

Community Based Transportation Planning Grants

Corridor Study for Evaluating Transit Priority Measures Within Urban Village

- **Grant Recipient:** City of San Diego
- **County:** San Diego

Project Area – The Showcase Project corridor runs from San Diego State University (SDSU) to downtown San Diego via El Cajon and Park Boulevards. The major activity centers along the Showcase Project route include the Santa Fe Depot, Convention Center, Downtown Ballpark, City College, Naval Hospital, Balboa Park, San Diego Zoo, Mid-City communities (North Park, Normal Heights, City Heights), and SDSU.

Project Focus – To establish the feasibility of a Bus Rapid Transit system in the San Diego area. Currently, 33 bus transit routes serve Downtown San Diego. Over 130,000 passenger trips a day occur in downtown, making it the most concentrated center of transit activity in the region. There are nearly 30 transit stops in the downtown area that serve more than 1,000 passengers each per day. Some of the more popular stops are located along Broadway and at the trolley stations. During the peak commute hours, transit accommodates approximately 20 percent of the trips into downtown San Diego.

Project Goals – Reducing transit travel time as well as attracting new riders; enhancing the customer experience and improving the pedestrian environment within the walking zone around stations; making transit stations positive public spaces; and, improving operational and maintenance efficiencies.

Community Outreach - A Project Review Committee (PRC) comprised of local stakeholder organizations was established to solicit input for the project planning process and to lead the public involvement program. An open house was held to inform the public about the Showcase Project planning effort and to seek feedback on operating procedures, design concepts, and other issues. Participants were asked to express their top three goals from the list of ten prepared by the PRC. The top three goals were: (1) reduce transit travel time; (2) enhance the customer experience; and (3) attract new riders. When asked what it would take for the community to support the BRT, the participants ranked maintenance, clarity for auto drivers, and existing landscape preservations as the highest priorities.

Project Outcome - The proposed project calls for construction of the median transit lanes, installation of striping and signage for the transit lanes, construction of the BRT stations, and installation of new traffic signal technology along the BRT route.

Planning Goals Realized -

- Allowing transit to compete more effectively with the private automobile by improving transit experience through enhanced station design and reduced bus delay;
- Identifying strategic locations for transit oriented development projects;
- Improving transit, vehicular, bicycle, and pedestrian linkages;
- Speeding up transit service along the corridor.