

**North Coast Corridor Transportation Demand Management Plan
Community Roundtable
Monday, December 17, 2012 6 p.m. to 7:30 p.m.
Encinitas Community and Senior Center
1140 Oakcrest Park Drive, Encinitas, 92024**

Participating Organizations: Oceanside Bicycle/Ped Committee, Solana Beach Bike/Ped Advisory Committee, Encinitas Bike/Ped Committee, Del Mar Planning Commission, Bike Walk Solana, Sierra Club, Oceanside Planning Commission, San Diego Bicycle Coalition

MEETING NOTES

1) What challenges does transportation present for the North Coast Corridor communities?

- Climate Impacts –Programs should look beyond moving people effectively but look at the impact to the climate and the environment.
- COASTER - Electrify and automate the train
- Service Hours – short and frequent service for both bus and train
- Coordinate train service with east/west connections
- Automation of fare collection.
- Reliability of service – schedules are not kept
- Coordinate the schedules for different transit providers (SD to LA connection cited as problematic)
- Make transit competitive with driving times
- Real-time information for transit - GPS tracking with smart phone
- Scheduling information for all transit is not coordinated or easy to access
- It's too easy to drive – make transit frequent, easy, dependable, and timely!
- Embrace technologies that improve transit - Buses that drive themselves reduce staff costs
- Nobody understands the true cost of driving. It goes beyond gas and includes maintenance and insurance
- Bicycle parking – off-street parking manual requires 1 space per 10 parking spaces but nobody enforces it.
- Priority parking for bicycles is needed
- Traffic engineers are only thinking about LOS and moving vehicular traffic - Endorse a multi-modal LOS
- Transportation policies/manuals are outdated
- First/Last mile is biggest challenge (bike-transit linkage with NCTD cited as problematic)
- Bikes on transit – permit more bikes on all transit
- Parking - there's more than enough parking and it's cheap so driving is the easy option.
- Amtrak does not allow more than 3 bikes on a train

2) What are the barriers/challenges to taking alternative forms of transportation for work and personal trips?

- Lack of electronic payment on all transit.
- You can get to your destination but you can't return from major events like Padres games. Think beyond commute service.
- "Chicken and egg" – what comes first frequency or demand?
- Freight usage of rail tracks at night – need to double track
- Safety perceptions for walking and biking to school. Educate parents as well as kids about safety.
- Attitudinal barriers to alternative modes - fear of the unknown and negative perceptions about transit.

3) What resources and support are needed to encourage broader use of alternative modes of transportation?

- Parking cash out for both employers and schools (workplace unbundling) – Demo project needed in San Diego region
 - Universal transportation account
- Capital improvements – bike/ped infrastructure needed to support safer active transportation options
- Buddy system for biking – adults and kids
- Shower facilities for cyclists at the workplace
- Traffic skills 101 – pay the instructors and the students. Teach the true statistics
- Rewards system for schools – use the voltage tracking system
- Weekend events like Bike Rodeos
- A comprehensive Coast Highway "complete street" plan
- Crossing guards or corner captains program for students
- Rules of the road – advertising campaign
- Engage principal and PTA
- 30-day transit pass trial period
- Promote health benefits of commuter programs
- Money – Schools earn money for participating
- Too many trip-logging requirements. Make it easy to track trips– logging onto iCommute is not easy
- Carshare programs
- Bike friendly business districts
- Bike paths that parallel the freeway
- Express bus routes
- Trip planning application for smart phones and real-time transit information that is easy to access
- East to West bike access – obstructed by freeway

4) What are the best ways to communicate with the public regarding alternative transportation programs/options?

- Emphasize climate stabilization in messaging
- Emphasize the true cost of driving and road maintenance
- Combine many benefits into the messaging – health, finance, time, social
- Inclusive messaging – all ages, all trip types
- Reach a wider audience with health issues – even if occasionally
- Don't be cute, funny and clever – informational/educational campaigns are more effective
- Videos
- Multiple forms of communication – all media outlets, TV (especially primetime hours), radio and social media
- Facebook – use photos/images to be more effective in getting people to notice/read posts
- Media coverage – Media kickoff event for NCC TDM Plan
- Ads on televisions at the gas pump
- Grass-roots outreach through Parks and Rec departments at cities, sustainability organizations, bike and ped orgs, etc.
- Make it appealing and interesting
- The alternatives actually have to be better before your market it as better