

# Cortez, Downtown San Diego

Mobility Assessment and Recommendations Report



D O W N T O W N  
**SAN DIEGO**  
P A R T N E R S H I P

# Acknowledgments

*This report was initiated by the Cortez Hill Active Residents Group (CHARG) and the Downtown San Diego Partnership with funding provided through the City of San Diego's Neighborhood Parking Program, which utilizes revenue from the Downtown Community Parking District.*

## CHARG

Ann Murphy, *President*  
Kay DiFrancesca, *Vice President*  
Tania Fragomeno, *Secretary*  
Cynthia Poblete, *Treasurer*  
LC Cline, *Membership Chairman*  
Nancy Wilson Ramon, *Member at Large*  
Scott Trepper, *Board Member*  
Jim Liguori, *Board Member*

## Downtown San Diego Partnership

Sean Warner, AICP, *Director of Community Enhancement*

## Circulate San Diego

Jana Schwartz, AICP, SITES AP, *Project Manager*  
Danielle Berger, AICP, *Director of Planning*

*Prepared for:*



D O W N T O W N  
**SAN DIEGO**  
P A R T N E R S H I P

*Prepared by:*



# Table of Contents

<b>Purpose</b>	<b>4</b>
<b>Mobility Assessment</b>	<b>5</b>
Neighborhood Mobility Overview	5
Community Input	10
Walk Audit	13
Community Discussion	16
<b>Findings &amp; Project Recommendations</b>	<b>19</b>
Pedestrian Safety and Comfort	20
Wayfinding and Signage	22
Lighting and Transit	24
Bicycle/Scooter Safety and Comfort	26
Beautification	28
Phasing	30
Priority Improvement Areas	31
<b>Next Steps</b>	<b>32</b>
Next Steps	32
Potential Funding Sources	33



## Purpose

This report provides recommendations for alternative transportation\* improvements in the Cortez Hill (Cortez) neighborhood. The mobility assessment period took place from July to November 2019 and included a review of existing documents, community feedback opportunities, and this final report with improvement recommendations. The recommendations presented in this document are to support the existing and continued efforts that help improve pedestrian safety and increase mobility options. This document serves as a record of the community's input received during the mobility assessment period and provides evidence of the community's concerns and preferences.

*\* Alternative transportation primarily includes walking, biking, scooters, and transit*



# Mobility Assessment

## Neighborhood Mobility Overview

The Cortez neighborhood is located in the Northeast quadrant of Downtown San Diego, bordered on two sides by freeways, I-5 and the 163. With six freeway on/off ramps, Cortez is the main access point to Downtown San Diego<sup>1</sup>. Vehicles entering and exiting the freeway often travel at high speeds, treating surface roads in Cortez as a continuation of the freeway. This causes safety concerns and disrupts the comfort of those who share the roadway and adjacent sidewalk space. Details from the Downtown San Diego Mobility Plan<sup>2</sup> (DSDMP) helps demonstrate where current barriers exist for alternative mode users. Maps from the DSDMP, shown on the following pages, help illustrate high collision and high demand areas within Cortez, which impact the travel experience for pedestrians, bicyclists, and transit users. The DSDMP was a primary resource document throughout this report.

1. Cortez FY20 Neighborhood Budget  
2. Downtown San Diego Mobility Plan

## Pedestrian Needs



## Bicycle Needs



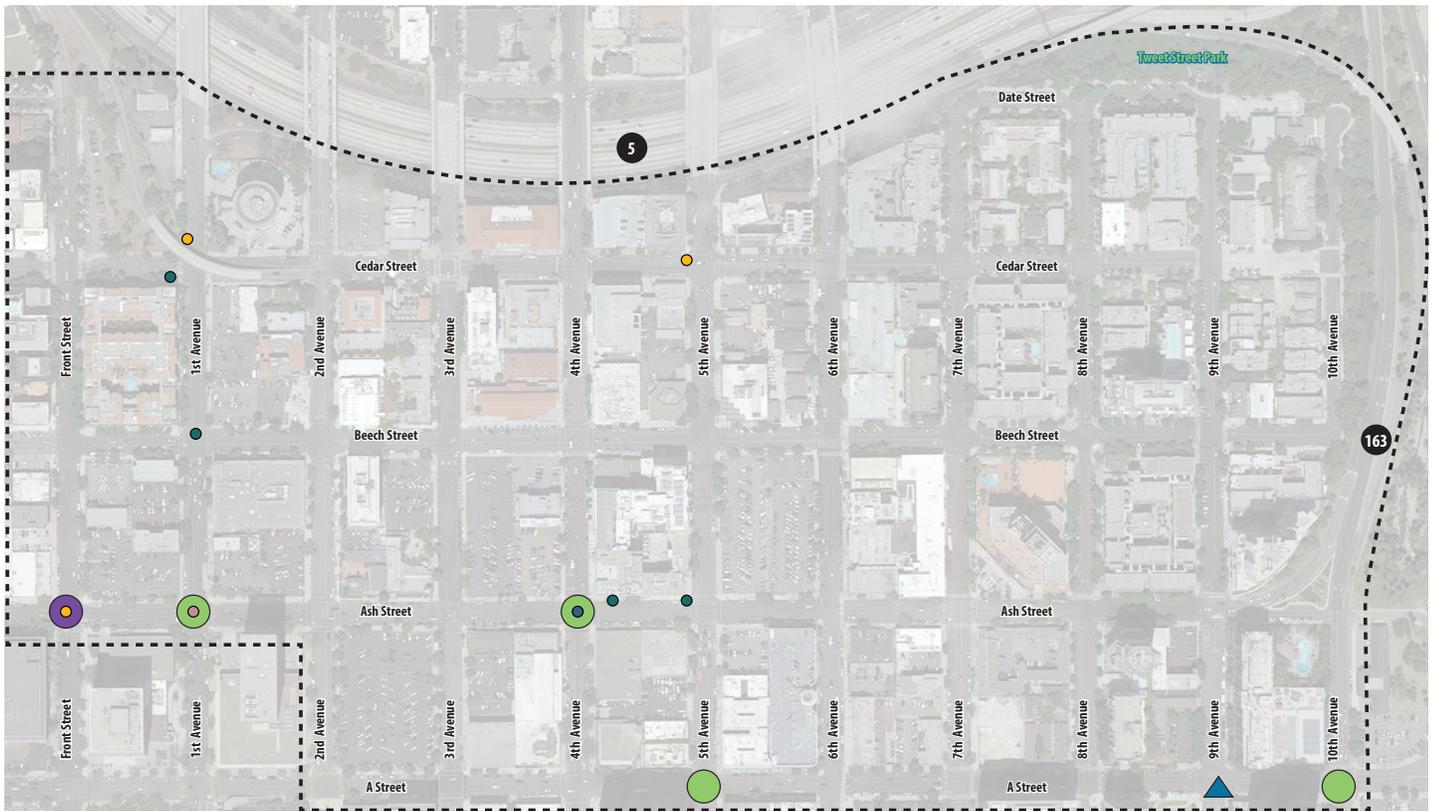
## Transit Needs



Maps are from the Downtown San Diego Mobility Plan, 2016  
 ----- Cortez boundary line

In addition to the maps from the DSDMP, the City of San Diego collects crash data, including severity. The map below shows the collisions that occurred from 2014 to 2018 within the Cortez boundary. The legend indicates the number of crashes and crash severity at a given location.

### Neighborhood Crash Data



Source: City of San Diego, Vision Zero Data, 2019

----- Cortez boundary line



NTS

Legend	
	High Crash Pattern Intersection 4 or more crashes from 2013-2017
	High Pedestrian Crash Intersection 7 pedestrian crashes from 2013-2017
	Severe Injury Vehicle Collision (2014-2018)
	Severe Injury Pedestrian Collision (2014-2018)
	Severe Injury Motorcycle Collision (2014-2018)
	Fatal Motorcycle Collision (2014-2018)

A summary overview of the alternative modes that exist today in Cortez is listed below. This summary is based on information from resource documents, initial input from community members and partner organizations, and site observations.

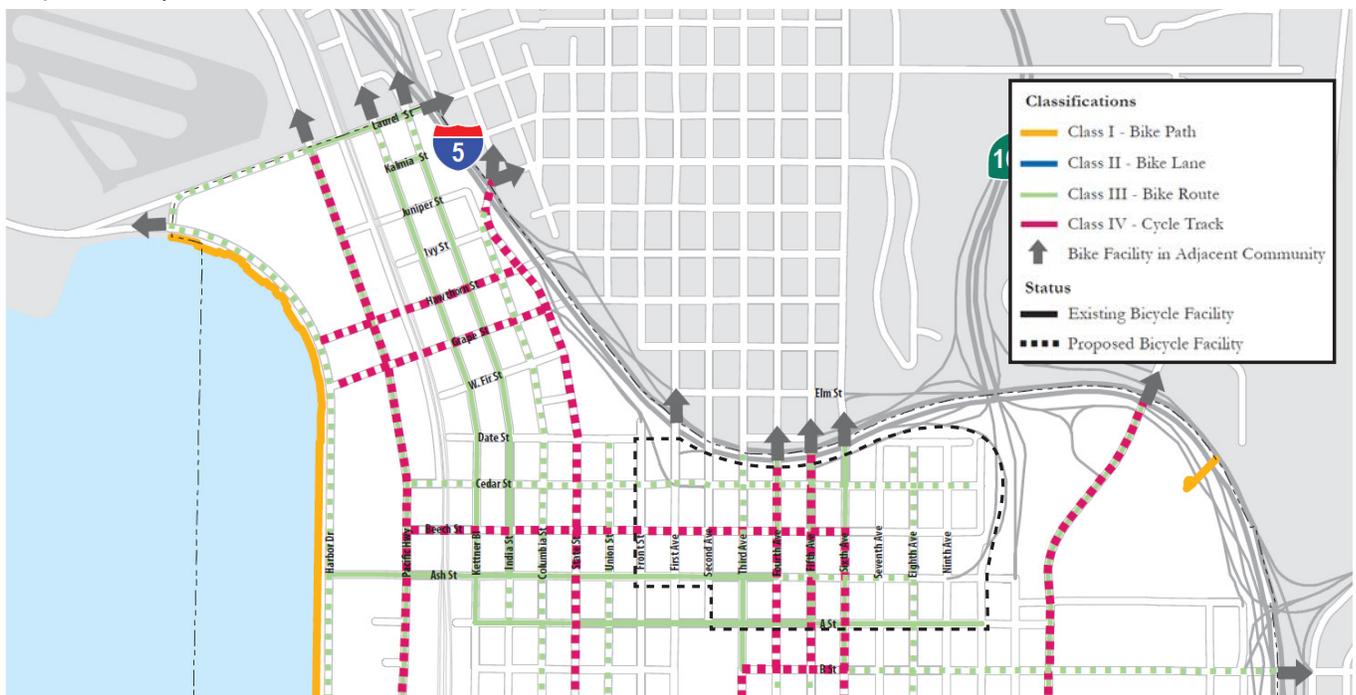
### Walking

Residents of Cortez have desirable amenities within the neighborhood and are a short distance away from popular destinations, such as Little Italy, Balboa Park, and the waterfront. Many of these destinations and other parts of Cortez can be accessed by foot. However, the rather hilly topography, particularly in the Upper Cortez area, as well as the close proximity to freeway ramps and high-collision areas present mobility challenges.

### Biking and Scooters

Cortez has recently experienced roadway redesign projects along Beech St and 6th Ave to incorporate parking-protected bike lanes. These facilities are for use by both bicyclists and scooters and keep these modes off the sidewalk and out of traffic. The DSDMP image below shows additional bicycle facilities to be added in future phases, strengthening downtown connections. Cortez also hosts several bike and scooter parking areas, with more planned to be implemented.

### Proposed Bicycle Network



Map is from the Downtown San Diego Mobility Plan, 2016

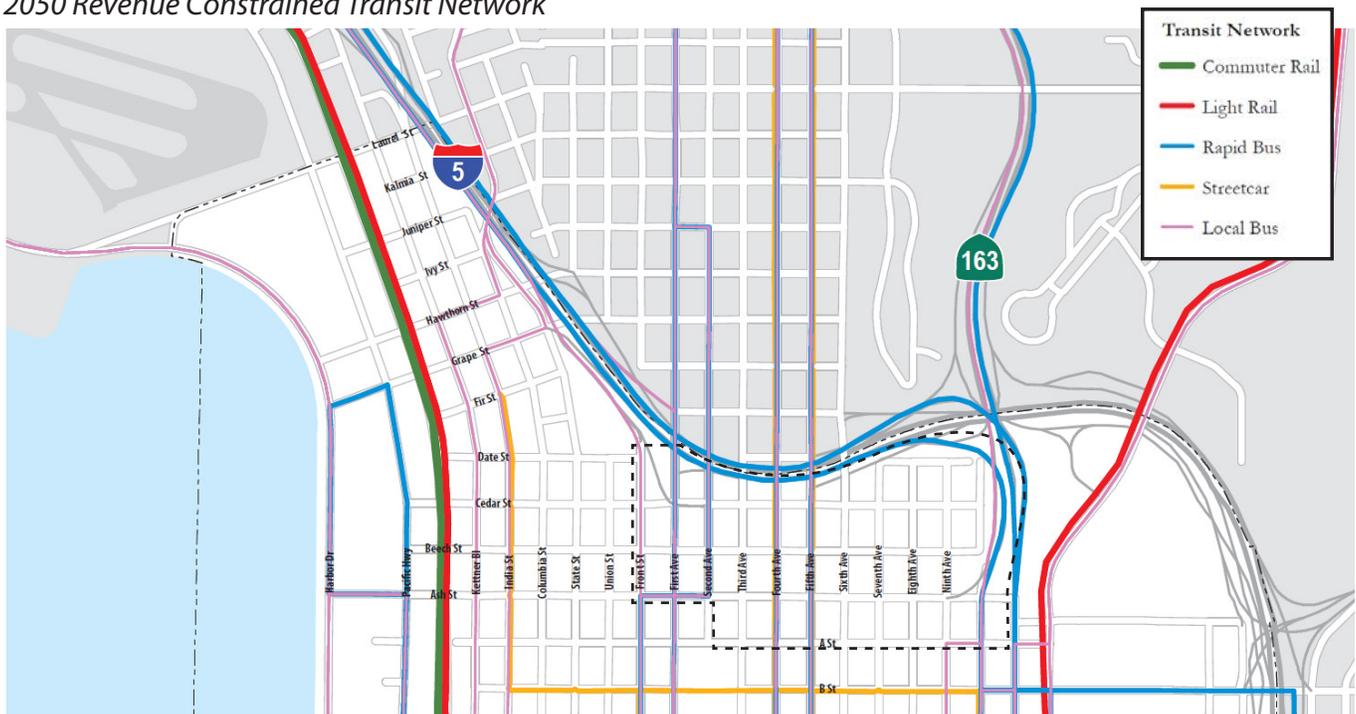
Note, bicycle facilities have been constructed since 2016.

----- Cortez boundary line

## Transit

Nearby transit options for residents include buses, trolleys, and trains. However, services within the Cortez boundary are minimal. There is currently no bus service in the Upper Cortez area, and there are no planned services according to the DSDMP's 2050 Transit Network. Existing bus lines run North-South through Cortez, but there are no East-West services provided through the neighborhood. Trolley access to the Orange and Blue Lines is an approximate 12-minute walk and runs along C Street, just outside of the Cortez boundary. To access the trains at Santa Fe Depot or to reach the Green Line trolley, residents can walk approximately 20-minutes or hop on the Blue Line trolley towards America Plaza.

### 2050 Revenue Constrained Transit Network



Map is from the Downtown San Diego Mobility Plan, 2016  
----- Cortez boundary line

## Rideshare

Rideshare is common in the downtown area and fairly accessible in Cortez. Rideshare options include Lyft or Uber, as well as the downtown rideshare option, Circuit (formally FRED). These are app-based options, and provide on-demand service.

Residents in Cortez are downtown dwellers, generally more accustomed to living in a denser environment with resources in close proximity. These conditions allow alternative transportation options, walking in particular, to be a more feasible mode choice to make. However, people are less likely to walk or use alternative modes if there are safety or comfort concerns. Despite initial improvements made for alternative modes in Cortez, mobility challenges ensue. The next sections document the concerns and preferences voiced by residents and recommendations for improvements.

## Community Input

Participation and input from residents were a significant component of this mobility assessment. This input helped inform where challenges exist, the types of challenges, and preferred improvement strategies. Input was gathered through an online survey, a walk audit with residents, and a facilitated community discussion. Each phase of input gathered valuable insight from residents and informed the recommendations presented in this report.

### Online Survey

The online survey was available to all residents and businesses within the Cortez boundary, shown in Figure 1. The survey was eight questions and was open from July 17 to August 9, 2019. The survey was shared with residents and businesses of Cortez through the CHARG newsletter and by word of mouth. The survey received 95 responses, the majority from residents. The next section provides a summary of the survey results.

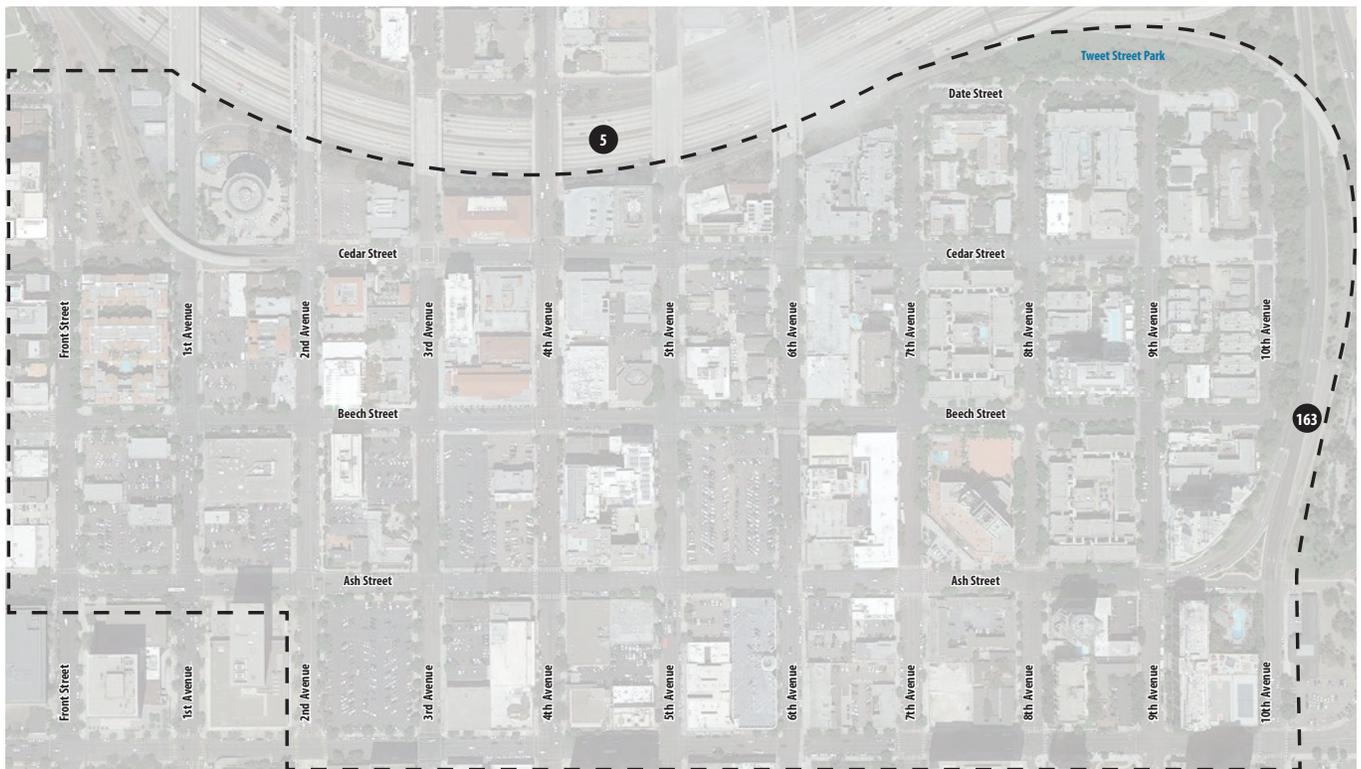


Figure 1: Cortez Boundary Map

**Question 1: Which Intersection is nearest your home residence or place of business?**

It was a goal of the survey to be representative of the Cortez population. In the findings, survey participants were well-distributed throughout Cortez, as shown in Figure 2.

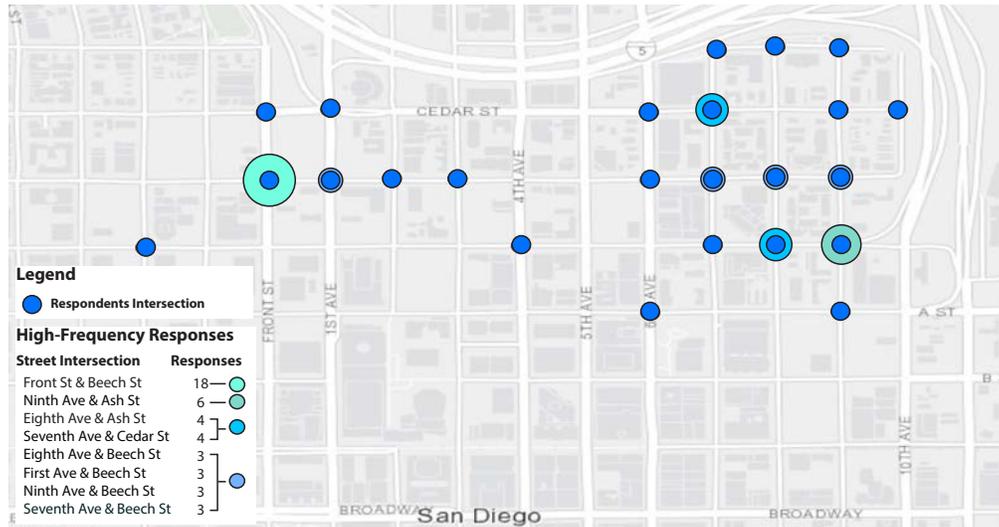


Figure 2: Question 1 Respondent Distribution

**Question 2: Where in Cortez are there mobility safety concerns for pedestrians and bicyclists?**

As shown in Figure 3, many intersections in Cortez are of concern. The most prevalent concerns include “traffic speed” and “pedestrian safety.” Areas where there are freeway on/off ramps are captured here, with multiple concern categories illustrated at several intersections.

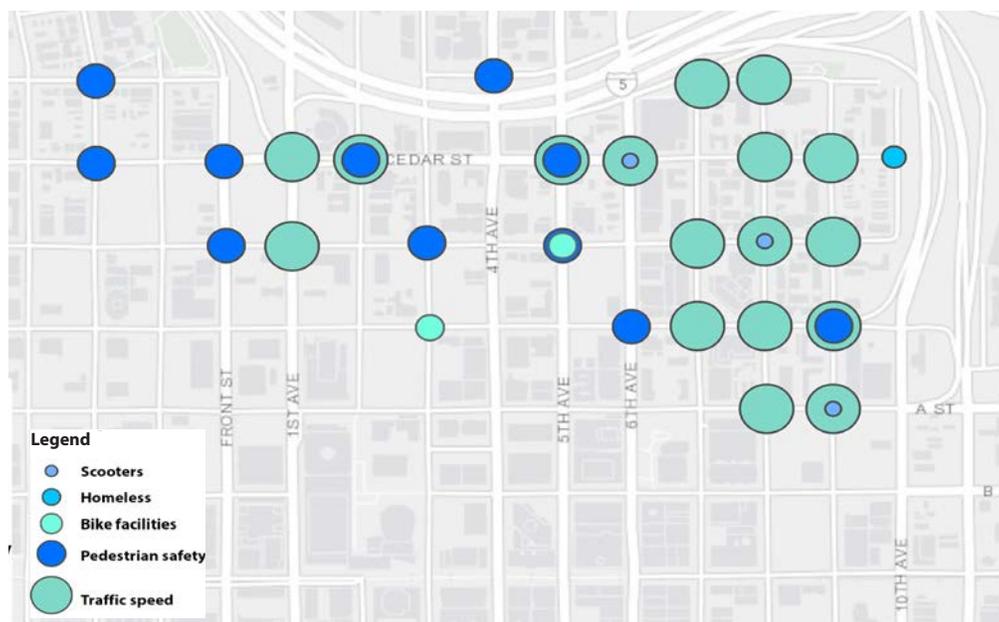


Figure 3: Question 2 Mobility Concern Location and Type

**Question 3: When you leave your residence or business, what are the top three destinations you travel to?**

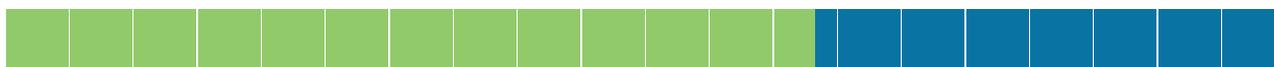
The most popular response was “Little Italy” (60%) followed by “East Village” (29%), “Gaslamp” (22%), “Balboa Park” (22%), and “Waterfront Park” (15%).

**Question 4: How do you typically travel within Cortez?**

81% of the respondents said that “Walking” was their primary mode for getting around Cortez and 50% of the respondents selected “Driving” as their secondary mode. “Biking” and “Scooter” were respondents’ third and fourth option, and “Public Transportation” was the least typical choice.

**Question 5: How safe do you feel walking in the Cortez area?**

Residents were asked to rank their safety level on a scale of 1 to 100 (100 being the best). On average, respondents gave 63 out of 100.



**Question 6: How safe do you feel walking at night in the Cortez area?**

Residents were asked to rank their safety level on a scale of 1 to 100 (100 being the best). On average, respondents gave 50 out of 100. This question received a less favorable response than Question 5, suggesting that safety concerns increase at night.



**Question 7: How safe do you feel biking in the Cortez area?**

Residents were asked to rank their safety level on a scale of 1 to 100 (100 being the best). On average, respondents gave 45 out of 100. These findings acknowledge that biking is not a primary mode of travel for this respondent group.



**Question 8: Which mobility enhancement measures do you support the most? (select up to 3)**

Residents were asked to prioritize their top three improvement strategies. The top response was “Lighting” (55%), followed by “High-visibility crosswalks” (52%) and “Maintained or improved sidewalks” (48%). The measure that respondents supported the least is having “Additional bicycle/scooter parking” (4%).

## Walk Audit

A walk audit took place on August 24, 2019 from 9:30 to 11am with residents and members of CHARG. There were ten participants on the walk and the route was selected based on the feedback received from the online survey and suggestions from residents who attended the walk audit. There were seven stops on the walk, designed as a loop through Cortez. Stops are listed below and shown in Figure 4.

**Start:** Achilles Coffee Roasters

**Stop 1:** 6th Ave & Ash St

**Stop 2:** 5th Ave & Beech St

**Stop 3:** 1st Ave & Beech St

**Stop 4:** 1st/2nd Ave & Cedar St

**Stop 5:** 5th/6th Ave & Cedar St

**Stop 6:** Tweet Street Park/8th Ave (*This stop location was modified because of suggestions by residents. The grade change in the pedestrian walkway is more gradual than going up Cedar St, and the pedestrian walkway leading to Tweet Street Park has experienced homelessness and comfort challenges.*)

**Stop 7:** 8th Ave & Ash St

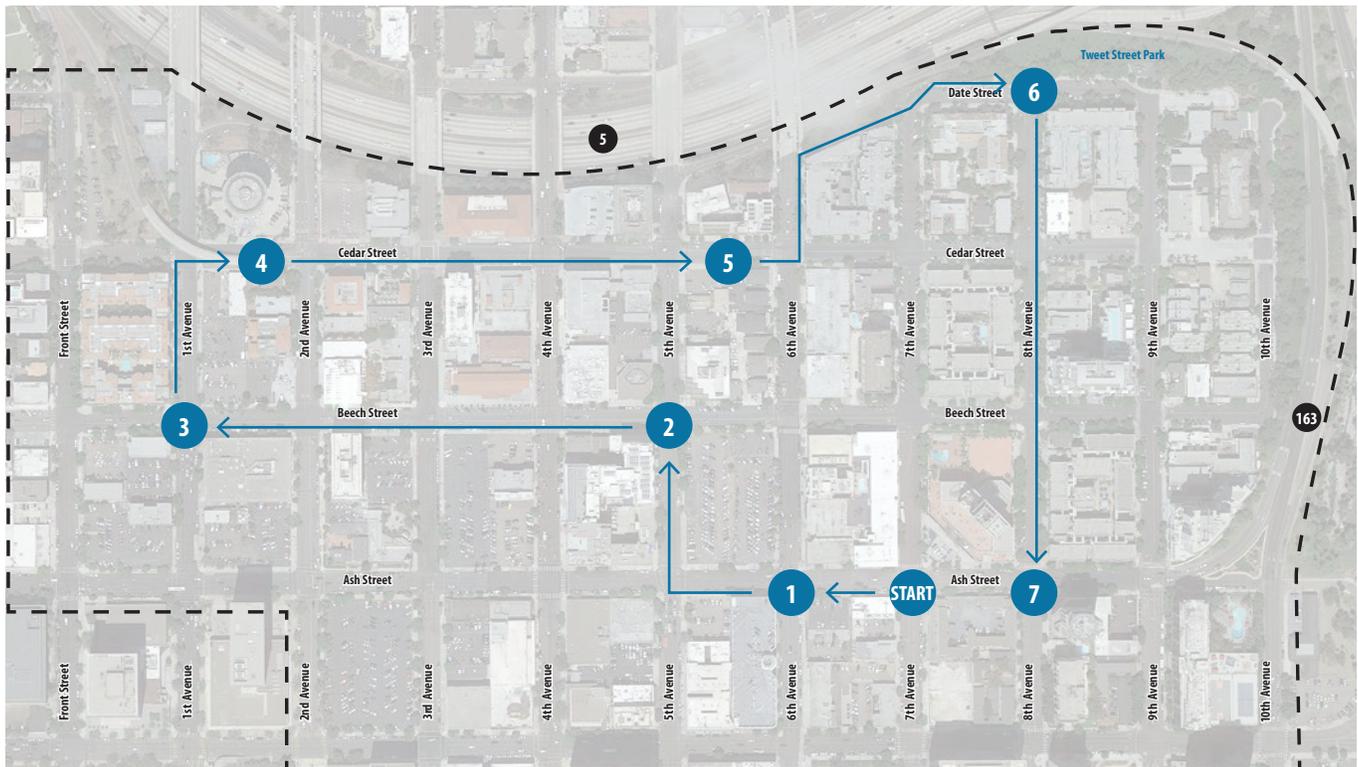


Figure 4: August 24, 2019 Walk Audit Route

At each of the stops, residents were asked a set of questions. The questions were designed to encourage a dialogue about current mobility challenges and preferred alternatives. Questions asked during the walk audit included:

- Are there any safety concerns present?
- Are people here? Is it busy?
- Are people using infrastructure in the way it was designed to be used?
- What improvements would you recommend?
- Other comments (open-ended)

Feedback received from this walk audit included a set of concerns and initial recommendation ideas. A summary of key discussion topics are as follows:

### *Concerns*

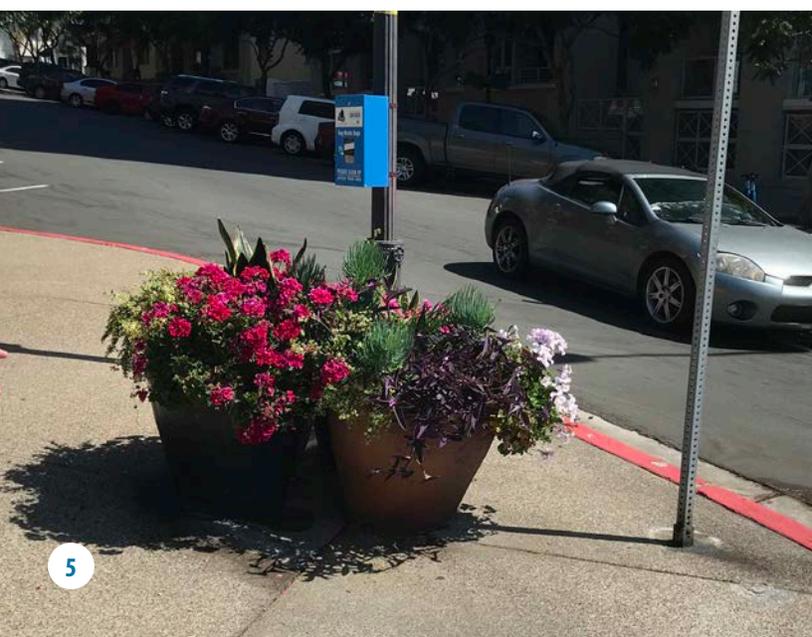
- Freeway traffic from 3:30 to 6pm (1st Ave and 5th Ave) and left turning vehicles not yielding
- Poor sight lines (hill on Ash St) and fast moving cars (traffic speed was a common concern theme we heard)
- Curb ramps force pedestrians into intersection to get to crosswalk (big concern for strollers and wheelchairs)
- Topography of Cortez is challenging for older residents and the terrain is not taken into account for access to transit
- Street signs are sparse and it is hard to know where you are or how to reach destinations; many signs only face one direction of travel, which creates a navigation challenge for all road users
- Homelessness and panhandling is a challenge

### *Recommendations*

- Add physical barrier behind the last car parked in the parking protected areas (e.g. a planting box or a concrete curb that comes up to eye level)
- Provide additional protection for pedestrians at high collision areas
- Maintenance of trees, trash, and sidewalks (especially to keep signage visible)
- Signalization changes, including protected left turns for vehicles and extend timing for crossings
- Add street signage for pedestrians to help with directional wayfinding and add signage to signal poles for vehicles to have information about road uses (e.g. parking-protected bike lanes, back-in parking)
- More beautification

Images taken from the walk audit are shown to the right. Descriptions for these images are listed below.

- 1 Curb ramps that direct pedestrians into the intersection.
- 2 First Ave freeway off-ramp blocks traffic signal and creates underutilized underpass site.
- 3 Left-hand turning vehicles from Cedar St causes induced traffic near 5th Ave freeway on-ramp. Panhandling also occurs here.
- 4 Recently implemented parking-protected bike lane (located along Beech St and 6th Ave).
- 5 Beautification occurs more in Upper Cortez and is desired in other parts of Cortez.
- 6 Traffic exiting the 163 freeway and entering Ash St travel at high speeds and have extra lane width on the North side of the roadway.



## Community Discussion

On September 23, 2019, a community meeting was held during a regularly scheduled CHARG meeting at the Discovery Community Room. The purpose of the meeting was to recap findings from the Cortez mobility survey and the August 24th walk audit, as well as discuss potential recommendations to improve pedestrian safety and the user experience in Cortez. 15 residents were in attendance and [Fox 5 News](#) attended to cover the journey of the project and the meeting itself. The meeting consisted of a presentation to review events and findings, and then attendees were asked to visit three stations and provide feedback about potential recommendations. The three stations included:

### *1. Mode priority voting – “I would like to prioritize improvements for...”*

- Bikes – 1 vote
- Pedestrians – 10 votes
- Transit – 4 votes
- Scooters – 0 votes

### *2. Safety voting – Where do you feel safe and unsafe in Cortez?*

#### Safe

- Upper Cortez intersections with stop signs and more residential
- Upper Cortez
- Upper Cortez on 7th Ave and 8th Ave
- Upper Cortez to Gaslamp
- Cortez to Little Italy

#### Unsafe

- 1st Ave and Beech St
- 1st Ave and Cedar St
- 2nd Ave and Cedar St
- Front St and Beech St
- 1st Ave and 2nd Ave on Cedar St
- 6th Ave and 7th Ave pedestrian walkway
- 6th Ave bridge
- 2nd Ave and 4th Ave on Beech St because of poor lighting
- 7th Ave at Date St because cars drive too fast
- 5th Ave and Cedar St
- 9th Ave and 10th Ave on Ash St because of cars existing the 163 freeway
- 6th Ave and Cedar St because of 7-11
- Wherever there are scooters
- Tweet Street Park at night
- Upper Cortez to Bankers Hill near Balboa Park

### *3. Preferred improvement voting – What improvements do you like? Where should they go?*

Respondents were asked to fill out an input handout with a catalog of improvement options. Respondents were asked to identify if they support an improvement option, and if so, where they recommend the improvement to be located. Nine attendees completed this input handout. The following list identifies the recommendations that received at least four votes.

<i>Recommendation</i>	<i>Number of Votes</i>	<i>Recommended Location(s) from Residents</i>
Infrastructure signage	<b>8</b>	Along parking-protected bike lanes (6th Ave and Beech St)
Bicycle/scooter wayfinding	<b>8</b>	Along parking-protected bike lanes At street corners Near back-in parking
Lighting	<b>7</b>	All areas Mid-block areas Beech St from 1st Ave to 5th Ave Findings from the Lighting Study
Pedestrian wayfinding*	<b>7</b>	Throughout Cortez All corners
Protected receptacles	<b>7</b>	In place of "open" receptacles Lower Cortez
Permanent bulb-out	<b>6</b>	5th Ave and Cedar St Ash St 1st Ave and Beech St Where there is retail/residential
Bi-directional curb ramps	<b>6</b>	High-use pedestrian areas 6th Ave and Ash St 4th Ave and Cedar St 1st Ave and Cedar St Where existing ramp leads you into the middle of the intersection
Parking-protect bike lane (additional)	<b>6</b>	Every street Everywhere All streets
Parking-protect bike lane barrier	<b>6</b>	New bike lanes
Educational signage for improvements	<b>6</b>	Beech St Where new projects occur
Streetscape plantings	<b>6</b>	6th Ave Lower Cortez 4th Ave and Cedar St Beech St All corners
Decorated intersection	<b>5</b>	3rd Ave and Cedar St (mentioned twice) All intersections
Pedestrian lead-phase crossing	<b>5</b>	8th Ave and Ash St 3rd Ave and Cedar St 5th Ave and Cedar St 1st Ave and Cedar St Freeway entrances High-use pedestrian areas

<b>Recommendation</b>	<b>Number of Votes</b>	<b>Recommended Location(s) from Residents</b>
Well-lit transit stops	5	All stops in Cortez
Technology-capable transit stops	5	All stops in Cortez
Shade trees	5	Lower Cortez 4th Ave and cedar St
Downtown shuttle (e.g. FRED/ Circuit, circulator bus)**	5	Downtown circulator route (access to airport, Balboa Park, Little Italy, etc.)
Bicycle signal	5	Along parking-protected bike lanes
Dockless parking (e.g. scooters and bikes)	5	Evaluate where more is needed or planned
Bike box	5	Ash St
Audible crossing signal	4	9th Ave and Ash St All major intersections
Temporary bulbout	4	Near freeway entrances Where cars drive/turn too fast
Street name wayfinding	4	All streets in Cortez

\*Pedestrian wayfinding roll-out is currently in-progress

\*\*Four residents said that they would use an alternative mode like FRED/Circuit if the service area was expanded and it provided more reliable service



All images are from the Community Discussion



# Findings & Project Recommendations

Input collected from the community survey, walk audit, and the community meeting helped prioritize preferred improvements and the locations of these changes. Site-specific resources were also considered to complement existing or parallel planning efforts. These resources included:

- Cortez FY20 Neighborhood Budget
- Council Policy – Community Parking District, July 16, 2015
- Downtown PBID Boundaries and Zones, March 12, 2019
- Cortez/Little Italy Lighting Study
- Downtown San Diego Mobility Plan, June 2016

From the resources and input, recommendations were created and categorized into five groups.

## ***Pedestrian Safety and Comfort***

- Pedestrian lead phase
- Audible crossing signal
- Extended crossing times
- High-visibility crosswalk
- Permanent bulbout
- Temporary bulbout/buffer
- Bi-directional curb ramps
- Pedestrian scramble crossing

## ***Lighting and Transit***

- Lighting
- Well-lit transit stops
- Technology-capable transit stops
- Downtown shuttle/circulator

## ***Bicycle and Scooters***

- Additional parking-protected bike lane
- Bicycle signal
- Bike box
- Additional dockless bicycle/scooter parking

## ***Wayfinding and Signage***

- Decorated intersection
- Street name wayfinding
- Pedestrian wayfinding
- Bicycle/Scooter wayfinding
- Educational signage
- Freeway on-ramp lane signage

## ***Beautification***

- Streetscape planters
- Shade trees
- Protected receptacles
- Underpass tactical urbanism
- Parking-protected bike lane vehicle barrier

A map was created for each of these categories to illustrate recommendations at the suggested location. Greater description about the recommendation type has been included adjacent to the related map. Each description also includes a cost estimate and a priority rating.

# Pedestrian Safety and Comfort

Pedestrian safety and comfort is a priority of this report and of the community. Recommendations include features for sidewalks and crossings that enhance the pedestrian experience and improves safety.



■ \$

## Leading pedestrian interval (LPI)

LPI's give pedestrians a head start when entering an intersection, enhance the visibility of pedestrians in the intersection, and reinforce their right-of-way over turning vehicles, especially in locations with a history of conflict.



■ \$

## Audible crossing signal

An integrated device that communicates information about the WALK and DON'T WALK intervals at signalized intersections in non-visual formats. An audible signal exists at 4th ave and Beech St in front of the Gary and Mary Senior Health Center.



■ \$

## Extended crossing time

The crossing time given at a signalized intersection is extended to better accommodate slower-moving travelers, such as those with mobility challenges, those in wheelchairs, or those with strollers.



■ \$

## High-visibility crosswalk

High-visibility crosswalks are preferred over parallel line crosswalks and should be provided at signalized and all-way stop intersections, especially in high-collision areas and near freeway ramps.



■ \$\$\$

## Permanent bulbout

Bulbouts enhance pedestrian safety by increasing pedestrian visibility, shortening crossing distances, slowing turning vehicles, and physically narrowing the roadway. Locations are not identified for installation due to necessary traffic analysis. Temporary bulbouts shall be pilot projects for permanent installation.



■ \$

## Temporary bulbout

A temporary bulbout would behave similarly to a permanent installation and provide similar benefits. The temporary option is more cost-effective and can be used for piloting if permanent installation.



■ \$\$

## Perpendicular curb ramps

When permanent bulbout installation occurs, it is recommended to retrofit the curb ramps with two ramps, each facing the crosswalk, to avoid directing pedestrians into traffic.



□ \$\$

## Pedestrian scramble crossing

Allows pedestrians to cross an intersection in all directions, including diagonally, while all vehicle traffic is stopped. They reduce vehicle-pedestrian collisions by 50%.

Priority	Cost estimate
□ Low Priority	\$ Low Cost
■ Moderate Priority	\$\$ Moderate Cost
■ High Priority	\$\$\$ High Cost

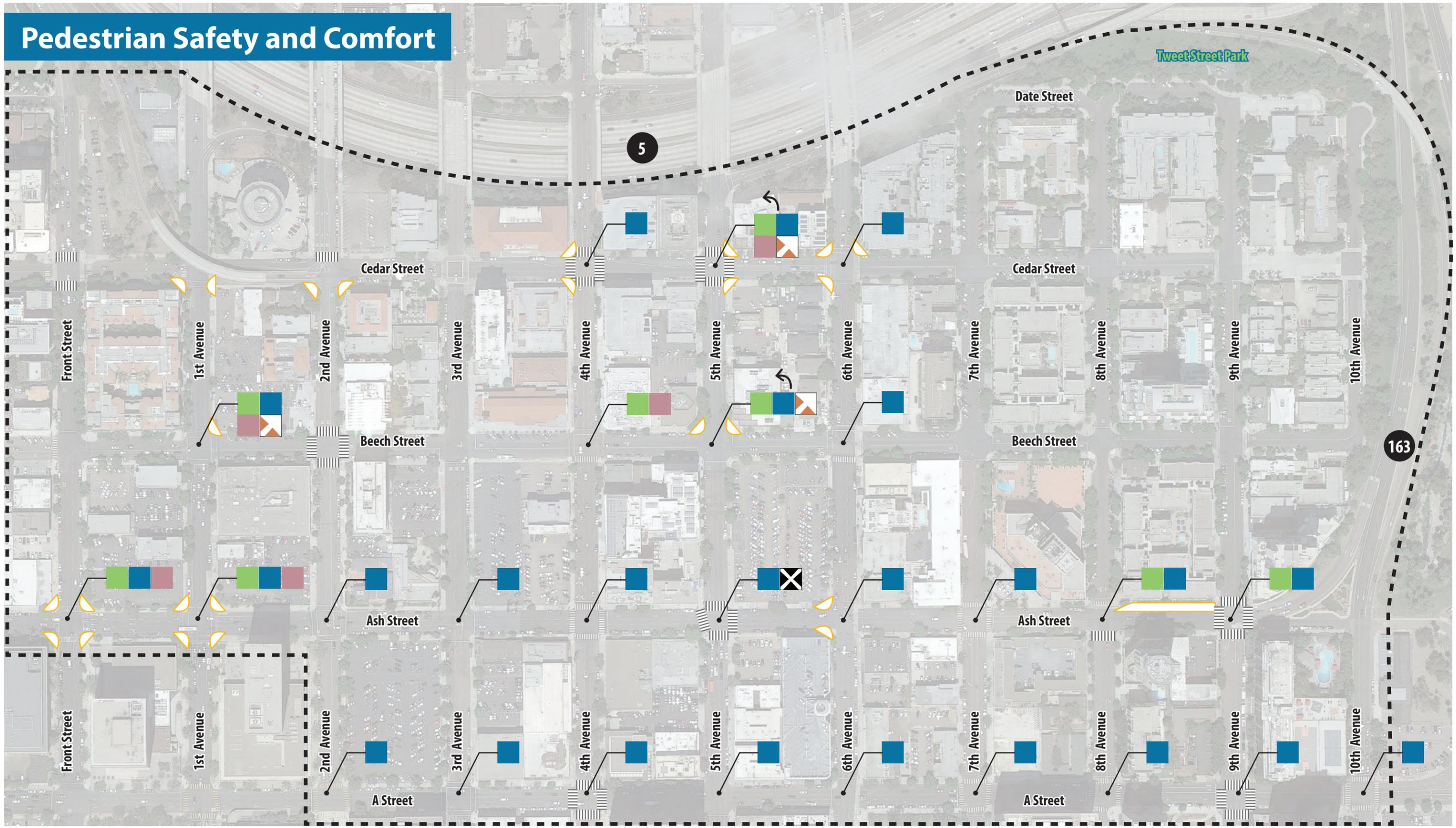


■ \$

## Protected left-turn

Provides people turning left with an exclusive opportunity to turn while opposing traffic and pedestrians are stopped, resulting in a significant reduction in conflicts among people driving and walking. This is appropriate in high left turn volume areas, like near a freeway on-ramp.

# Pedestrian Safety and Comfort



## Legend

Leading pedestrian interval (LPI)

Extended crossing time

Temporary bulbout/buffer

Perpendicular curb ramps

Audible crossing signal  
4th Ave and Beech St is the only existing location

High-visibility crosswalk  
Recommendations are for crossings that do not have a high-visibility crosswalk as of 11/19

Protected left-turn

Pedestrian scramble crossing  
Located at high pedestrian use and high collision rate areas (DSDMP)

Cortez Boundary

Notes:  
Sidewalk improvements and maintenance is suggested throughout Cortez



NTS

# Wayfinding and Signage

Wayfinding and signage provides navigational tools for pedestrians, cyclists, and other road users and provides the opportunity for neighborhood branding and education. Wayfinding is an on-going effort that CHARG is a part of, and the recommendations here reinforce these efforts and provide additional concepts.



## Gateway signage

Introducing more “Cortez” branding at corridors that lead into Cortez. Gateways can include roadway murals or overhead signage. A decorated intersection is planned at 3rd Ave and Cedar St.

☐ \$\$



## Street name wayfinding

There is a lack of street markings in Cortez. Street names stamped into the pavement and on above signage on all corners helps with pedestrian wayfinding and builds community character.

■ \$\$



## Pedestrian wayfinding

Pedestrian wayfinding helps increase foot traffic and encourages different transportation choices. It also improves a sense of community – wayfinding signs promote the city in an inclusive way.

■ \$



## Bicycle wayfinding

A bicycle wayfinding system consists of comprehensive signing and/or pavement markings to guide bicyclists to their destinations and are typically placed at decision points and at other key locations.

■ \$



## Educations/infrastructure improvement signage

Implementing signage at improvement areas provides education about the changes and how to engage with the change. Educational signage along the parking-protected bike lanes and neighborhood education efforts are recommended.

■ \$



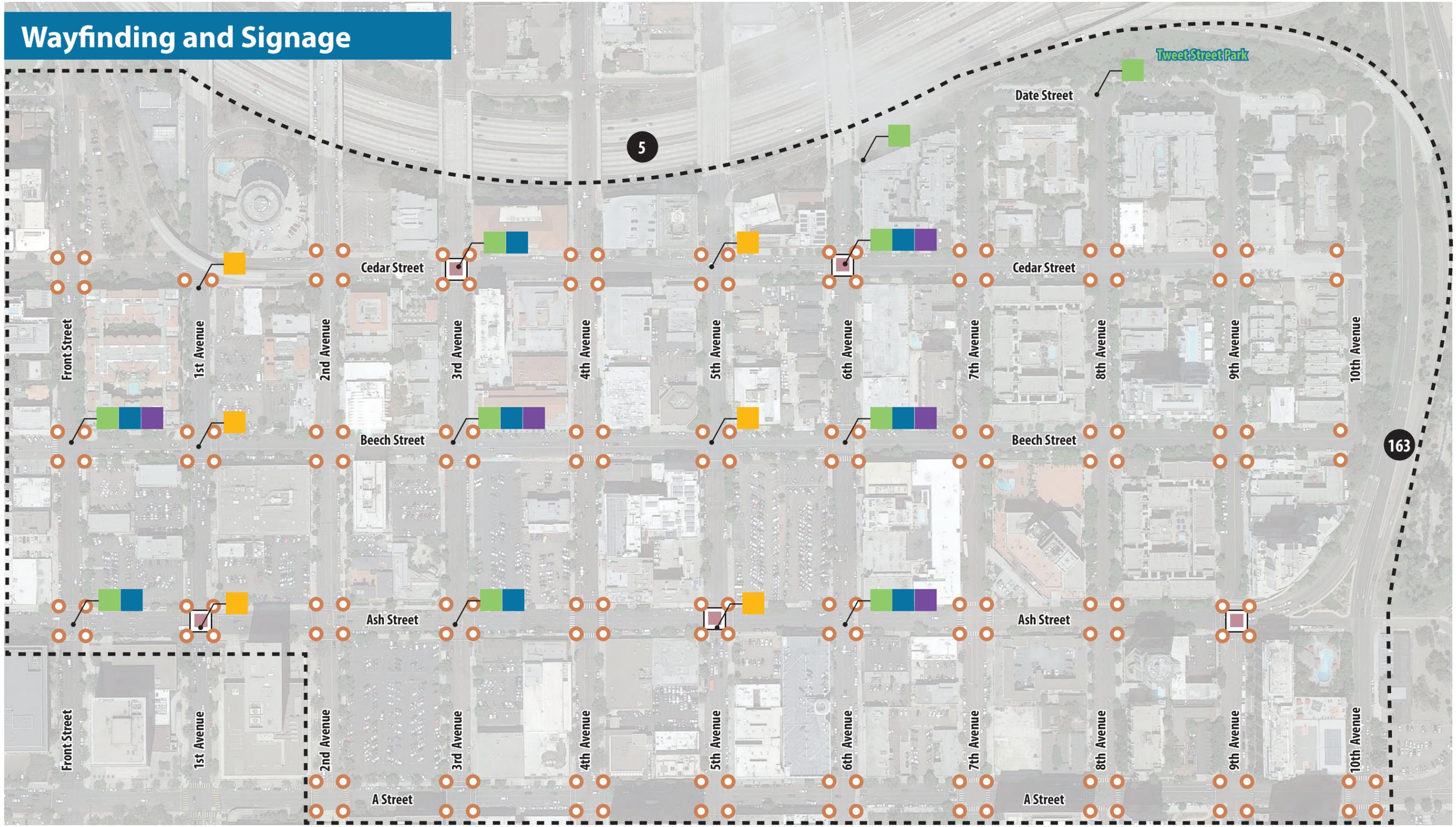
## Freeway lane signage

Additional signage about lane position for freeway ramps and when parking lanes become travel lanes would help alleviate roadway confusion and improve pedestrian and bicycle safety in these areas.

☐ \$\$

Priority	Cost estimate
☐ Low Priority	\$ Low Cost
■ Moderate Priority	\$\$ Moderate Cost
■ High Priority	\$\$\$ High Cost

# Wayfinding and Signage



## Legend

- Gateway signage  
*Planned at 3rd Ave and Cedar St*
- Pedestrian wayfinding
- Educational/infrastructure improvement signage
- Street name wayfinding
- Bicycle wayfinding
- Freeway lane signage

- - - Cortez Boundary



NTS

# Lighting and Transit

Lighting is a primary concern that residents shared as a part of this assessment process. Enhancing lighting and adding additional fixtures will enhance the user experience and improve safety. Transit use is not consistent through Cortez, but expanded services and the redesign of existing facilities was desired from the community.



■ \$\$

## Lighting to be added or enhanced

Pedestrian lighting exists in many parts of Upper Cortez and around high pedestrian demand areas, but less so in other areas. The CHARG group conducted a light study to document inadequate or missing lighting. Lighting improvements is a prioritized recommendation from the community for safety and comfort.



■ \$\$

## Well-lit transit stop

Cortez has several transit stops, most in poorly lit areas. Well-lit transit stops encourage transit use and improves conditions of safety. It is recommended that all transit stops have adequate lighting and are maintained.



□ \$\$\$

## Technology-capable transit stop

Electronic status information signs at bus stops increase certainty for riders and make public transportation more attractive by allowing people to see when the next bus is anticipated to arrive. These stops can also include amenities like USB charging and Wi-Fi for a more comfortable and enjoyable experience.



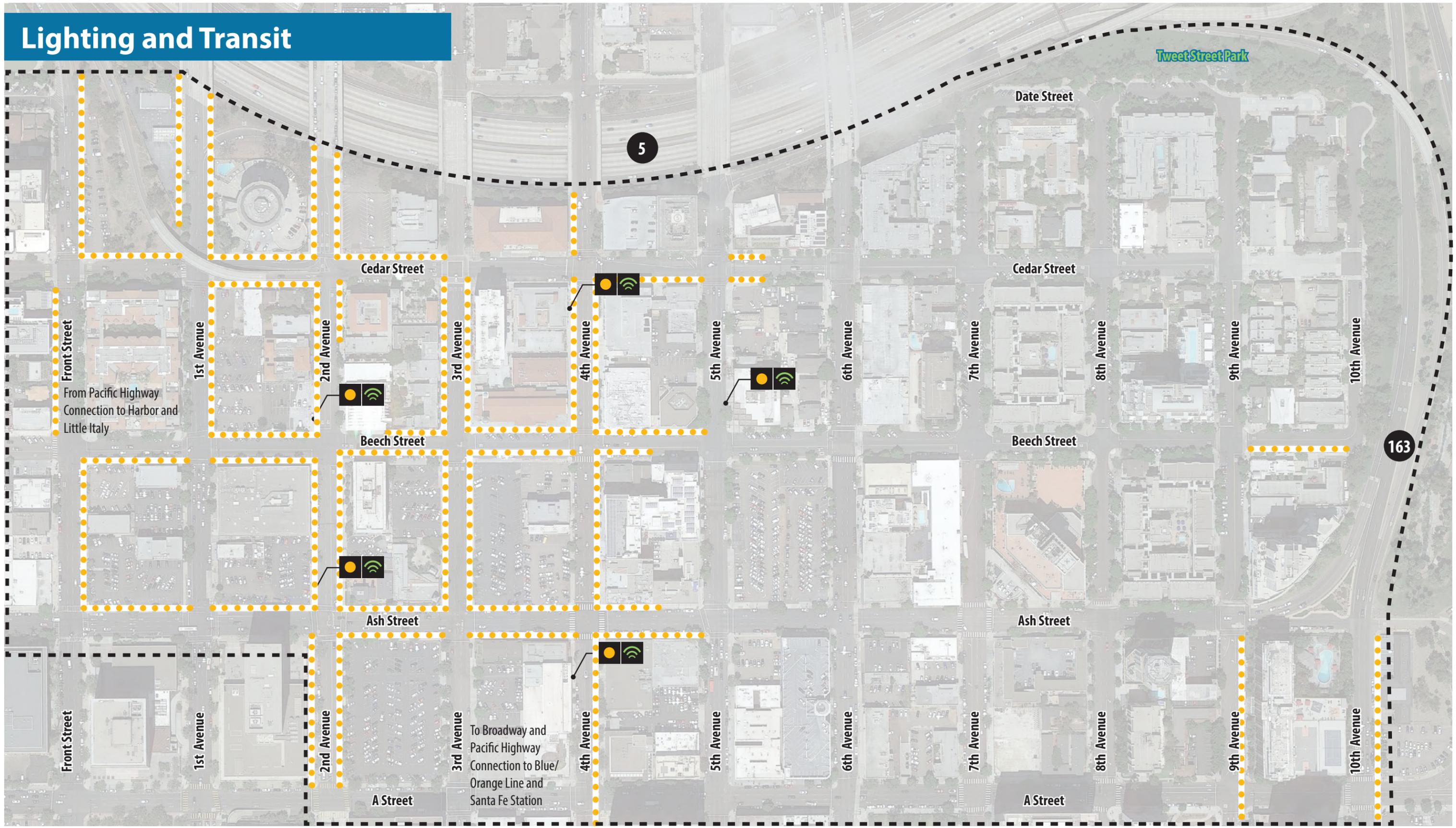
□ \$\$\$

## Downtown shuttle/circulator

Many residents commented about the lack of transit connections to Upper Cortez and commended services like FRED (Circuit) for offering downtown mobility services. It is recommended to evaluate the feasibility of expanding the frequency and availability of a service like FRED, or to introduce a downtown circulator that helps connect all of Cortez to destinations in Downtown and other transit services. Feasibility and route recommendations will require further assessment and review.

Priority	Cost estimate
<input type="checkbox"/> Low Priority	\$ Low Cost
<input checked="" type="checkbox"/> Moderate Priority	\$\$ Moderate Cost
<input type="checkbox"/> High Priority	\$\$\$ High Cost

# Lighting and Transit



## Legend

●●● Lighting to be added or enhanced  
Data from CHARG Lighting Study

● Well-lit transit stop

📶 Technology-capable transit stop

— Downtown shuttle/circulator route  
An example of a service route is shown to the right.  
Further consideration will be required.

--- Cortez Boundary



NTS



# Bicycle/Scooter Safety and Comfort

Bicycle and scooter safety and comfort was a voiced concern from residents, especially where they intercept pedestrians. Recommendations include additional infrastructure changes to further enhance the usability and safety of these facilities.



## Parking-protected bike lane

These bike lanes separate bike and auto traffic on busy streets and are essential to building a full network of bike-friendly routes. Once that network is built, it makes riding a bike a pleasant and practical way for many more people to make trips of a mile or two. Two parking-protect bike lanes exist in Cortez along Beech Street and 6th Avenue. Additional routes are planned for 4th Avenue and 5th Avenue. Ash Street is another corridor recommended for consideration, but not currently identified in the DSDMP.

■ \$\$\$



## Bike route

A signed bicycle route is typically designated along more lightly traveled residential or secondary roads and is indicated by signs. Generally, a bicycle route does not require that the road include any special bicycle facilities and does not include bike lanes or physical barriers from vehicles. The DSDMP does not include bicycle lanes for Cortez, other than the parking-protected bike lanes. If bicycle lanes are desired in place of bicycle routes is desired, residents will have to voice their position to City Council.

■ \$



## Bicycle signal and push button

Bicycle signals are typically used to improve safety or operational problems or to provide guidance for bicyclists at intersections where they may have different needs from other road users (e.g. bicycle only movements, leading bicycle intervals). Bicycle signal heads may be installed at signalized intersections to indicate bicycle signal phases and other bicycle-specific timing strategies. The recommendation locations are based on what is outlined in the DSDMP.

■ \$\$



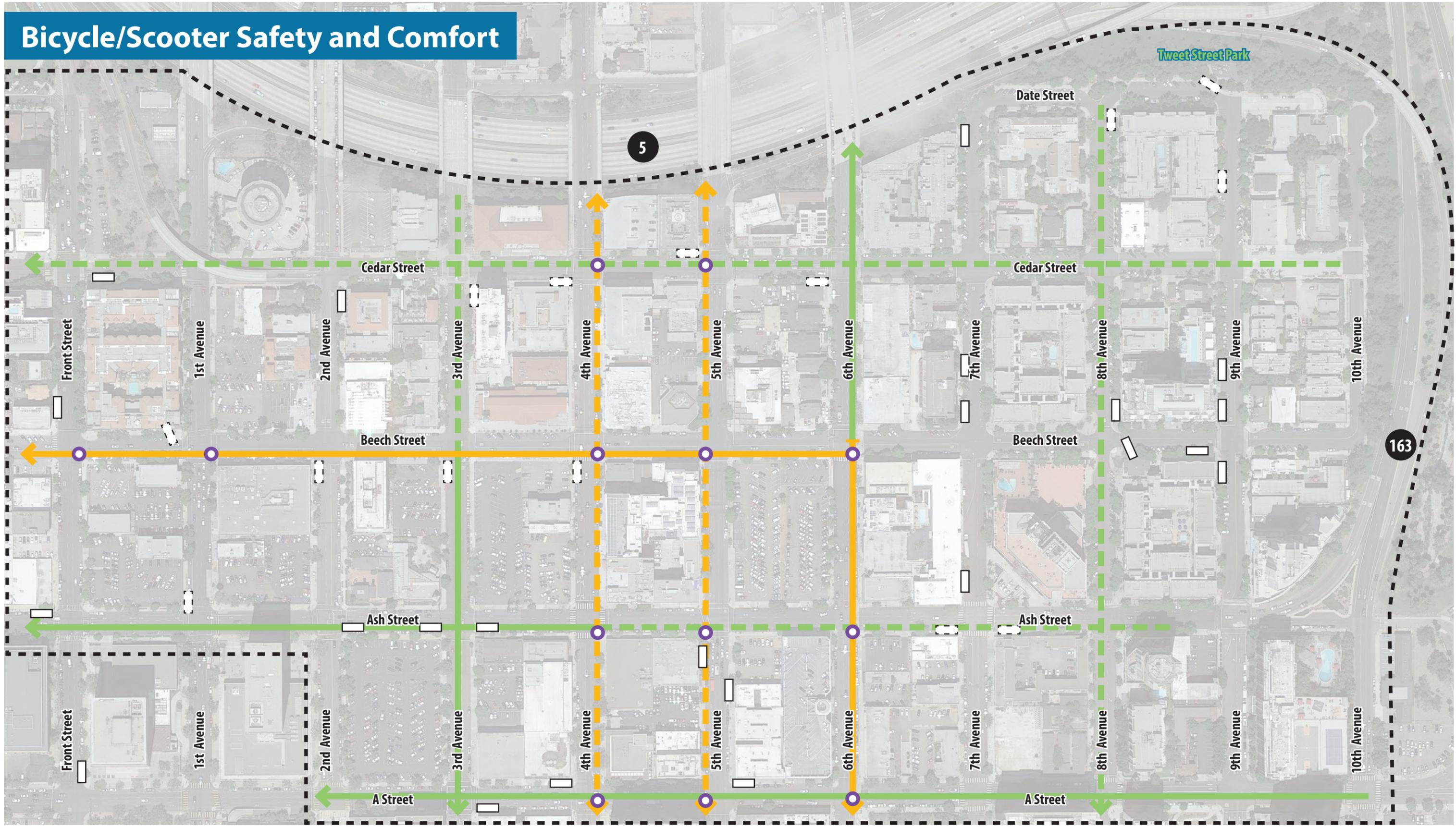
## Dockless bicycle/scooter parking

These are designated zones stenciled on the roadway for riders to park their scooters and bikes. They are easily installed and inexpensive, typically carved out of red zones where cars are prohibited from parking. Cortez currently hosts several of these facilities, with more planned and recommended to be added. Having micromobility options like scooters, provides alternative transportation options and ways to make connections across the neighborhoods.

■ \$

Priority	Cost estimate
<input type="checkbox"/> Low Priority	\$ Low Cost
<input checked="" type="checkbox"/> Moderate Priority	\$\$ Moderate Cost
<input type="checkbox"/> High Priority	\$\$\$ High Cost

# Bicycle/Scooter Safety and Comfort



## Legend

- Existing parking-protected bike lane
- - - Planned parking-protected bike lane (DSDMP)
- - - Existing bike route

- - - Existing/proposed bike route  
*These are routes without bike lanes*

- Bicycle signal and push button  
*Along implemented and planned parking-protected bike lanes*

- Existing dockless bicycle/scooter parking

- Additional dockless bicycle/scooter parking (currently underway)

- Cortez Boundary



NTS

# Beautification

Beautification introduces changes that enhance the livability and overall experience of traveling along a roadway, most specifically for pedestrians. While these changes do not appear as imperative as other improvements, these changes offer high impact soon after installation.



■ \$\$

## Streetscape planters

Upper Cortez hosts planters on corners, especially where bulbouts are present. These planters are recommended in other parts of Cortez to provide beautification and pedestrian barriers at high-trafficked intersections.



■ \$\$

## Shade trees

Shade trees are recommended along roadways that lack a shade canopy. Shade trees improve the livability of downtown and enhance the pedestrian experience.



■ \$

## Protected receptacles

Replace and add trashcans, particularly in Lower Cortez, with closed tops to prohibit reaching into the bin. Receptacles are recommended for both sides of an intersection.



□ \$\$\$

## Underpass enhancement

The Caltrans property at 1st Avenue and under the I-5 off-ramp is an opportunity area for an enhancement project, such as a pop-up farmers' market or a permanent recreation park.



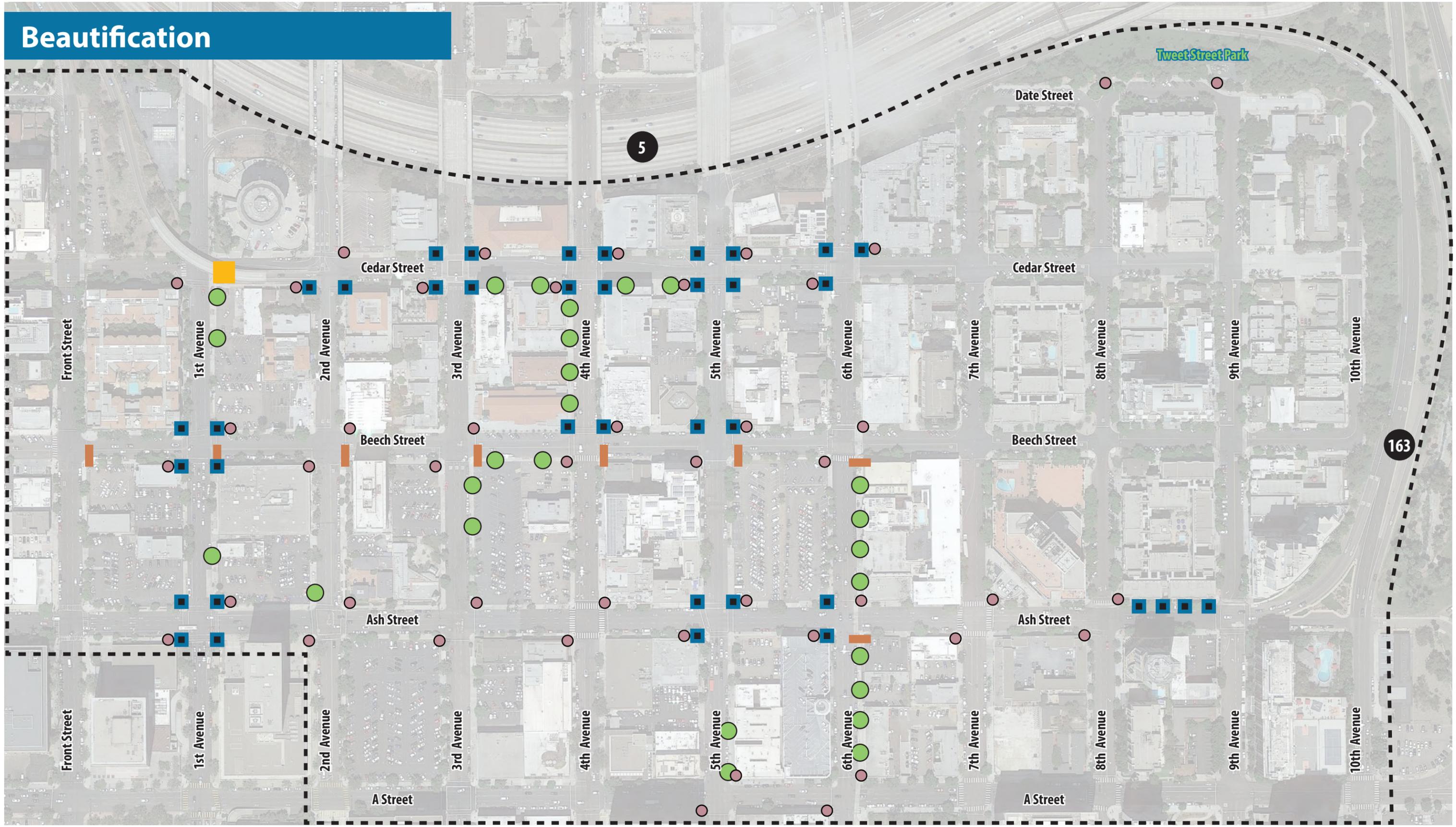
■ \$\$

## Parking-protected vehicle barrier

A physical barrier behind the last vehicle in the parking-protected area will help educate traffic about the adjusted roadway uses and provides the opportunity for additional beautification.

Priority	Cost estimate
□ Low Priority	\$ Low Cost
■ Moderate Priority	\$\$ Moderate Cost
■ High Priority	\$\$\$ High Cost

# Beautification



## Legend

■ Streetscape planters

*At all corners with bulbouts; design similar to existing planters in Upper Cortez*

● Shade trees

○ Protected receptacles

■ Underpass enhancement  
*In partnership with Caltrans*

■ Parking-protected vehicle barrier

- - - Cortez Boundary



NTS

## Phasing

Many recommendations have been included as a part of this report. Phasing implementation of these items is recommended, as well as conducting additional evaluations of feasibility and suitability of these suggested changes. The intention of this document is to provide recommendations for changes that would occur over an extended period of time, and based on available funding. The following table shows the highest priority items suggested for implementation at the initial stages. These items were chosen based on feedback collected, cost implications, and professional recommendations. Improvements that fall within a high pedestrian demand area, a high collision area, along a freeway ramp corridor, or within an existing improvement project area should be prioritized for implementation. These locations are illustrated in the adjacent map.

<b>Recommended change</b>	<b>Location</b>	<b>Timeframe</b>	<b>Responsible Party</b>	<b>Estimated Cost* (per item)</b>
		Short Term = 1 – 2 yrs Medium Term = 2 – 3 yrs Long Term = 3+ yrs		
Wayfinding and signage (pedestrian and bicycle)	Throughout Cortez	Short term	Consultant, DSDP, City	\$500 - \$7,000
Pedestrian street light	Throughout Cortez	Short term	City	\$15,000 - \$30,000
High-visibility crosswalk	Address freeway ramp areas first	Short term	City	\$10,000
Protected left-turn	5th Ave at Cedar St and Beech St	Medium term	City	\$100,000
Temporary bulbout	Address freeway ramp corridors first	Medium term	Consultant, DSDP, City	\$5,000
Audible pedestrian signal	Address freeway ramp and high collision areas first	Medium term	City	\$8,000
Leading pedestrian interval (LPI)	Address freeway ramp areas first	Medium term	City	\$2,500
Extended crossing time	Address freeway ramp areas first and near senior center	Medium term	City	\$2,500
Parking-protected bike lane	4th and 5th Avenue	Medium term	City	\$500,000 (per mile)
Perpendicular curb ramp	Address freeway ramp corridors first	Long term	City	\$3,000

*\*All cost estimates should be reviewed by the responsible party*





## Next Steps & Funding

### Next Steps

Next steps are to secure funding to begin the process of implementation. Continued involvement from CHARG and others from the Cortez resident and business community is imperative. The recommendations included in this document are to be revisited and thoughtfully designed to address the needs and preferences of the community. Community engagement and education about changes that take place in the Cortez area should occur throughout all future phases. This document serves as a record of the community's input as of November 2019, and should be amended when appropriate and as improvements are addressed.

## Potential I Funding Sources

Circulate San Diego prepared a list of potential private, federal, state, local, and other funding options for use by the City of San Diego and other potential interested parties to implement infrastructure and non-infrastructure active transportation projects. The parking funds received in Cortez are intended to be the primary source of funding for active transportation improvements. In the event that this funding is not granted, or additional funds are needed, a list of potential grants is provided below.

The following funding sources are organized categorically and alphabetically. Some sources have websites, e-mail addresses and/or phone numbers, while others do not. Not all funding sources are applicable to every stakeholder group or agency. This document is also intended to be an advocacy resource to encourage the appropriate entities to apply for grants that would benefit the Cortez community in the City of San Diego. All of the information in this guide is subject to change. None of the following sources have guaranteed funding. Please contact each funding source directly before soliciting funding.

### FEDERAL

#### Fixing America's Surface Transportation (FAST) Act

<https://www.fhwa.dot.gov/fastact/>

The FAST Act replaced the Moving Ahead for Progress in the 21st Century Act (MAP-21) in 2015. The FAST act appropriates \$226.3 billion in federal funding annually through 2020 for road, bridge, bicycling, and walking improvements. The FAST Act incorporates numerous programs including the Surface Transportation Block Grant Program, The Highway Safety Improvement Program, and the Congestion Mitigation and Air Quality Improvement Program.

#### Surface Transportation Block Grant (STBG) Program

<https://www.fhwa.dot.gov/fastact/factsheets/stbgfs.cfm>

The STBG Program, formerly the Surface Transportation Program, provides an estimated annual total of \$11.7 billion for transportation projects. The STBGs are the most flexible of the funding mechanisms encompassed in the FAST Act. Transportation Alternatives, including active transportation, are given dedicated funding set aside from the general STBG Program account.

#### Transportation Alternatives (TA)\*

<https://www.fhwa.dot.gov/fastact/factsheets/transportationalternativesfs.cfm>

TA replaces the Transportation Alternative Program (TAP) outlined in MAP-21 and includes the funds in the larger STBG Program. TA allocates an estimated annual amount of \$844 million to states and MPOs. MPOs receive 50% of TA funds based on population with the rest distributed by the state at their discretion.

Eligible projects include pedestrian and bicyclist infrastructure, recreational trails, and Safe Routes to School programs. Eligible applicants include local governments, transit agencies, school districts, and nonprofit organizations responsible for local transportation safety programs.

#### Congestion Mitigation and Air Quality Improvement Program (CMAQ)

<https://www.fhwa.dot.gov/fastact/factsheets/cmaqfs.cfm>

The CMAQ program allocates an estimated annual amount of \$2.4 billion to state and local governments. The purpose of these funds is for projects to help areas meet the requirements of the Clear Air Act. Projects supported by CMAQ funds can include increasing active transportation, increasing transit ridership, diesel retrofits, port facilities improvements, travel demand management strategies, and alternative fuel vehicles.

### Highway Safety Improvement Program (HSIP)

<https://www.fhwa.dot.gov/fastact/factsheets/hsipfs.cfm>

HSIP allocates \$2.6 billion annually to states for the purpose of improving safety on our roadways. Projects are required to show their importance by a data-driven and performance-based approach. HSIP funds should be used for infrastructure projects, as opposed to education and enforcement programs.

### Safe System Innovation Grants

<https://www.nsc.org/road-safety/get-involved/road-to-zero/grants>

Safe System Innovation Grants are awarded through the Road to Zero (RTZ) initiative whose mission is to eliminate traffic deaths by 2050. Each year \$1 million will be awarded to projects that improve traffic safety through education, low-cost interventions, or innovative technology applications. The deadline for 2019 applications is now closed. Please see the RTZ website for current application deadlines.

### Additional Federal Funding

<http://www.grants.gov/>

Visit the website for up-to-date information about grant programs in all federal agencies.

## STATE

### Bicycle Transportation Account (BTA)

Website currently under construction.

The State of California awards grants to local jurisdictions for projects that directly promote increased commuting by bicycle. The grant awardee must provide at least 10% of the project cost. Eligible projects include new bikeways, bicycle parking facilities, traffic calming elements that increase bicyclist safety, and bikeway maintenance.

### Office of Traffic Safety (OTS) Grants

<https://www.ots.ca.gov/grants/>

Public Entities are eligible to submit applications for funding. 501c (3) non-profit organizations need a public entity as a grant host. The application should relate to one of the priority program areas. One of the OTS priority areas includes pedestrian and bicycle safety. For more information on eligibility, see the Grant Program Manual. All applicants must submit an application annually by January 30th through the Grants Electronic Management System.

### Sustainable Transportation Planning Grants

<https://dot.ca.gov/programs/transportation-planning/regional-planning/sustainable-transportation-planning-grants>

Sustainable Transportation Planning Grants seek to foster sustainable communities and strategic partnerships to enhance the state's transportation system. MPOs are awarded 12.5M, while the rest will be distributed by Caltrans. Applications must be submitted by October 11, 2019. Contact Caltrans at (916) 653-0913 or [dotp.public.info@dot.ca.gov](mailto:dotp.public.info@dot.ca.gov) for questions.

## LOCAL

### **TransNet Active Transportation Grant Program (ATGP)**

<https://www.sandag.org/index.asp?classid=12&projectid=491&fuseaction=projects.detail>

Like the SGIP, SANDAG funds the ATGP with a mixture of allocations from the programs listed above, TransNet funds, and The Transportation Development Act (TDA) funds. The ATGP allocates funding to projects that improve pedestrian and bicyclist safety and accessibility to transit, schools, retail centers, parks, jobs, and other gathering spaces. Contact Tracy Ferchaw of SANDAG with questions at [tracy.ferchaw@sandag.org](mailto:tracy.ferchaw@sandag.org) or (619) 699-1977.

### **TransNet Smart Growth Incentive Program (SGIP)**

<https://www.sandag.org/index.asp?classid=12&projectid=491&fuseaction=projects.detail>

SANDAG provides funding for active transportation throughout the region with a mixture of funds from the programs listed above and TransNet, the regional half cent sales tax. The SGIP allocates funding to projects that support compact, walkable, bikeable, mixed-use, transit-oriented development in Smart Growth Opportunity Areas. Contact Tracy Ferchaw of SANDAG with questions at [tracy.ferchaw@sandag.org](mailto:tracy.ferchaw@sandag.org) or (619) 699-1977.

## **PRIVATE**

### **California Wellness Foundation Grants**

<https://www.calwellness.org/money/apply-grant/>

The California Wellness Foundation awards grants to nonprofits that seek to create healthy and safe neighborhoods, improve healthcare, and promote academic and economic advancement. Grants may not be used for transportation justice or pedestrian and bicycling facilities. Contact Grants Management at (818) 702-1900 or [grants@calwellness.org](mailto:grants@calwellness.org) for questions.

### **PeopleForBikes Community Grant Program**

<https://peopleforbikes.org/grant-guidelines/>

The PeopleForBikes Community Grant Program supports bicycle infrastructure projects and targeted advocacy initiatives that make it easier and safer for people of all ages and abilities to ride. PeopleForBikes accepts grant applications from non-profit organizations with a focus on bicycling, active transportation, or community development, from city or county agencies or departments, and from state or federal agencies working locally, up to \$10,000. The 2020 schedule of grant cycles in October 2019.

## **OTHER FUNDING SOURCES AND OPPORTUNITIES**

### **Donations**

Private companies and individuals sometimes make donations to causes they feel strongly about. These are not a reliable source of funding since they are often random and infrequent; however, these types of donations should still be considered a viable potential funding source.

### **Volunteers**

Volunteers are integral to our society and help better the community. Volunteers offer services free-of-charge and often have community buy-in, which motivates participation.

Circulate San Diego  
233 A St Suite 206  
San Diego, CA 92101  
(619) 544-9255  
[www.circulatesd.org](http://www.circulatesd.org)  
@CirculateSD

