



October 8, 2024

ATI Committee Chair Whitburn and Councilmembers
202 C Street, 10th Floor
San Diego, CA 92101

Re: Recommendations to Improve Mobility Roadmap for Safe & Healthy Communities

Climate Action Campaign (CAC) is a non-profit organization committed to achieving a zero-carbon future in San Diego and Orange County through equitable policy action. San Diego's ambitious Climate Action Plan (CAP) targets zero carbon by 2035, and transportation remains the largest source of greenhouse gas (GHG) emissions in the city.

A robust Mobility Master Plan (MMP) is vital to curbing this pollution. The landmark CAP sets clear mode shift targets—19% walking/rolling, 7% cycling, and 10% transit by 2030, increasing to 25%, 10%, and 15% by 2035. Realizing these goals requires a deliberate framework that modernizes our urban environment for diverse, sustainable mobility options.

The recent 2024 Blueprint SD amendment highlights the urgent need to transform our autocentric design. Projections show that even with optimal development, 72.3% of trips could still be by vehicle by 2050, far from the 50% target for non-automotive travel by 2035. An actionable mobility plan is essential. To ensure the MMP serves as a true roadmap for safe and healthy communities, CAC recommends the following:

1. **Annual Benchmarks & Performance Metrics:** Establishing annual benchmarks aligned with the 2030 and 2035 mode share targets is crucial for guiding the City toward its CAP goals. Annual benchmarks should address the necessary number of bike lane miles needed to reach CAP targets for cycling, the number of transit boardings to reach CAP targets for public transit, and the number of Vision Zero improvements to get to zero serious injuries and fatalities in the 11 MMP Focus Areas. Regular performance reporting of these benchmarks will empower policymakers to adopt the MMP effectively. Benchmarks and performance metrics fit naturally into the City's dashboard and can be rolled into the future task scheduled for 12/2024 to "create a dashboard to monitor implementation actions within the Plan and track performance metrics that will show progress toward Climate Action Plan goals" (MLU-3.1-SA7). Additionally, mode share

performance should be reported out a minimum of every two years to ensure that these benchmarks are serving the 2030 & 2035 CAP mode share targets. At minimum, mode share in the 11 Focus Areas should be reported publicly every two years.

2. **Annual Implementation:** The MMP must allocate annual quick-build funding of \$150,000 per focus area. This investment will kickstart vital safety projects, such as high-visibility crosswalks and mid-block crossings, making walking, rolling, and cycling safer and contributing to slashing GHG pollution reduction. This recommendation also fits seamlessly into MLU-3.2b which aims to create “a quick build policy and design guidelines to facilitate repurposing of the right-of-way or installation of interim or pilot transit projects.”
3. **Prioritize Communities of Concern:** Decades of disinvestment have left many San Diego neighborhoods susceptible to vehicular violence and health risks from car-centric pollution. Prioritizing these areas for infrastructure investment is crucial to ensuring safe streets and alleviating pollution burden. This aligns with MLU-3.1a, which aims to develop safe routes to schools (SRTS) in these communities.
4. **Total Cost to Implement:** A comprehensive strategy must assess the total cost to implement these initiatives effectively, ensuring accountability and transparency. San Diego County’s CAP is a recent example of good cost estimation for a complex plan which estimates an implementation cost of \$650 million for the first five years of implementation. The MMP needs to have a similar projected cost estimate to implement by 2030 & 2035.

Taking these steps is not just a responsibility but an opportunity to lead the way toward a sustainable, equitable future for all San Diegans.

In collective effort,

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