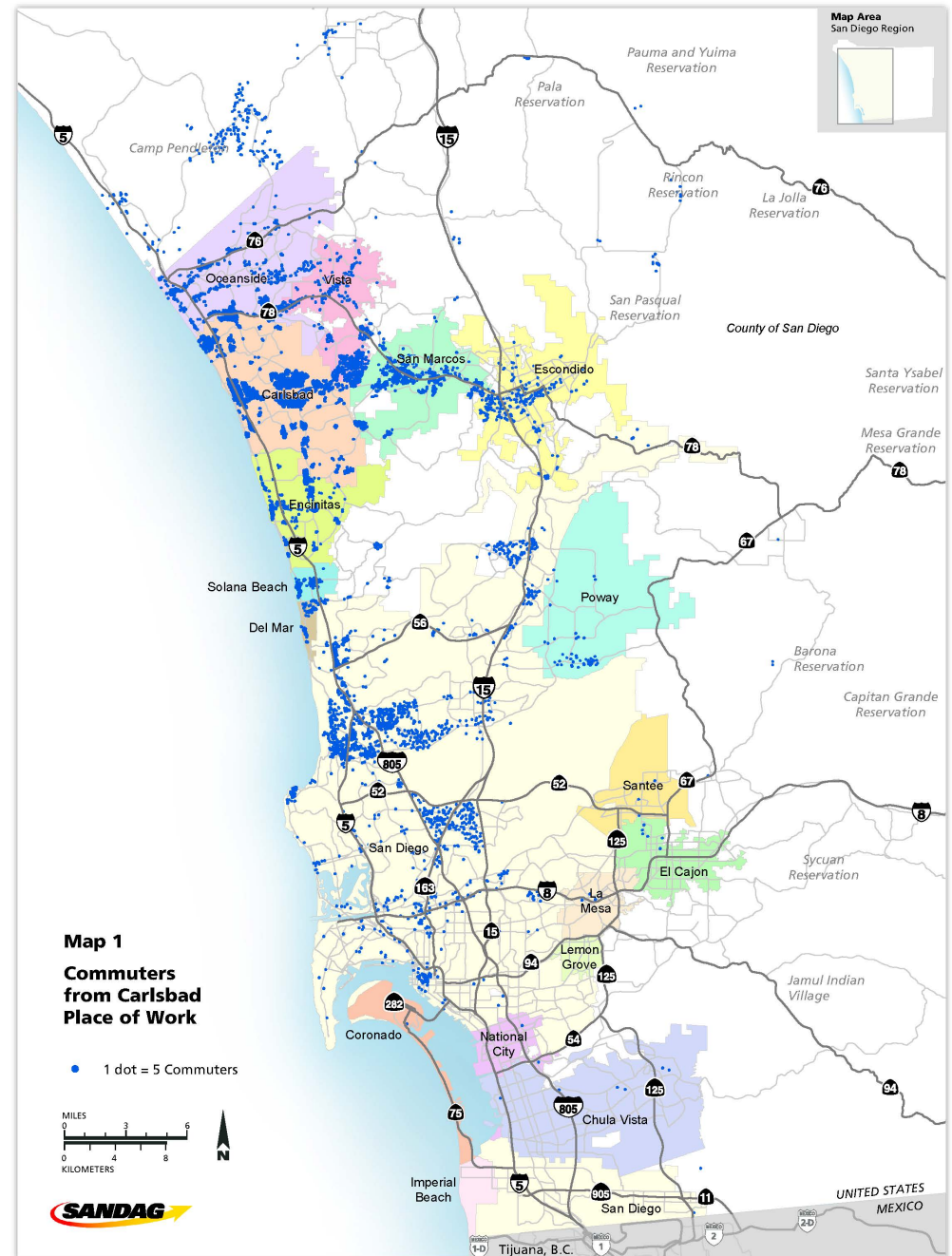


Employment



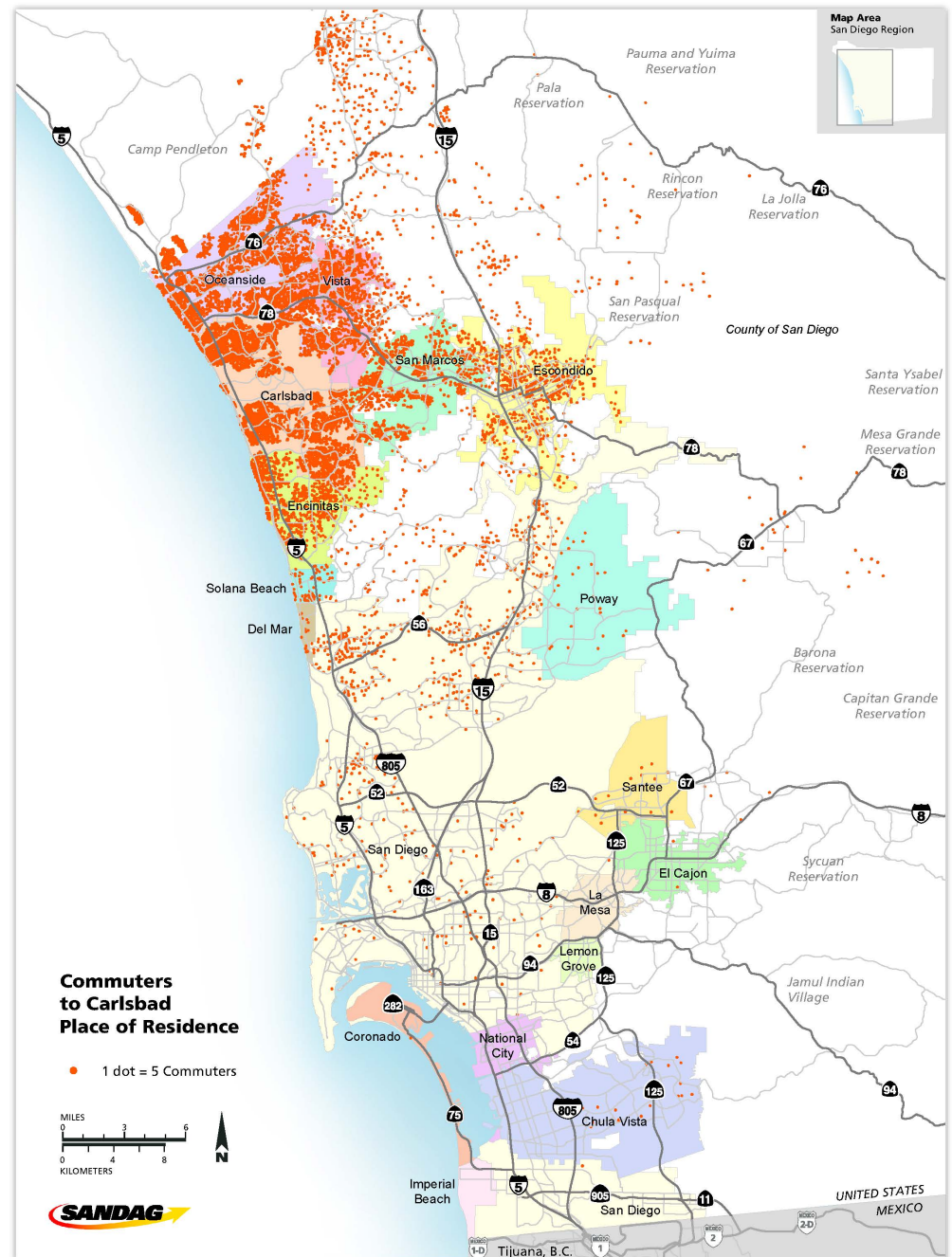
Working Residents of Carlsbad

- 36,900 employed residents
- 25% work in Carlsbad, 75% outside Carlsbad

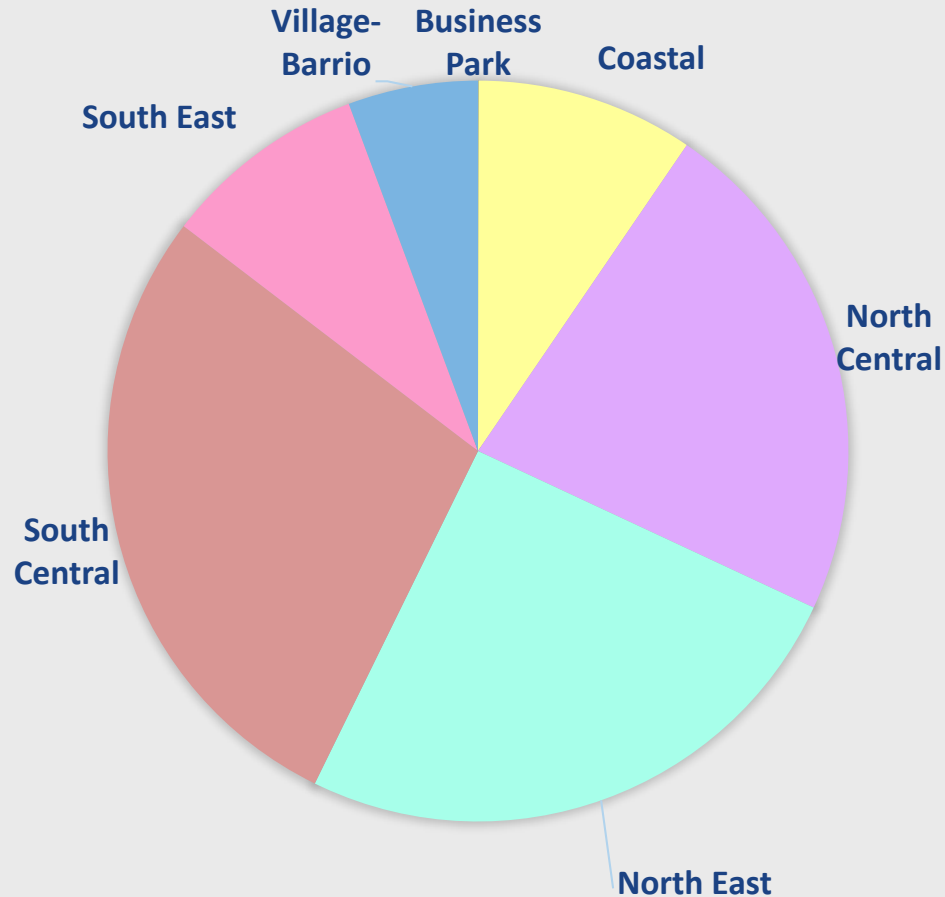


People Employed in Carlsbad

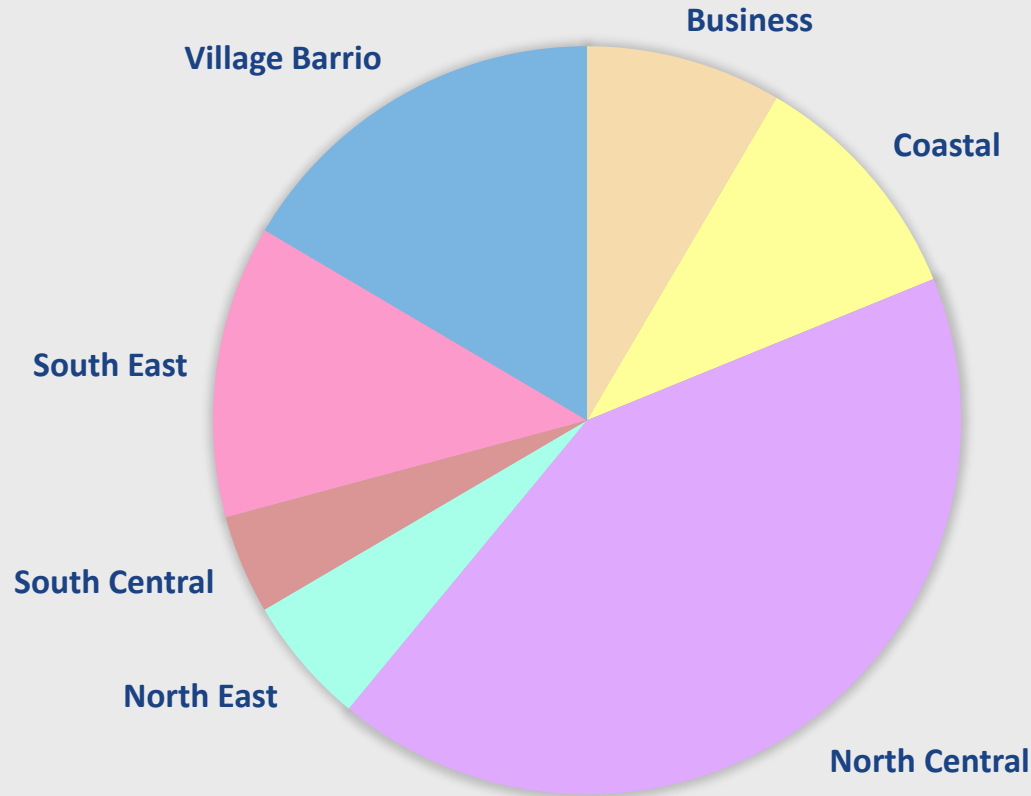
- 61,200 jobs in Carlsbad
- 15% live in Carlsbad, 85% live outside



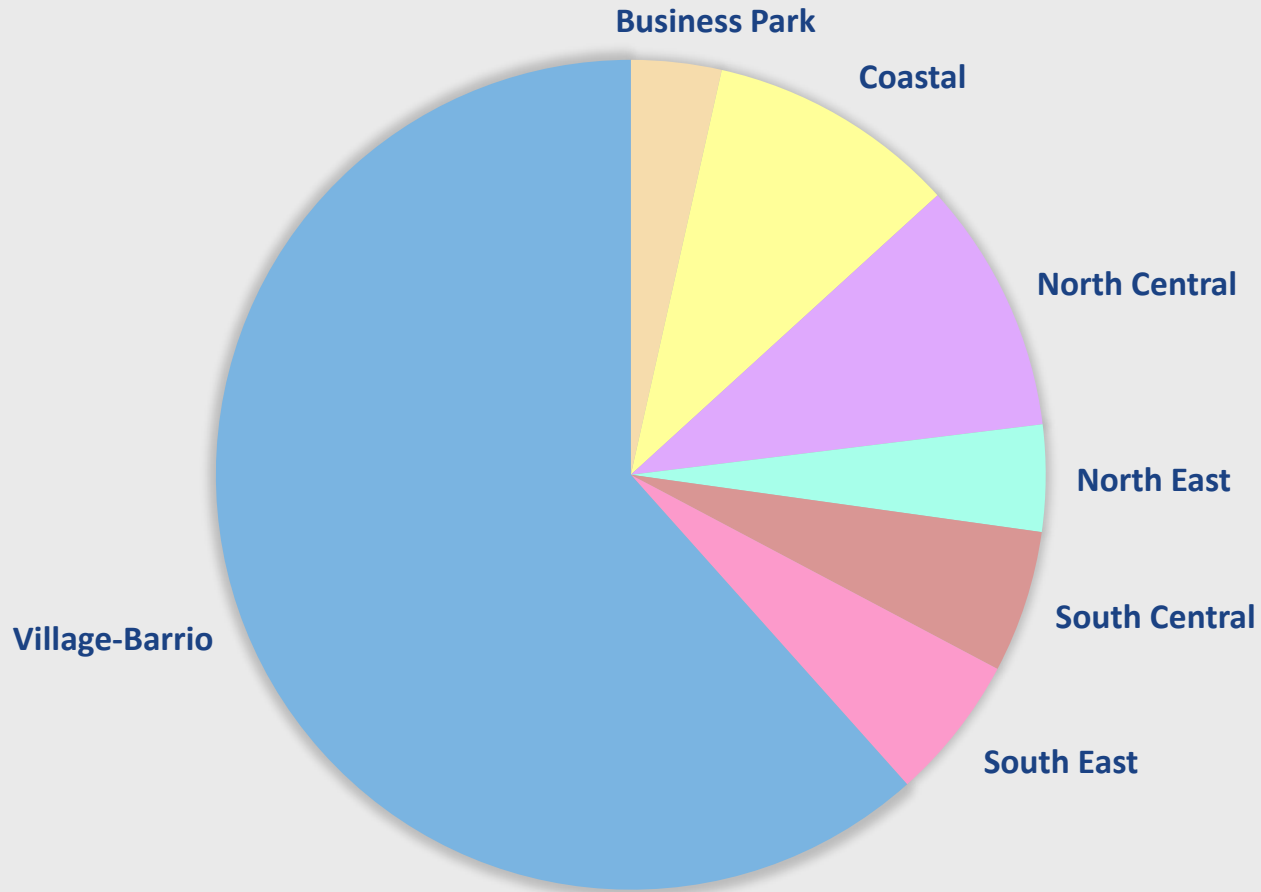
CUSD Student Addresses



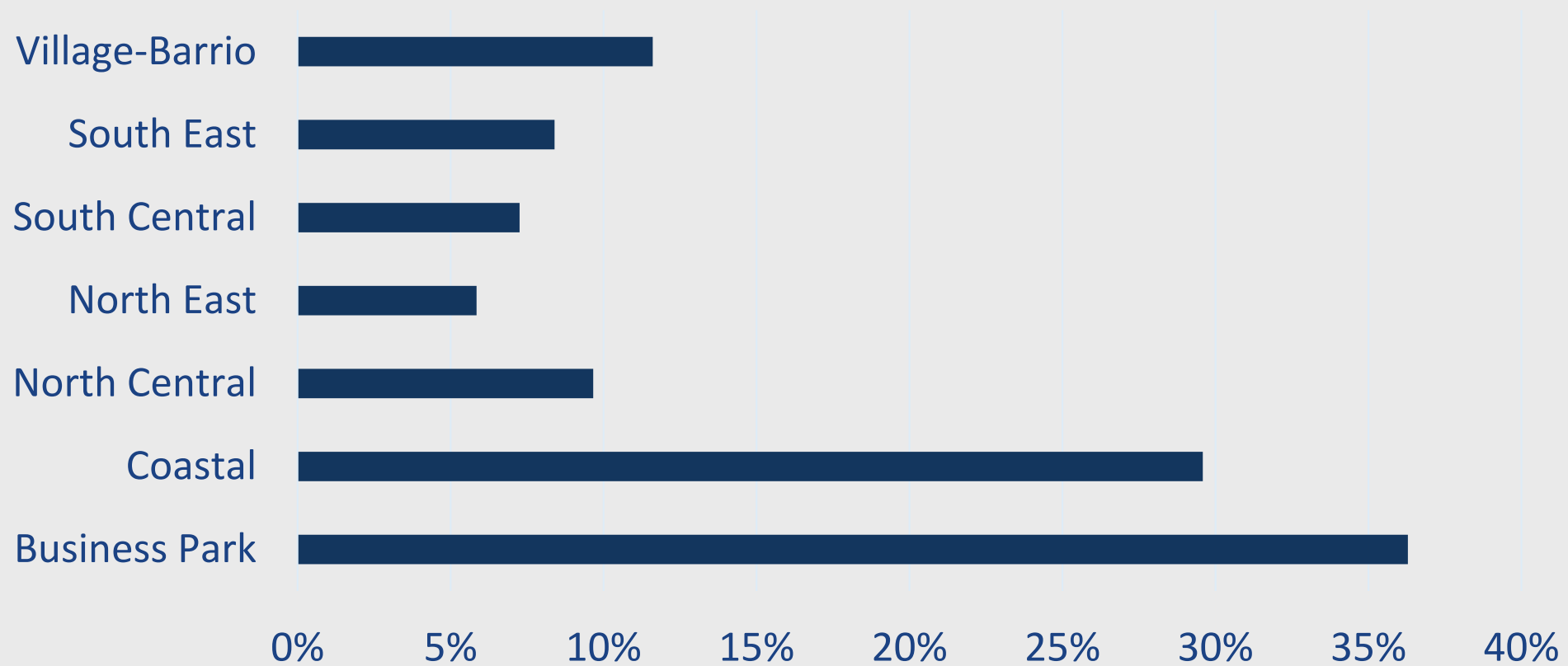
Average Daily BREEZE Ridership by Zone



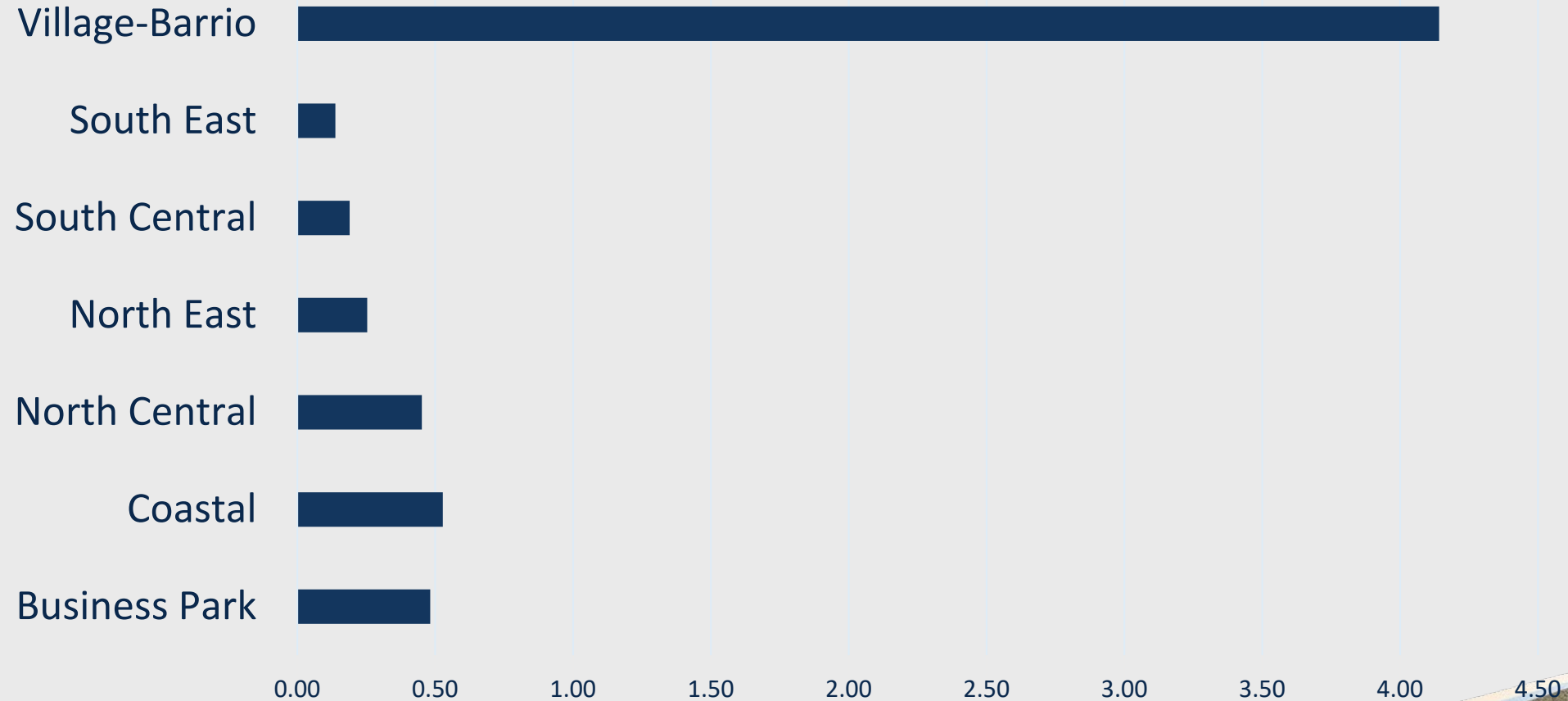
Key Destinations per 100 Acres



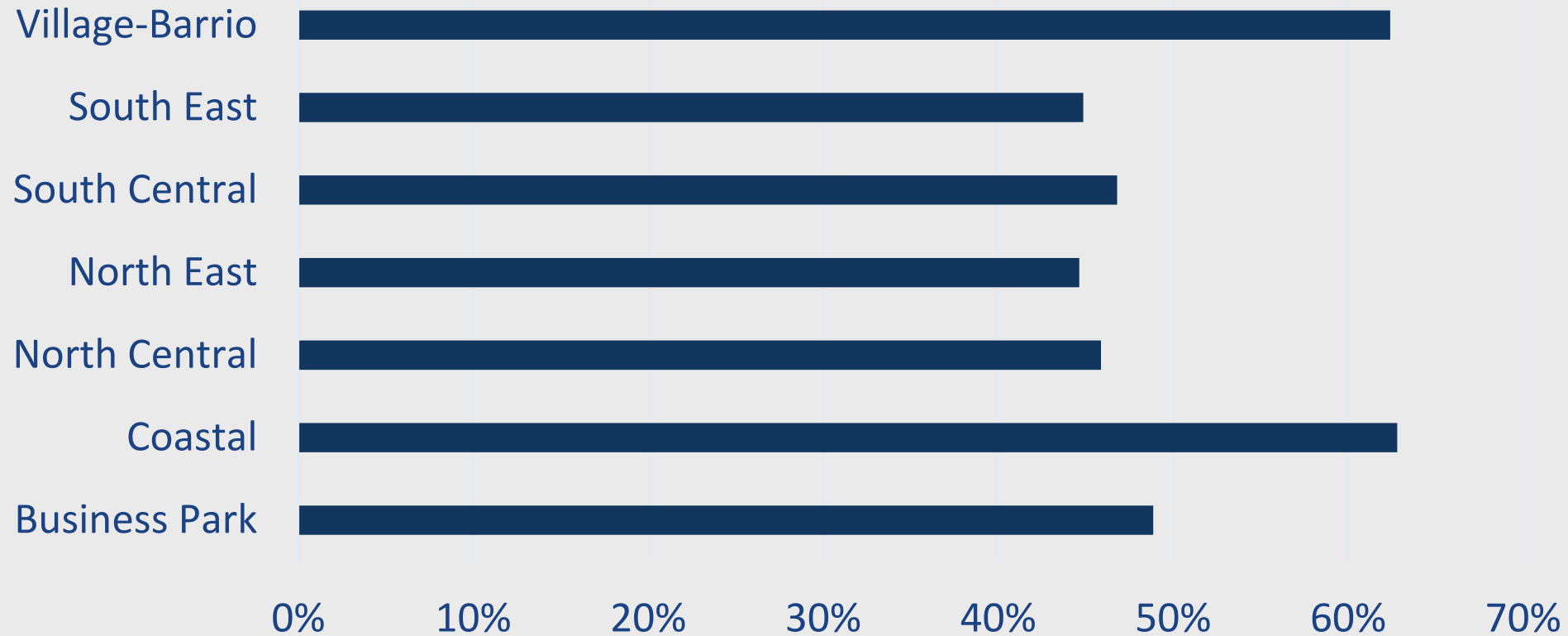
Uncomfortable Walking Segments per Mile of Roadway



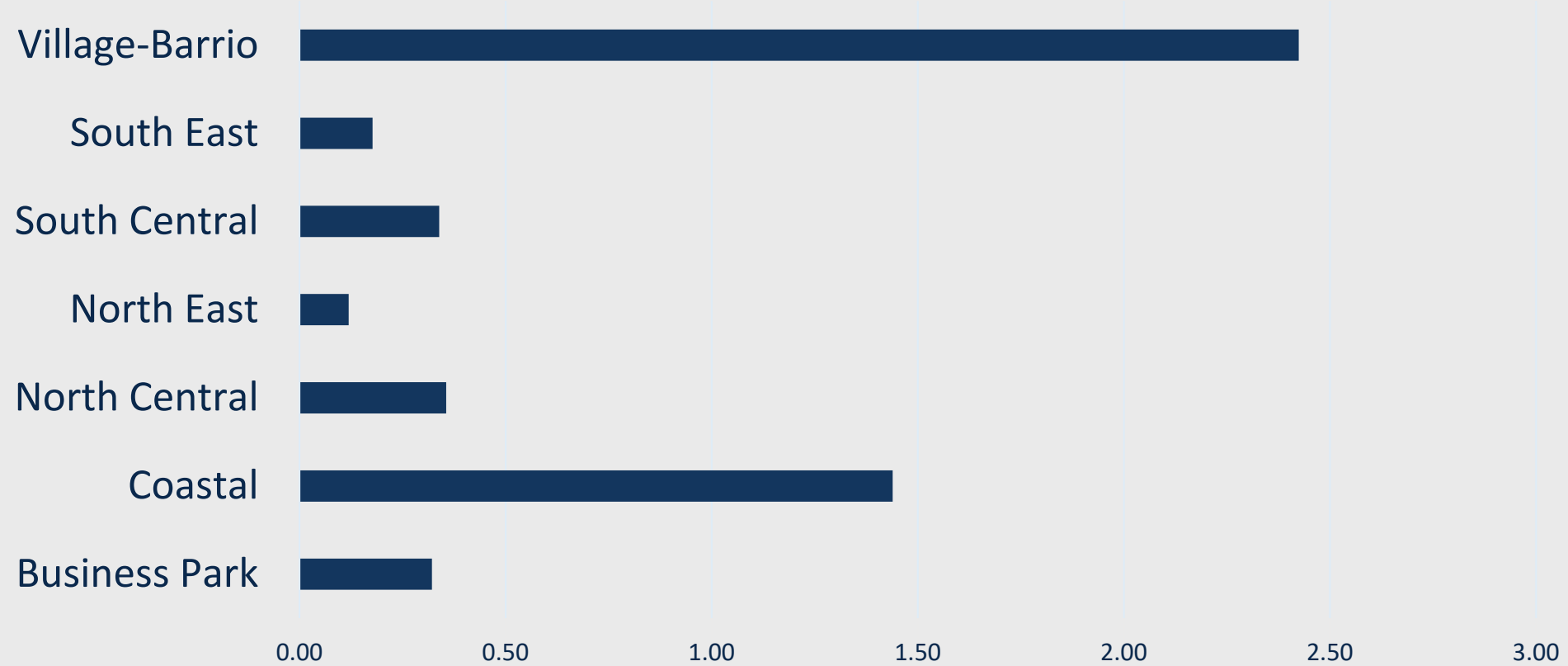
Walking Collisions per Mile of Roadway



Uncomfortable Biking Segments per Mile of Roadway



Bicycle Collisions per Mile of Roadway

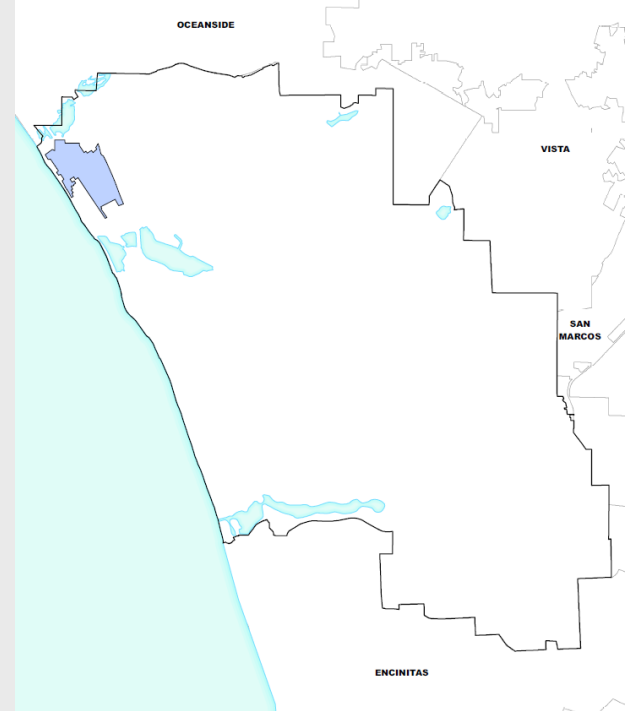


Questions & Discussion



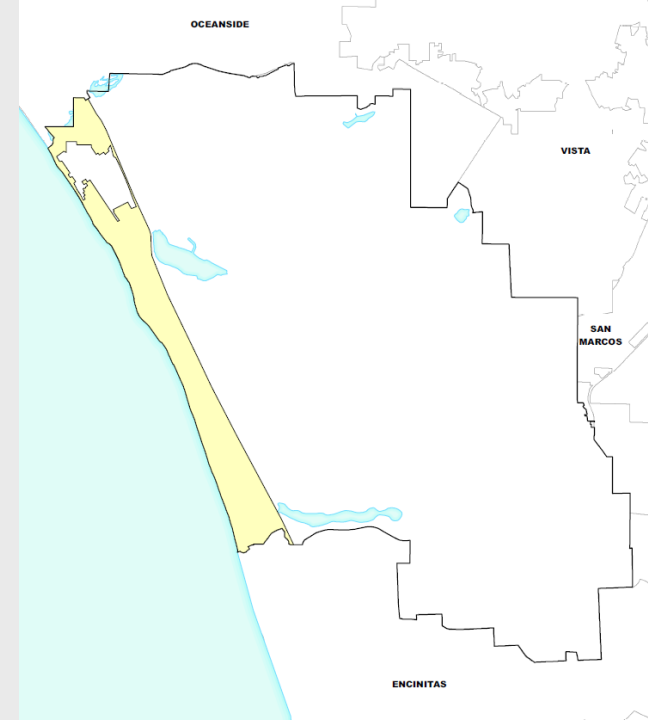
Suitable Projects Village & Barrio

- Implement Village and Barrio Master Plan
 - Up to 7 new rail crossings
 - Chestnut crossing
 - Walkability improvements
 - 6' sidewalks adjacent schools
 - 10-12' sidewalks on primary commercial streets
 - Additional traffic calming throughout
 - 2-way protected bikeway on Grand
 - Flexible curb space and parking management through technology
 - Mobility Hub at Carlsbad Village Station, Circulator Shuttle



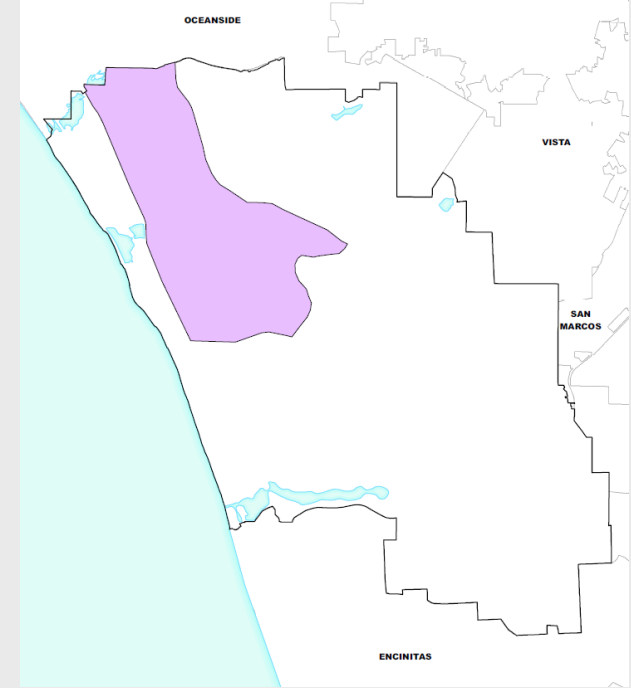
Suitable Projects- Coastal

- “Make Coast Highway a World-Class Bicycling Destination” through protected bikeways
- Complete Coastal Rail Trail
- Improvements at beach access points & comfort stations
- Mobility Hub at Poinsettia Coaster
- Pedestrian improvements south of Cannon



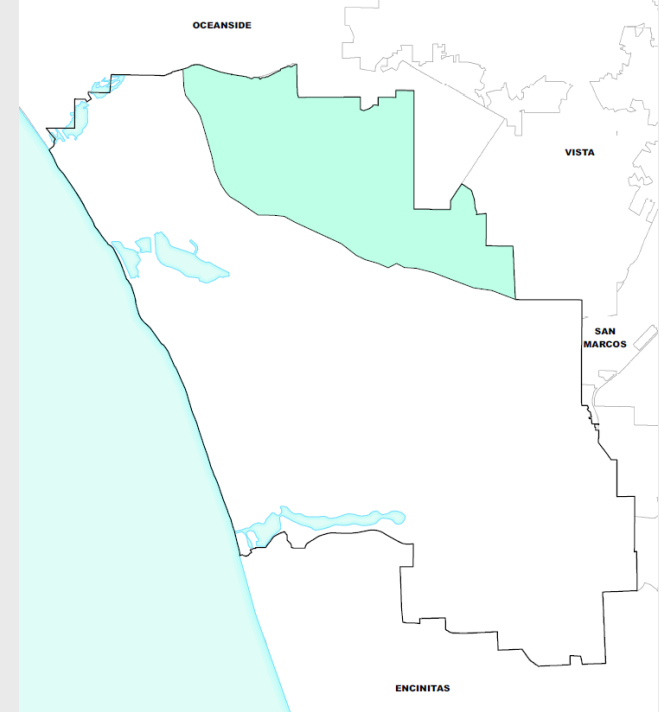
Suitable Projects- North Central

- Circulator Shuttle
- Safe Routes to School Programs and Infrastructure
- Intersection improvements
- Chestnut bike lane improvements



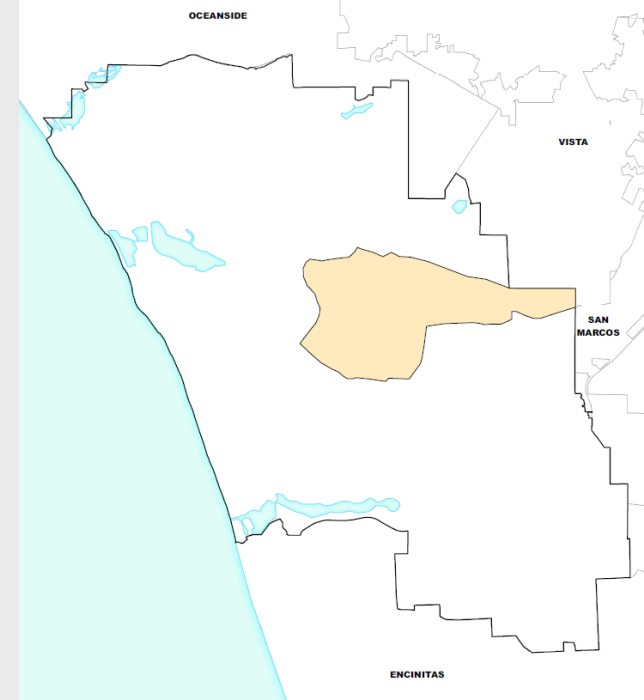
Suitable Projects- North East

- Arterial Improvements at key destinations
- Safe Routes to School Programs and infrastructure
- Park access improvements
- Mobility Hub at Shoppes at Carlsbad



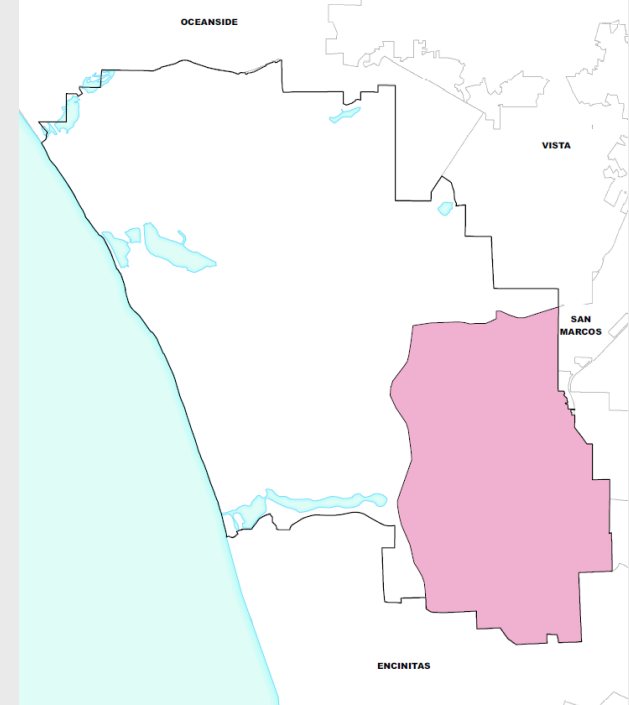
Suitable Projects- Business Park

- Circulator Shuttle
- Mobility Hub in Business Park
- Arterial improvements and protected bikeways
- TDM Ordinance and subsequent initiatives
- Walkability improvements



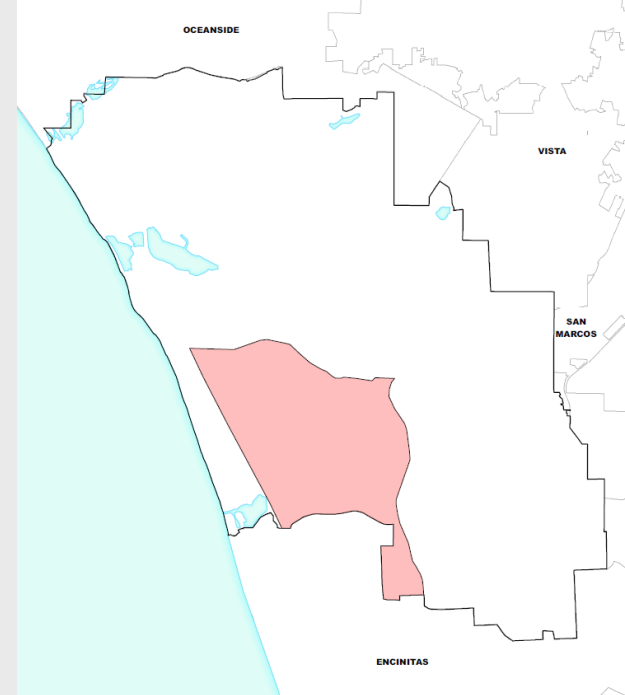
Suitable Projects- South East

- Arterial Improvements at key destinations
- Safe Routes to School Programs and infrastructure
- Park access improvements



Suitable Projects- South Central

- Arterial Improvements at key destinations
- La Costa protected bikeway/upgrades
- Safe Routes to School Programs and infrastructure
- Park access improvements



Recent & Upcoming City Efforts

- Chief Innovation Officer Position Created
- Safe Routes to School Pilot Projects
- Business Park Shuttle Pilot Project
- Adoption of Trails Master Plan, NEV Plan, Transportation Demand Management Ordinance, and SMP

Questions & Discussion



Remaining Technical Tasks

- Finalize Design Guidelines
- Project Selection, Prioritization, and Costing
- Transferability and Economic Benefits Memos
- Draft SMP for review and comment

Remaining Outreach Tasks

- Take the Survey!
- Review Draft Plan
- Planning Commission and City Council Presentations

Sustainable Mobility Plan

Questions?

www.carlsbadca.gov

Search “Sustainable Mobility Plan”

Sustainable Mobility Plan

Stakeholder Working Group Meeting #3