



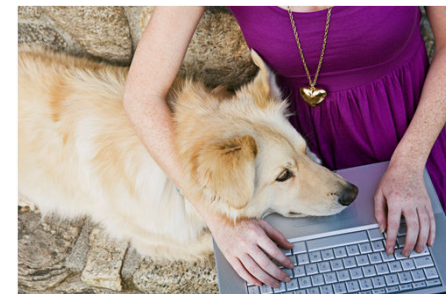
North Coast Corridor Transportation Demand Management Plan

Transportation Roundtable
12/17/12



What is TDM?

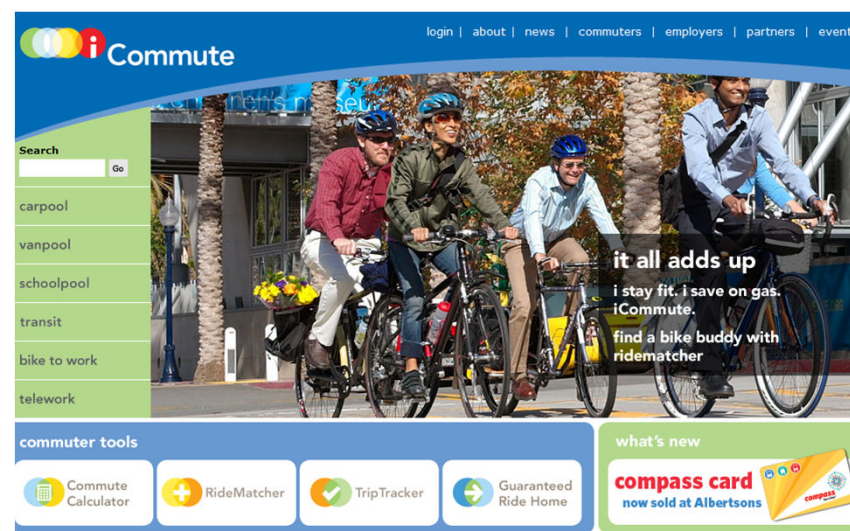
- Programs and strategies that manage and reduce traffic congestion by encouraging the use of transportation alternatives (walking, biking, taking transit, carpooling, vanpooling, and teleworking)
- Tools and resources for employers and employees



Role of SANDAG in TDM

iCommute Programs and Services:

- Online Ride Matching and Trip Tracking
- Regional Vanpool Program
- Employer Outreach and Support
- Guaranteed Ride Home
- Bicycle Encouragement Program
- SchoolPool
- Transit Resources & Promotion
- Community events (Bike to Work Month and Rideshare Month)



TDM Plan Study Area

- North Coast Corridor Program Area:
 - La Jolla Village Drive to Camp Pendleton
 - Includes the Cities of San Diego, Del Mar, Solana Beach, Encinitas, Carlsbad and Oceanside



North Coast Corridor

A better environment for the future





North Coast Corridor
A better environment for the future

A \$6.5 billion integrated program that includes:



Highway, bike and pedestrian improvements



Coastal rail and transit improvements



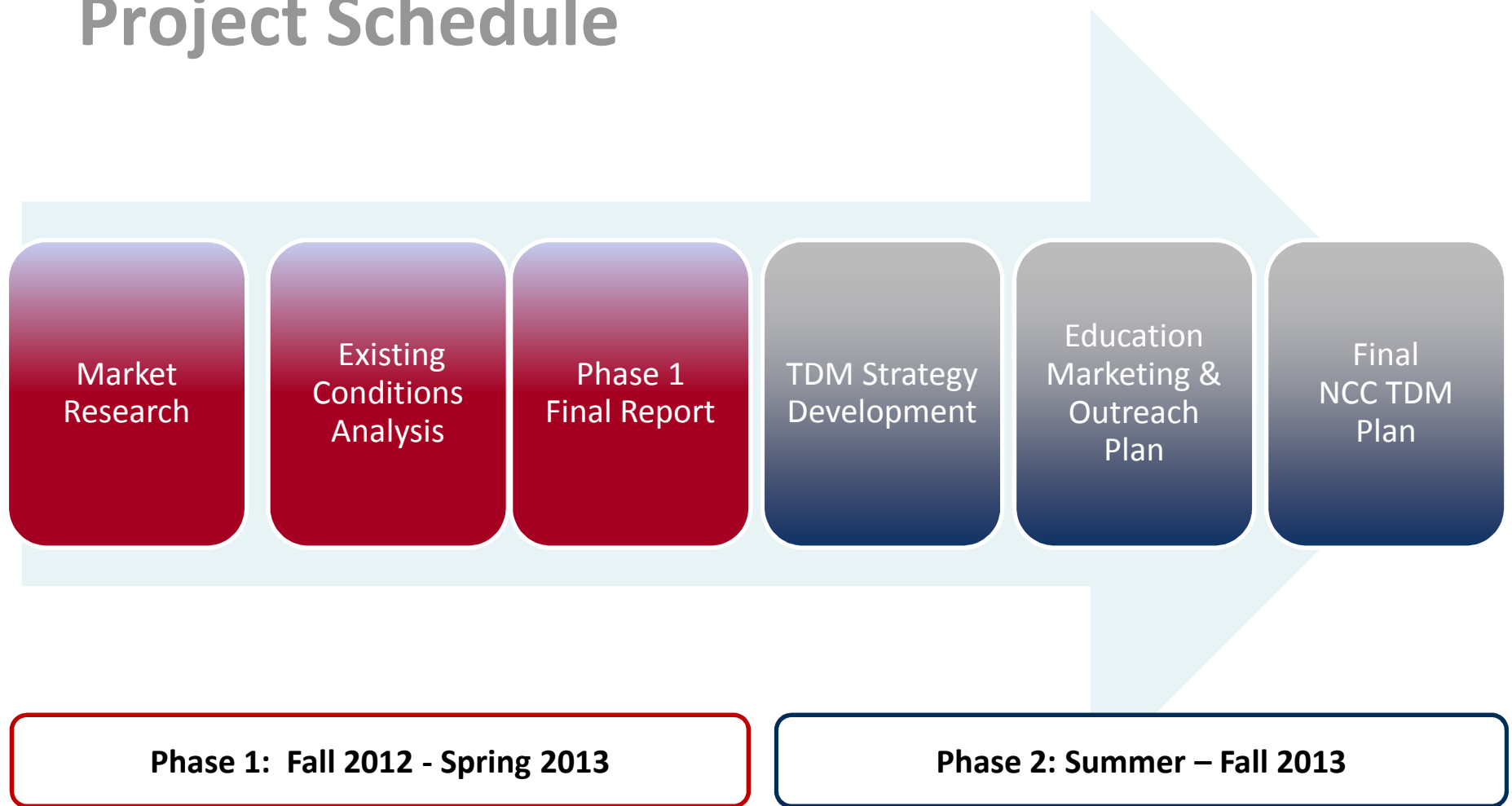
Environmental protections and enhancements

Goals for NCC TDM Plan

- Minimize construction related traffic impacts
- Influence sustained shift from solo driving to transportation alternatives
- Increase employer, agency, commuter and school participation in iCommute programs
- Complement the goals of the North Coast Corridor (NCC) Public Works Plan and 2050 Regional Transportation Plan.
 - 10-15% transit mode-share goal by 2050
- Support climate change policies and goals



Project Schedule



Phase 1 - Research

- Market Research – analysis to establish a baseline for existing travel behavior and to determine the market for TDM programs
 - Employers/Organizations/Institutions - 2 focus groups and 100 interviews
 - Commuters - 2 focus groups and 800 phone surveys
 - Schools - 25 interviews
 - Local jurisdictions and special uses – interviews
 - Transportation Roundtables with business and community groups
- Existing Conditions Analysis
- Partner and Project Coordination



Employer Interviews

Opportunities

- 65% would be willing to provide information to employees about public transportation options
- 41% willing to provide monetary incentives (if reimbursed by government)
- 29% would be willing to meet with a transportation specialist
- 13% willing to encourage more employees to telecommute or work from home
- 82% report less than 50% of staff leave the office during the day

Challenges

- 36% say their firm faces no transportation challenges
- 74% say parking is not a problem at all



Commuter Surveys

Opportunities

- 50% would consider switching to train at least once per week
- 53% would switch to carpool/vanpool
- 57% agree that people who take the bus are pretty cool
- 70% would use a website which coordinates route planning
- 72% would use transit that drops you within 100 yards of your destination
- 38% would talk to a transportation specialist

Challenges

- 40% disagreed strongly that buses were convenient to take
- 37% disagreed that carpooling was convenient



Key Findings – Interviews

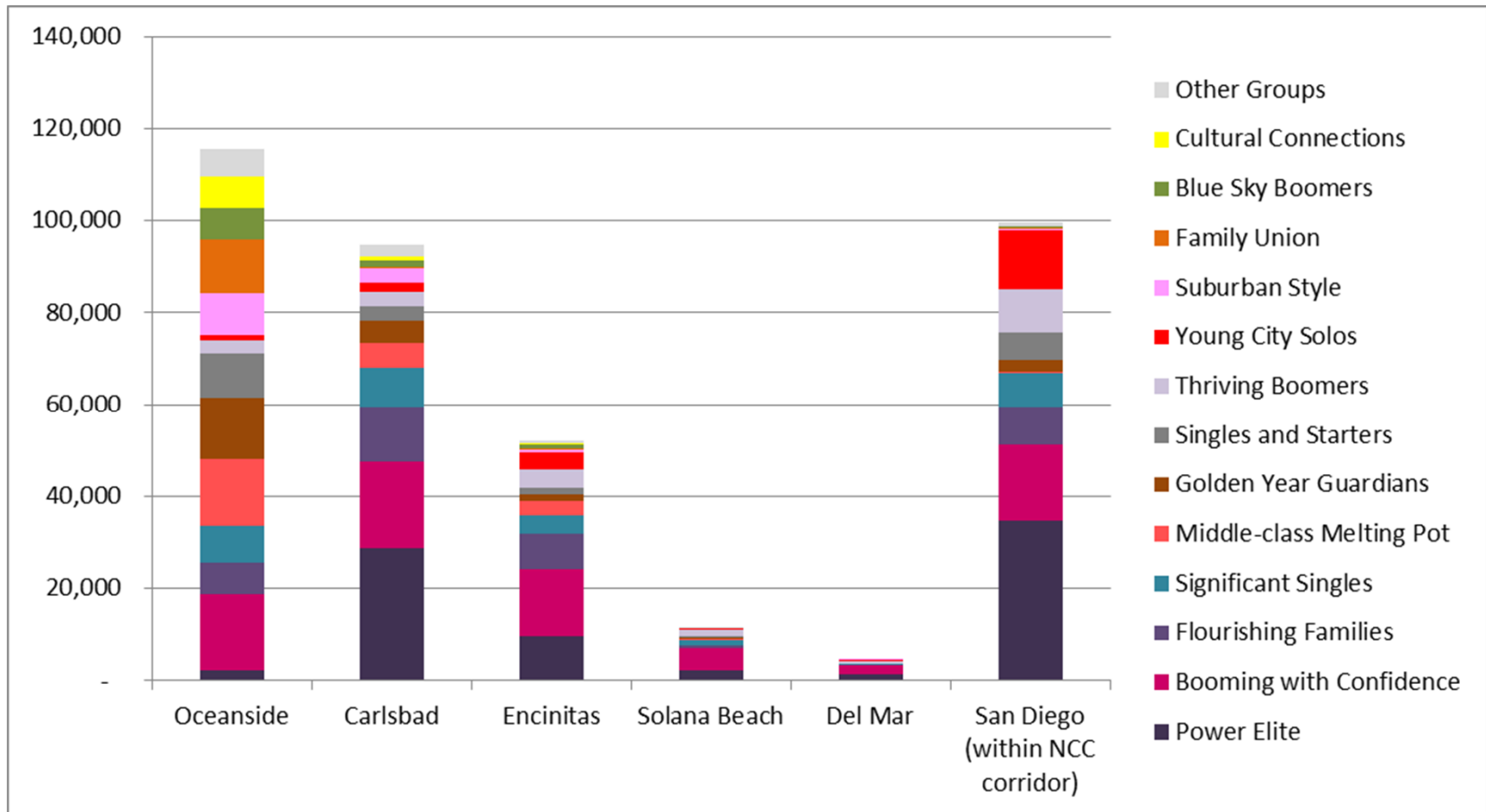
- Schools less willing to participate but see opportunities for parents to do so
 - We need to reach parents BUT how?
- Local jurisdictions do not have formal TDM programs or have the resources to do more
- Special uses (Del Mar Fairgrounds, military, etc.) have a bigger traffic problem and thus more to gain by participating in a TDM program

Market Analysis: NCC Mosaic Profile

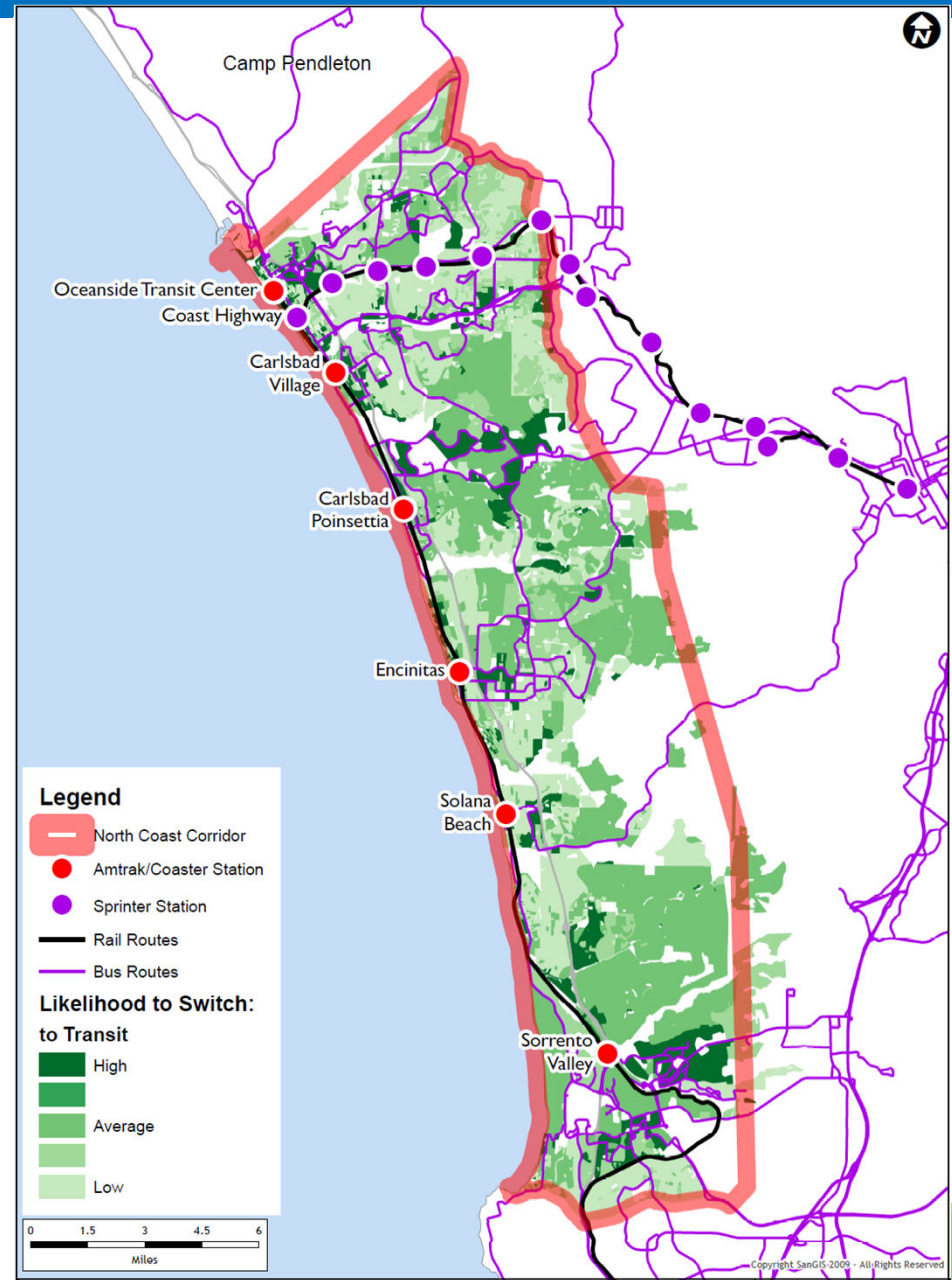
Group	Group Name	Description	NCC Population	Likelihood of switching to			
				Transit	Bike	Home working	Carpool
	Power Elite	The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer	22%	High	Average	Low	Low
	Booming with Confidence	Prosperous, established couples in their peak earning years living in suburban homes	19%	Average	Average	Low	Low
	Flourishing Families	Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles	9%	Average	Average	Low	Average
	Significant Singles	Middle-aged singles and some couples earning mid-scale incomes supporting active city styles of living	7%	Low	Low	Average	Average
	Middle-class Melting Pot	Mid-scale, middle-aged and established couples living in suburban and fringe homes	7%	Average	Average	Low	Average
	Golden Year Guardians	Retirees living in settled residences and communities	6%	Average	Average	Low	Average
	Singles and Starters	Young singles starting out, and some starter families, in diverse urban communities	5%	Average	Low	Average	Low
	Thriving Boomers	Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in town and exurban homes	5%	Average	Low	Low	Average
	Young City Solos	Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas	5%	Low	Low	Low	Average
	Suburban Style	Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes	4%	Average	Low	Average	Low
	Family Union	Mid-scale, middle-aged and somewhat ethnically-diverse families living in homes supported by solid blue-collar occupations	3%	Average	Average	Average	Low
	Blue Sky Boomers	Lower- and middle-class baby boomer-aged households living in small towns	3%	Low	Average	Low	Low
	Cultural Connections	Diverse, mid- and low-income families in urban apartments and residences	2%	Low	Low	Low	Low

Key	Likelihood of switching
Low	Low
	Average
Average	Low
	High
High	Low

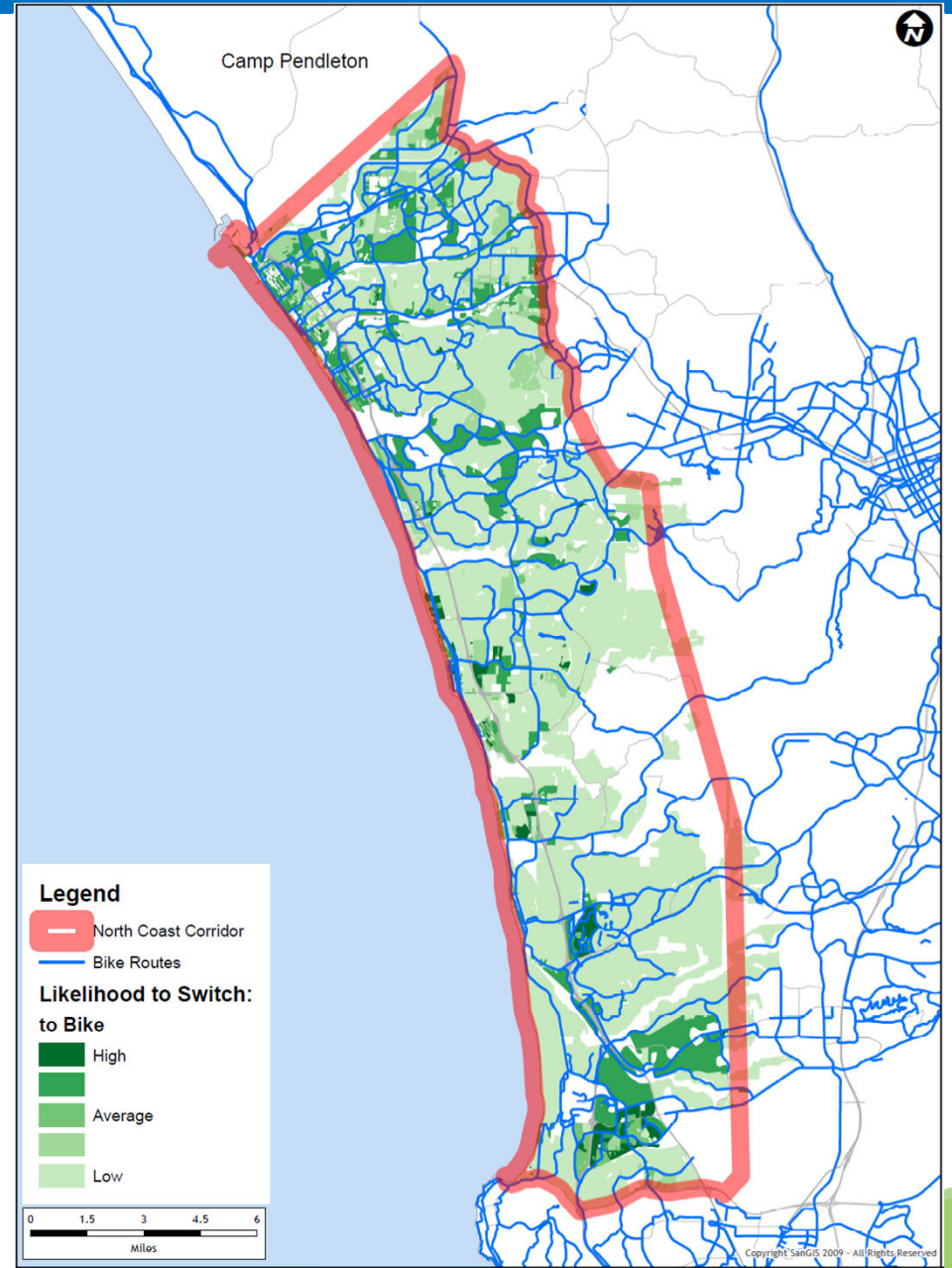
Mosaic Profile within NCC



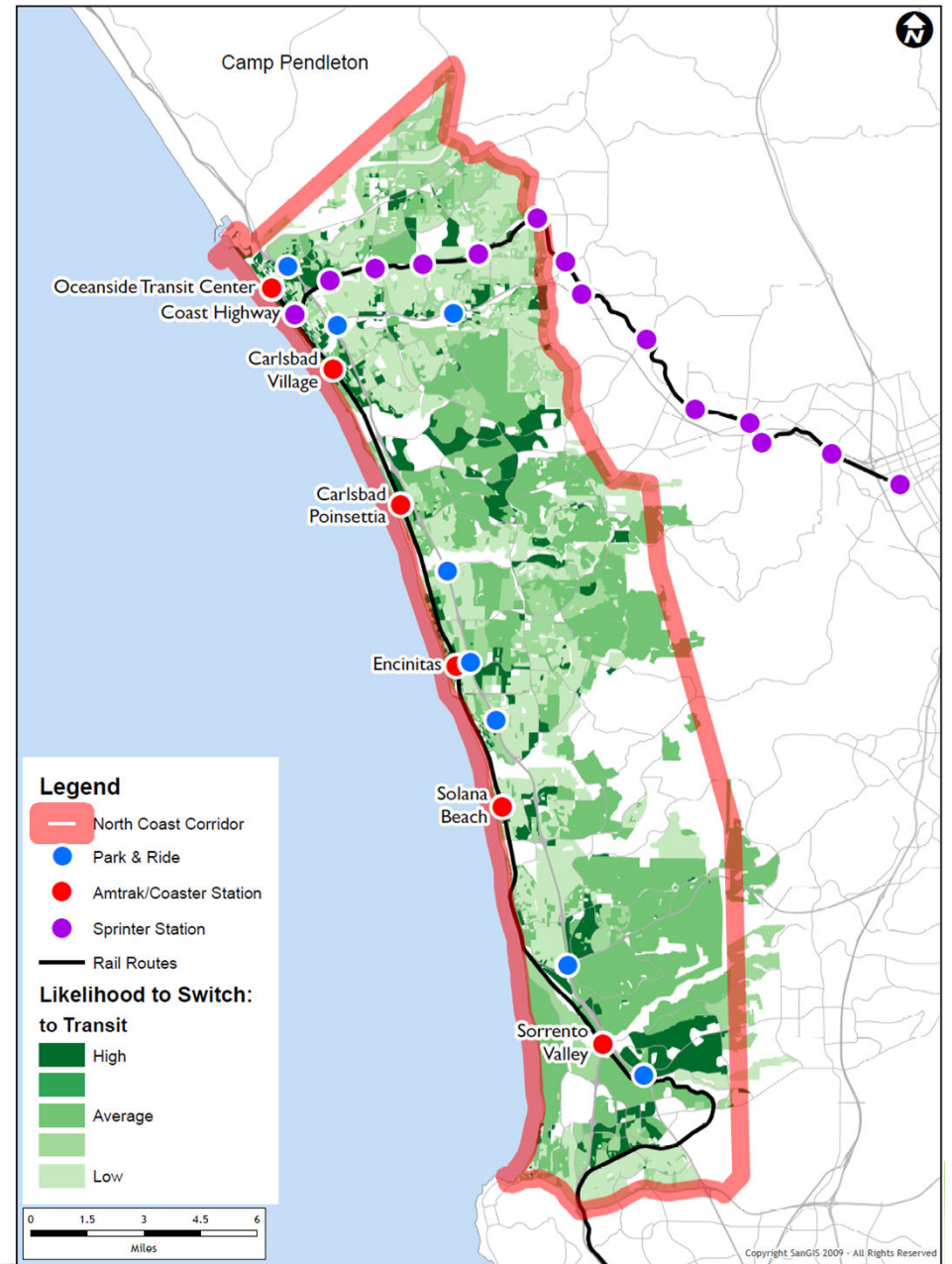
Transit Propensity



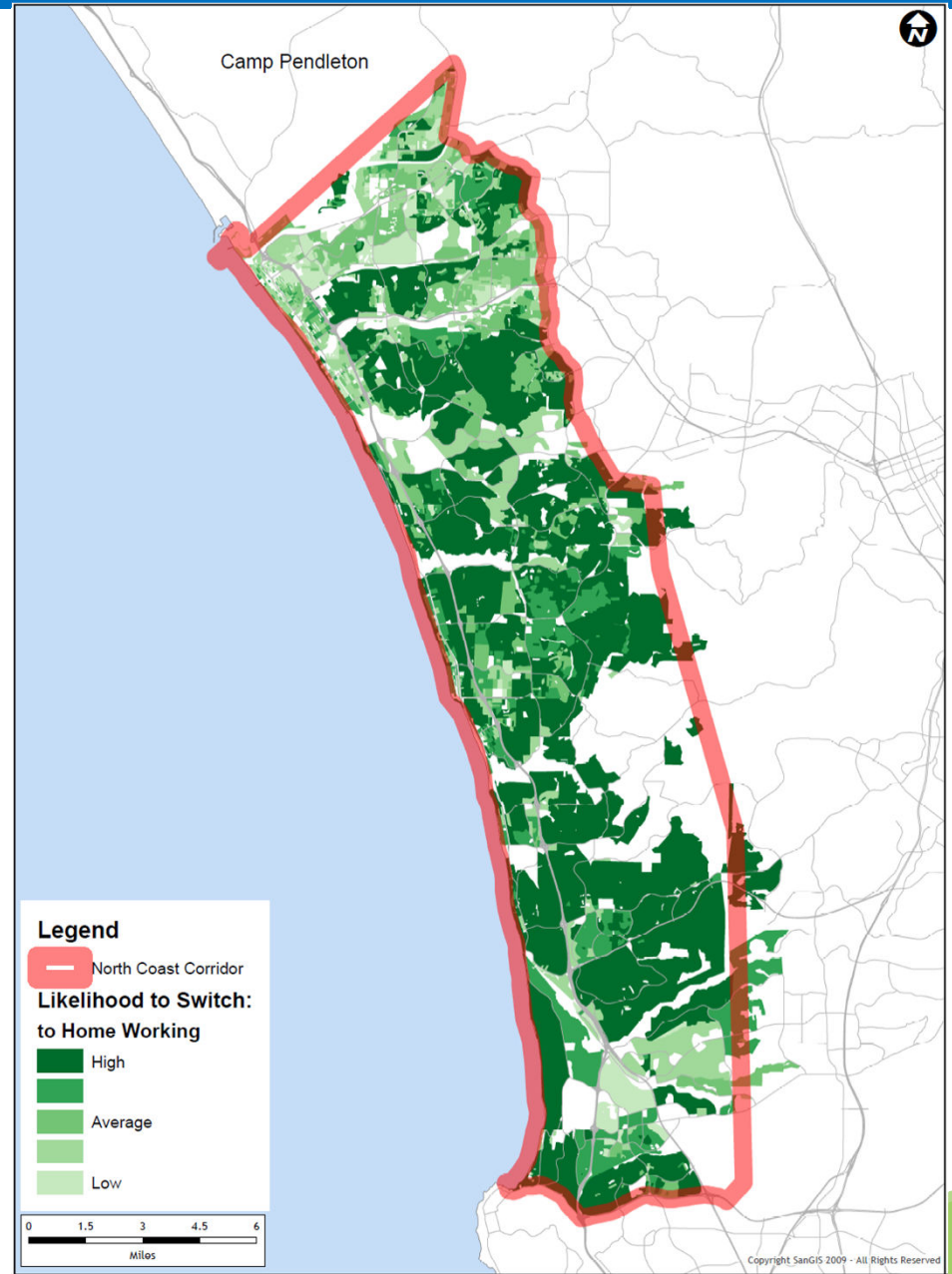
Bike Propensity



Carpool Propensity



Telework Propensity



Critical Needs & Issues

- Park & Ride and COASTER station parking lots are at or near capacity
- Increased coordination of COASTER and Metrolink services
- Increased connections to/from COASTER
- Promotion of the NCTD FLEX service (rides by reservation)
- Improved connections between Sorrento Valley and COASTER
- UCSD subsidy for bus service is being reduced
- General lack of awareness about existing programs and services



Discussion Items

1. What challenges does transportation present for the North Coast Corridor communities?
2. What are the barriers/challenges to taking alternative forms of transportation for work and personal trips?
3. What resources and support are needed to encourage broader use of alternative modes of transportation?
4. What are the best ways to communicate with the public regarding alternative transportation programs/options?

Next Steps

- Finalize market research report
- Phase 2 – TDM Plan Development
 - Customized and geographically focused TDM strategies
 - Education, marketing and outreach plan
 - Performance measures and methods for monitoring performance
 - Administration program and budget





Thank you

