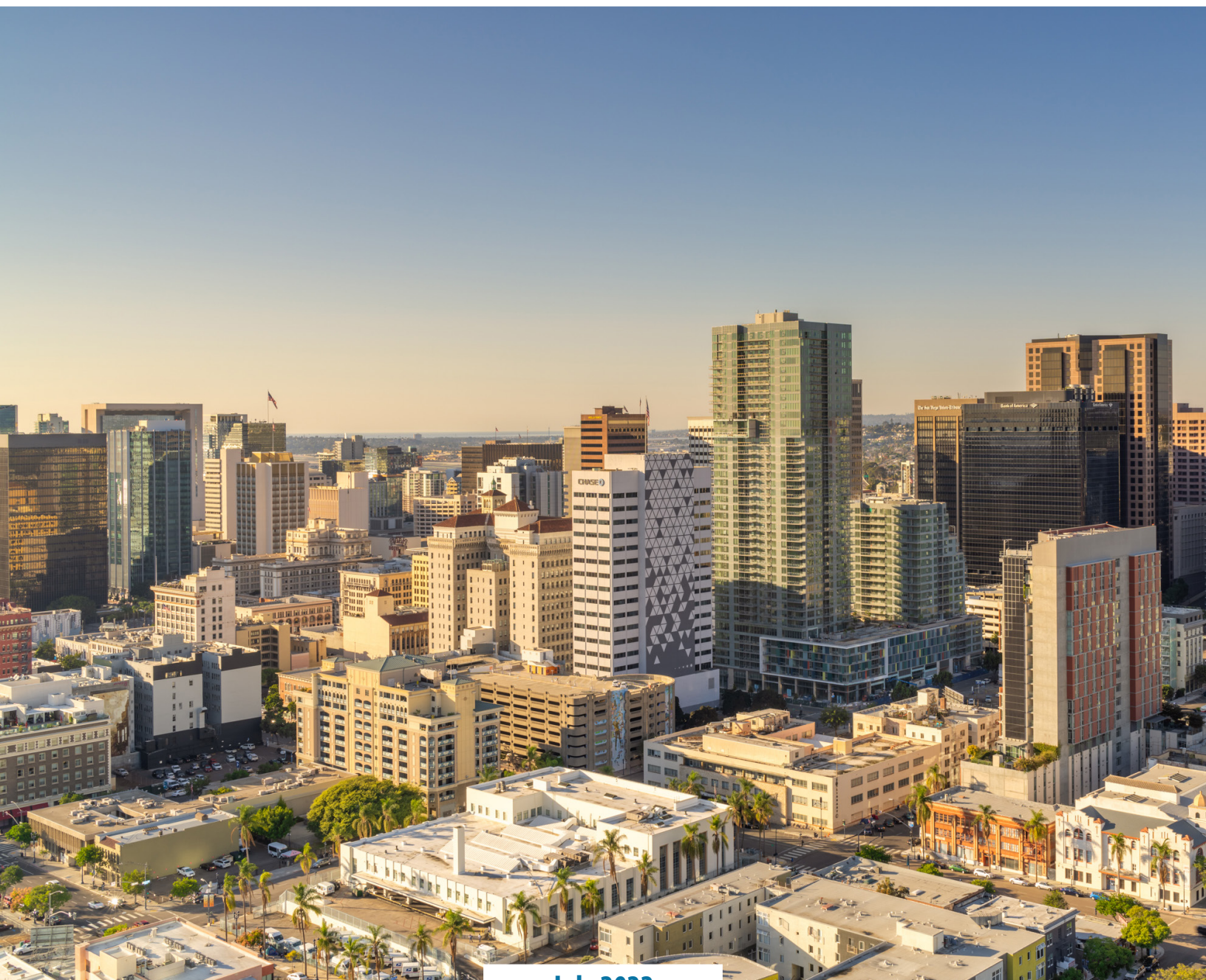


# City Center, Downtown San Diego

## Mobility Assessment and Recommendations Report



July 2022



DOWNTOWN  
**SAN DIEGO**  
PARTNERSHIP

# Acknowledgments

*This report was initiated by 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.*

## Downtown San Diego Partnership

Sean Warner, *Director of Community Enhancement*  
Josh Coyne, *Director of Government Affairs*  
Carlos Escalante, *Placemaking Coordinator*

## City Center Business Improvement District

Lindsay Kotas, *Chair*  
Joel Hermosillo, *Business Improvement District Manager*

## Circulate San Diego

Colin Parent, *Executive Director and General Counsel*  
Dara Braitman, *Director of Planning*  
Morgen Ruby, *Associate Planner*

*A special thanks to former employees for their assistance:*

Danielle Berger, *Director of Planning*  
Angelica Rocha, *Senior Planner*  
Jana Schwartz, *Senior Planner*

*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 and Overview</b>	<b>4</b>
Purpose and Overview	4
Neighborhood Overview	6
<b>Community Input</b>	<b>12</b>
Online Survey	13
Community Discussion	18
Walk Audit	18
<b>Findings &amp; Project Recommendations</b>	<b>20</b>
Pedestrian Safety and Comfort	22
Wayfinding and Signage	24
Transit	26
Bicycle and Scooter Safety	28
Beautification	30
<b>Implementation</b>	<b>32</b>
Priority Projects	32
Priority Improvement Areas	34
Next Steps	35
<b>Appendix</b>	<b>36</b>
Potential Funding Sources	37
Downtown PBID Boundaries and Zones, March 12, 2019	40
Downtown San Diego Mobility Plan, June 2016	41



## Purpose and Overview

This report provides an overview of existing conditions, a summary of community input, and recommendations for active transportation improvements, beautification, and enhanced mobility in the City Center neighborhood (City Center) of Downtown San Diego (see Figure 1). The report builds off findings and recommendations identified in the City's 2016 Downtown San Diego Mobility Plan (DSDMP), which identifies priority corridors for future improvements and other treatments to increase safety and enhance mobility for all users of the right-of-way.

Recommendations identified in this report will help support the continued efforts of the Downtown San Diego Partnership (DSDP) and stakeholders to create more pedestrian-scale streets and increase transportation choice. This document also serves as a record of the community input received and memorializes concerns and preferences. DSDP commissioned this report on behalf of the City Center Business Improvement District (BID).



Figure 1 City Center Study Area







## Neighborhood Overview

City Center is centrally located in Downtown San Diego and is surrounded by the Cortez, Colombia, Gaslamp, and East Village neighborhoods. It is a highly walkable neighborhood in that the primary land uses, which include office, commercial, and retail, are adjacent to high-frequency transit and growing residential activity. Pedestrian volumes are high in this part of Downtown, making it important to have high-quality pedestrian infrastructure. Broadway and C Street typically have the heaviest foot traffic because of the transit access they provide.

Broadway is the primary automobile and bus corridor through Downtown San Diego. It runs through City Center between 1st and 10th avenues and continues beyond the extents of the neighborhood. Adjacent to Broadway, C Street serves as the primary corridor for the Metropolitan Transit System's (MTS) Orange Line, which connects Downtown to La Mesa and El Cajon, and recently extended Blue Line, which connects to University City to the north and the San Ysidro Transit Center, San Diego's second busiest trolley station, to the south.

City Center residents are generally accustomed to living in a denser environment with a variety of nearby amenities that make taking trips without a private automobile a more viable and sometimes attractive option. However, people are less likely to walk, bike, or use transit if there are safety (real or perceived) concerns or if streets generally feel uncomfortable. While improvements have been made, mobility challenges persist.



## *Overview of Existing City Center Transportation Options*

Transportation options available in City Center are described below. This includes walking, biking, and transit, among others and is largely based on reference documents such as the DSDMP and MTS service maps.

### **Walking and Rolling**

City Center is an amenity rich neighborhood and is also a short distance from popular destinations, such as Little Italy, Balboa Park, and the Waterfront. WalkScore rates City Center a 98 on the walkability index for the neighborhood's flat typography and proximity to destinations, emphasizing the need for adequate pedestrian infrastructure to encourage and support more non-automobile trips. Despite the neighborhood's walkability score, deteriorating or lacking pedestrian-oriented infrastructure may reduce the number of people making trips on foot. Challenges for pedestrian infrastructure can be found in Figure 2.

### **Biking and Micromobility**

Micromobility refers to bicycles, e-bikes, scooters, and any other wheeled mobility device operating under 25 miles per hour (mph). These vehicles are expected to follow the same rules of the road as a bicyclist. The City, County, and San Diego Association of Governments (SANDAG) are actively building out a bike network that will facilitate connections between and among neighborhoods, including Downtown and City Center.

Separated bike lanes on Fourth, Fifth, and Sixth avenues connecting Hillcrest to Downtown San Diego were recently completed. Where these streets intersect with Ash Street and Broadway in City Center were identified as high collision areas in the DSDMP. Beech Street, a block outside of the City Center boundary, has a one-way parking protected cycle track between Kettner Boulevard and Sixth Avenue, providing a dedicated corridor connecting from the new abovementioned bike lanes to the Waterfront communities and Santa Fe Depot. Sharrows, or shared corridors, are present on Ash, A, and B streets.

### **Transit**

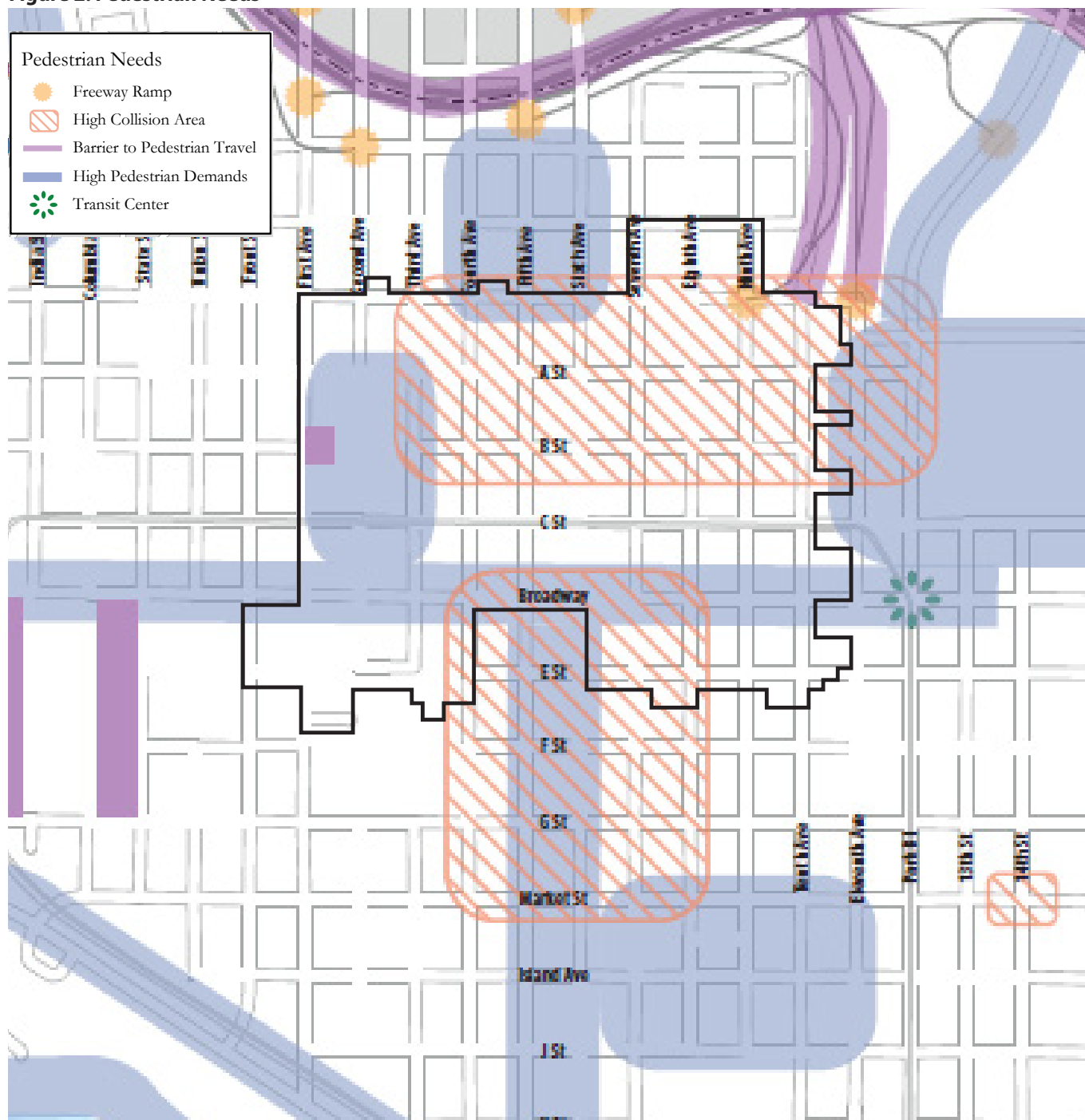
City Center, similar to many downtowns, is an extremely transit-rich area. Twenty bus routes run through City Center, the greatest number of any neighborhood in the MTS service area. Of the 20 bus routes serving the neighborhood, 12 have 15-minute or less headways during peak weekday hours. The existing bus network connects City Center to neighborhoods in the southeastern, mid-city, inland, and Balboa Park parts of San Diego as well as other communities across the County.

The Blue Line provides service from the UTC Transit Center through City Center to the U.S.-Mexico Border in San Ysidro. It has connecting service to the Green Line, which provides service to the Convention Center and Petco Park to the south, Old Town to the north, and San Diego State University to the east. The Orange Line runs from Courthouse Station along C Street through City Center to East County San Diego. The Silver Line runs on select service days as a circular through Downtown and its southern edges along the tracks of the Blue, Green, and Orange trolley lines.

### **Rideshare**

Rideshare services, such as Lyft and Uber, are fairly accessible in City Center. A Downtown-specific rideshare option called FRED or more formally known as Free Ride Everywhere Downtown is a city-subsidized shuttle using the ride-hail app Circuit. Each are app-based options and provide on-demand service.

**Figure 2. Pedestrian Needs**

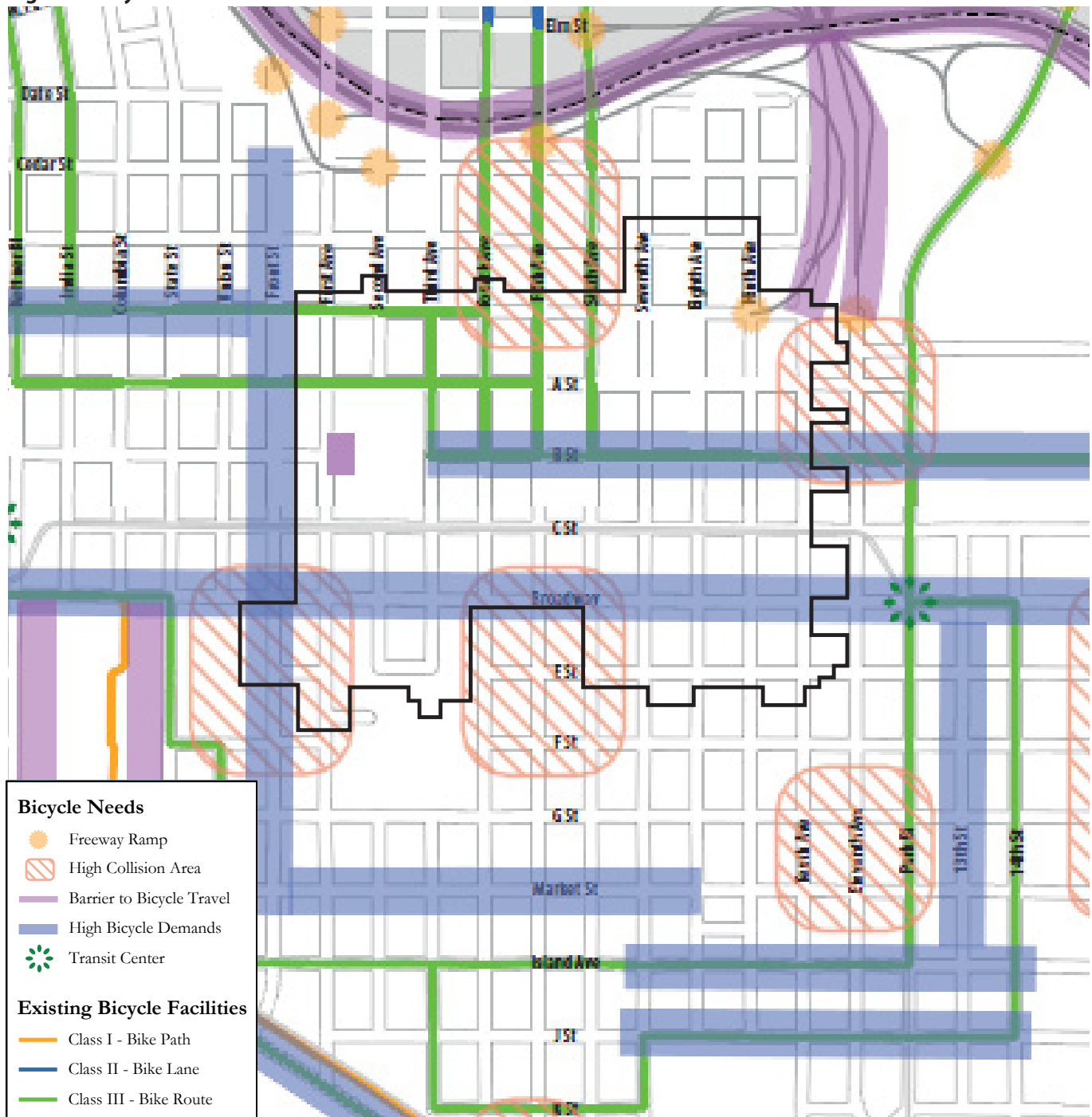


Source: Downtown San Diego Mobility Plan, 2016

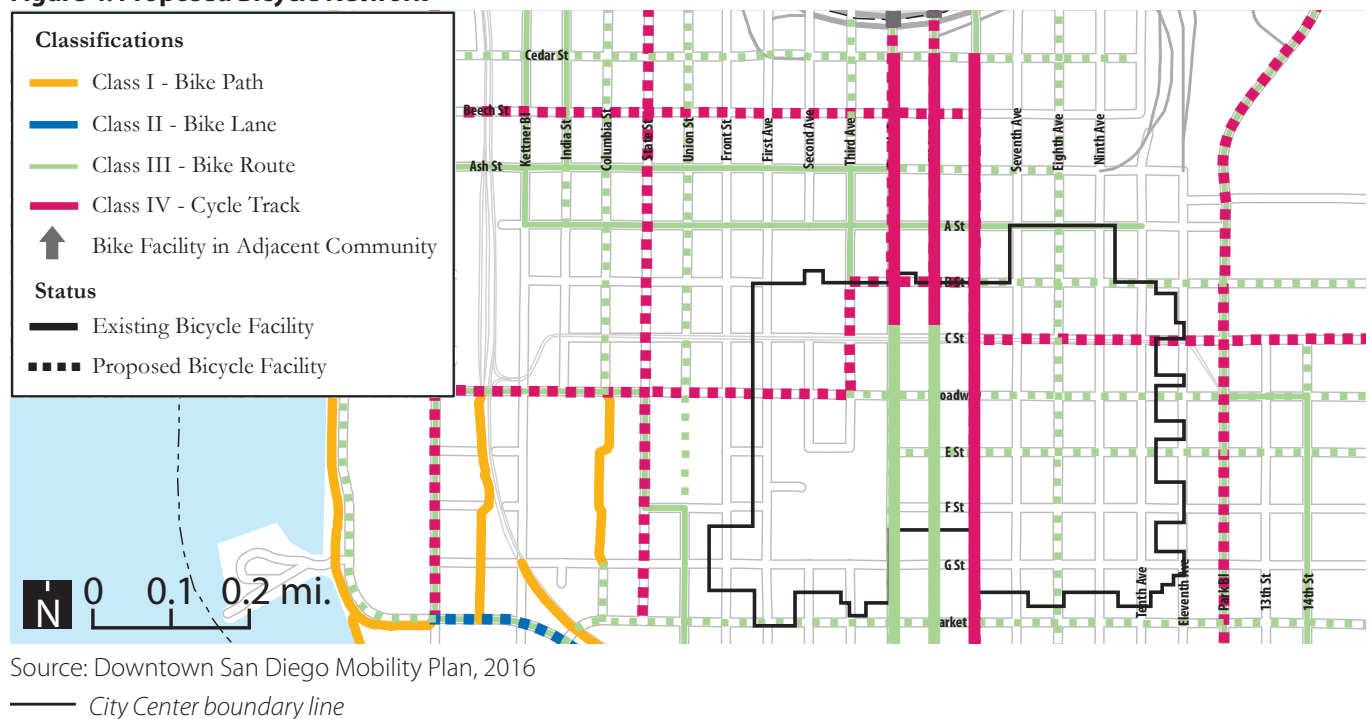
— City Center boundary line



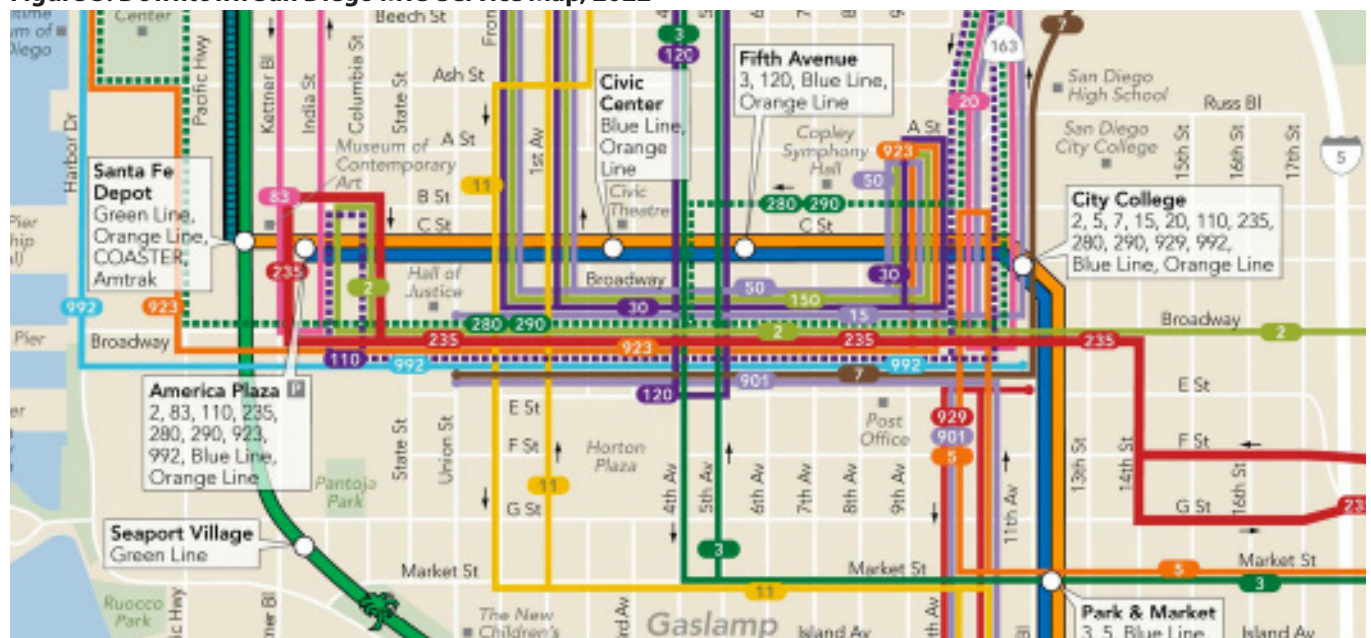
**Figure 3. Bicycle Needs**



**Figure 4. Proposed Bicycle Network**



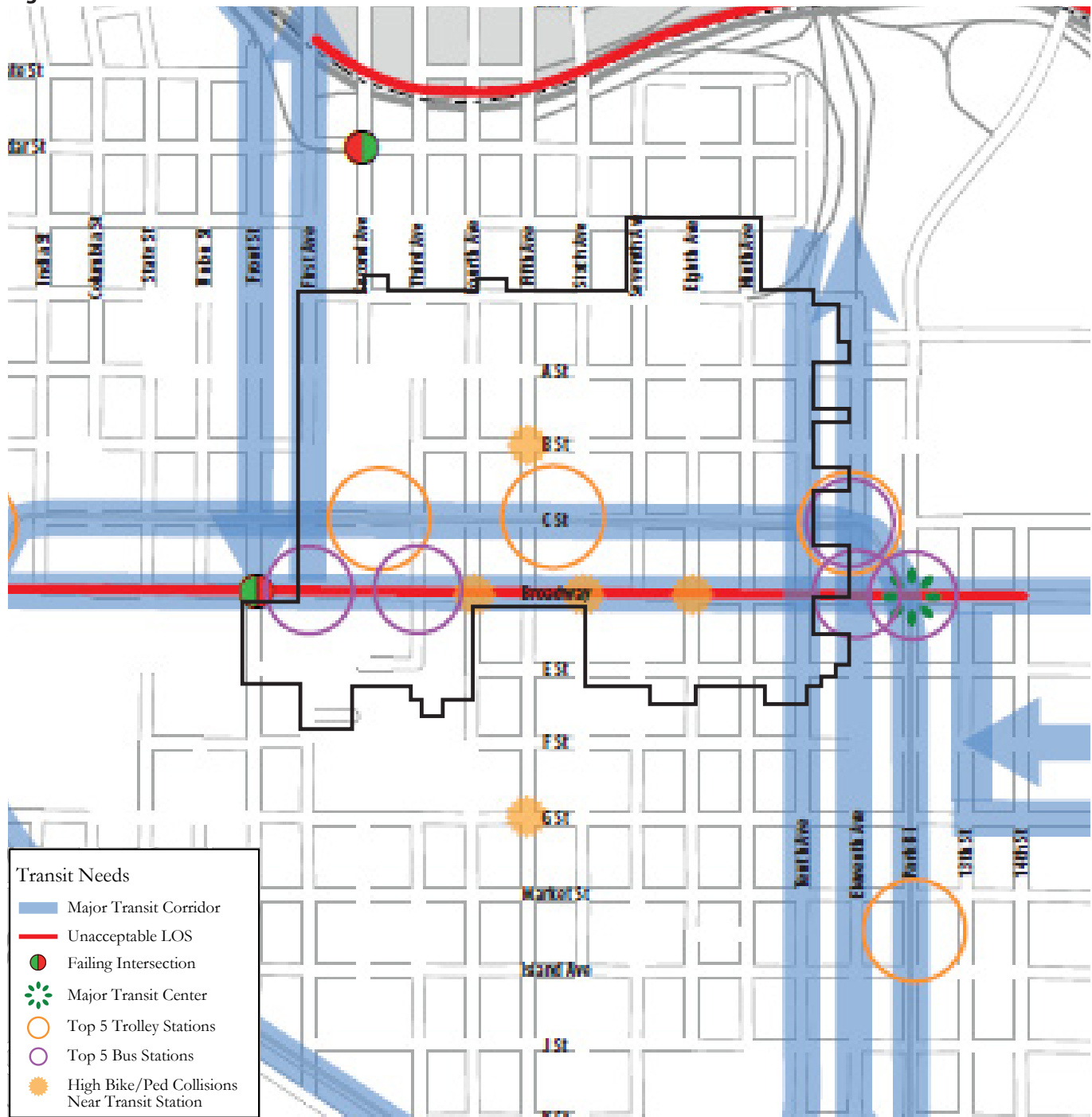
**Figure 5. Downtown San Diego MTS Service Map, 2022**



Source: San Diego Metropolitan Transit System



**Figure 6. Transit Needs**



Source: Downtown San Diego Mobility Plan, 2016

— City Center boundary line





## Community Input

As part of this planning process, an online survey was developed to solicit input from residents, business owners, employees, and other stakeholders. This input helped identify where and what types of challenges exist as well as improvements that should be evaluated for implementation feasibility. A summary of the survey and findings are presented on the following pages.



## Online Survey

The online survey was available to the BID's Board members and residents, businesses, and employees within the study area. The ten-question survey, advertised on both Circulate San Diego and DSDP social media platforms and newsletters, was open from March 27, 2021 to April 19, 2021. Across the study area, 45 participants completed the survey, the majority of whom work or live in City Center.



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

It was a goal of the survey to get participation from across City Center. Survey respondents were well distributed across the neighborhood, as shown in Figure 2.1.

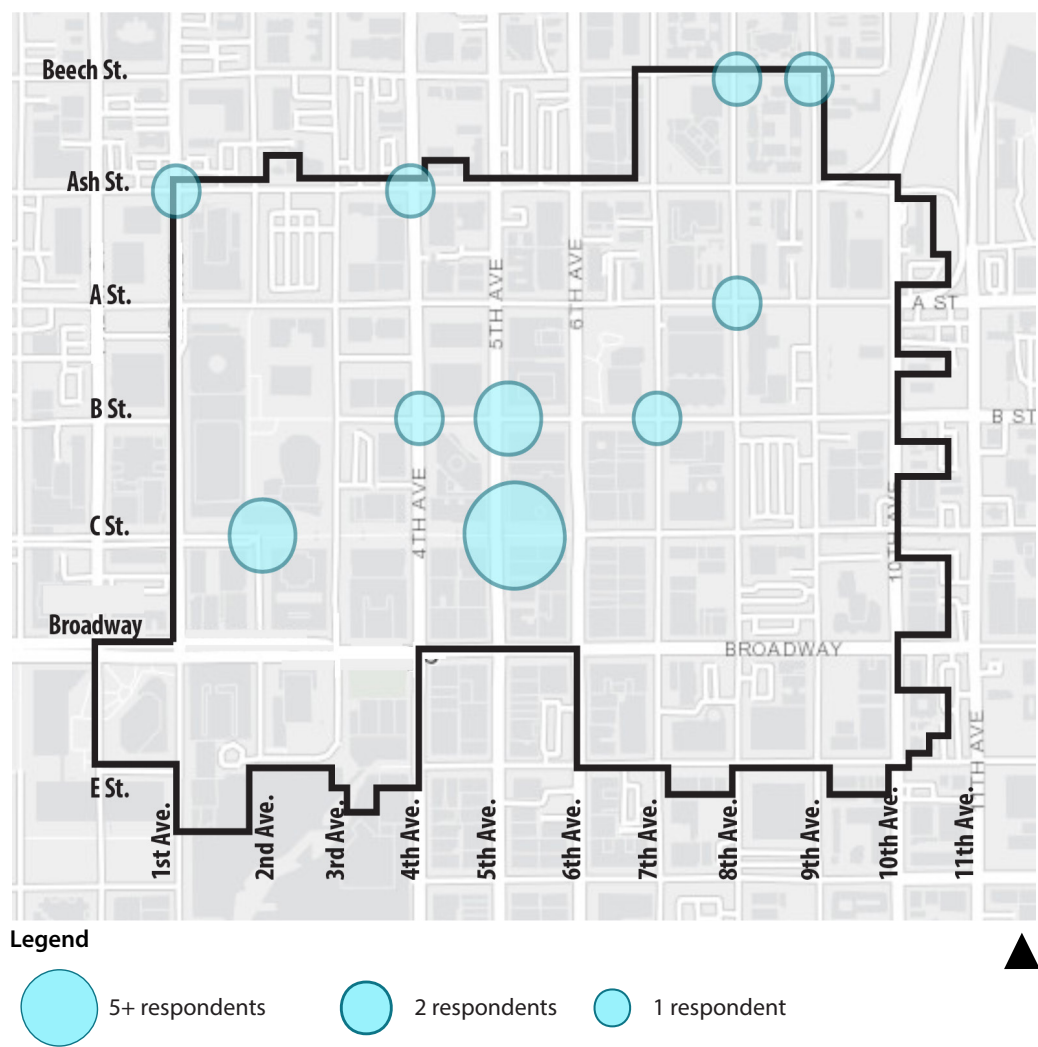
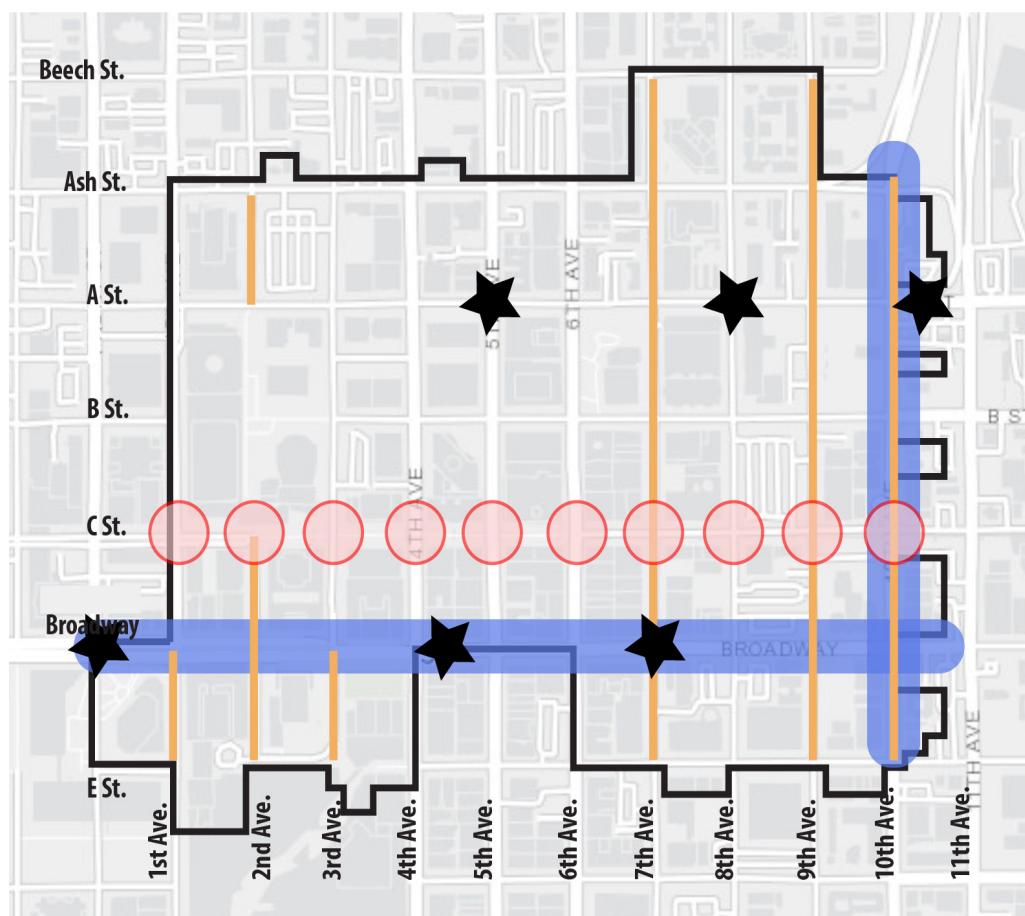


Figure 2.1. Question 1 Participant Distribution



## Question 2: Where in City Center are there mobility safety concerns for pedestrians and bicyclists?

Figure 2.2 demonstrates the spatial distribution of respondent's mobility concerns. It should be noted that not all participants provided geographic locations for their concerns. The most prevalent concerns identified include "lack of bike lanes," "scooters on sidewalks," "unsafe crossings," and "ADA noncompliance."



- Legend**
- Dangerous rail crossings
  - Dangerous intersection
  - Feeling unsafe walking or biking
  - Gap in the bike network
  - City Center boundary

Figure 2.2. Question 2 Mobility Concerns

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

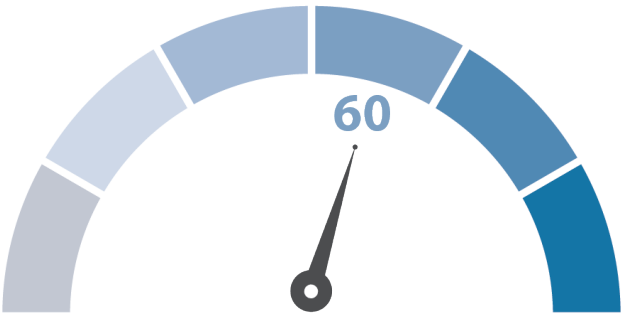
The most popular responses ranked in order were: “Little Italy” (30%), “Ralphs” or “supermarket” (26%), “Gaslamp” (17%), “the Waterfront” (13%), “Balboa Park” (9%), and “East Village” (4%).

**Question 4: How do you typically travel within City Center?**

76% of the survey respondents said that “walking” was their primary mode for getting around City Center, 24% of respondents selected “driving.” Twenty percent of respondents said “biking” was a common mode choice for them. “FRED”, “public transit”, and “rideshare” were the least common mode choices.

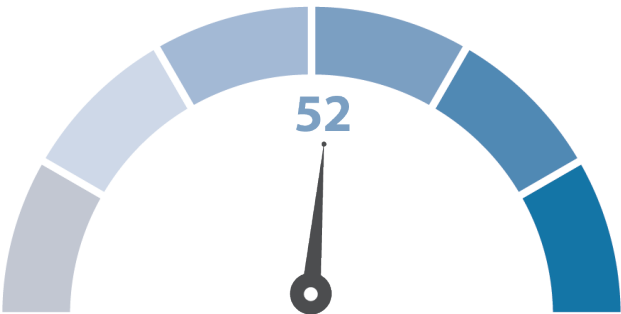
**Question 5: How safe do you feel walking in the City Center area?**

Respondents were asked to rank how safe they feel walking around the neighborhood on a scale of 1 to 100 (100 being the best). On average, participants gave 60 out of 100.



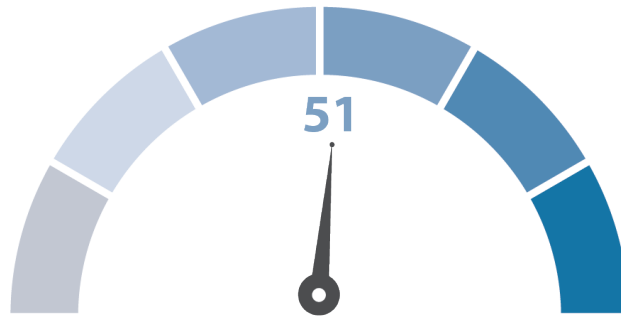
**Question 6: How safe do you feel walking at night in the City Center area?**

Respondents were asked to rank how safe they feel walking around the neighborhood at night on a scale of 1 to 100 (100 being the best). Overall and not surprisingly, respondents feel less safe walking around at night than during the day.



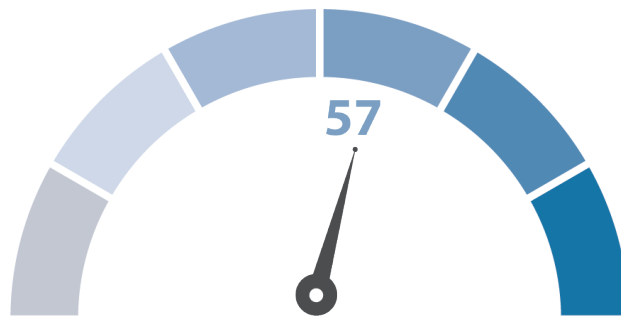
#### Question 7: How safe do you feel biking in the City Center area?

Respondents were asked to rank how safe they feel biking around the neighborhood on a scale of 1 to 100 (100 being the best). On average, respondents gave 51 out of 100. The low percentage of respondents who say they bike is likely attributable, in part, to safety concerns.



#### Question 8: How would you rate public parking availability?

Respondents were asked to rate how easy it is for them to find parking on a scale of 1 to 100 (100 being the best). On average, participants gave 57 out of 100.



#### Question 9: Which mobility enhancement measures do you support the most?

Respondents were asked to prioritize the three (3) treatments they think would be best to improve and increase walking and bicycling trips in and around the neighborhood. The top response was “high-visibility crosswalks” (42%), followed by “lighting” (37%) and “improved sidewalks” (33%).

#### Question 10: Is there anything else you would like to share with us about mobility in the City Center area?

Responses to this question ranged from concerns of vacant storefronts to trash and human excrement to accessibility for those with limited mobility and handicap parking.

## Community Discussion

On April 22, 2021, a virtual meeting was held via Zoom due to COVID-19 pandemic related restrictions on in-person gathering. The objective of the meeting was to recap findings from the above summarized survey and discuss potential recommendations to improve bicycle and pedestrian safety and the user experience. The webinar was recorded and shared with all survey respondents, community partners, and the BID's Board.

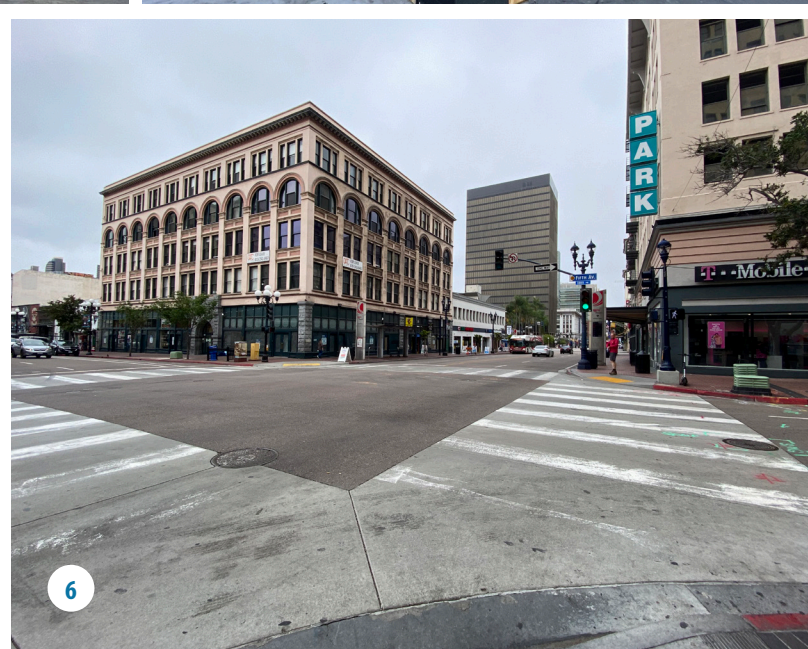
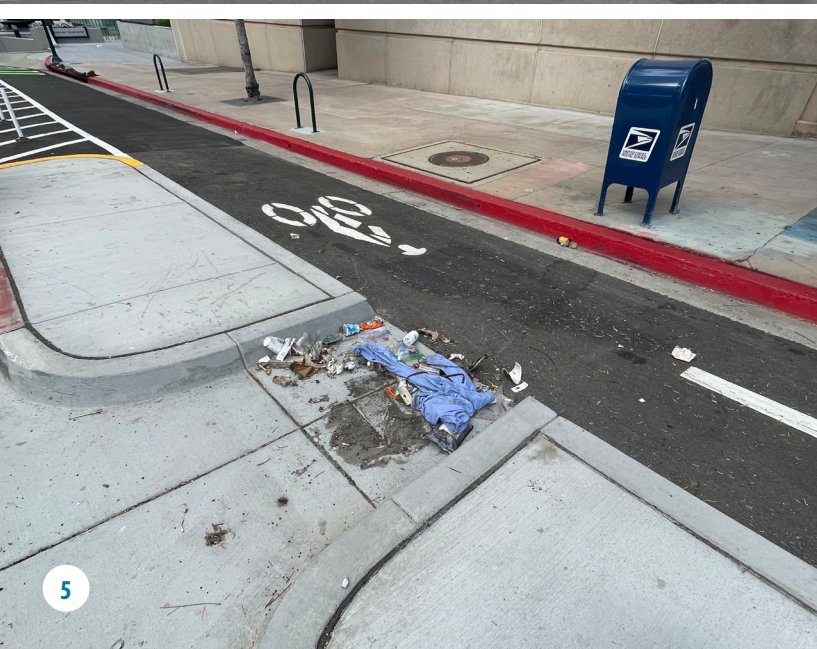
## Walk Audit

As part of this planning process, a walk audit with both Circulate San Diego and DSDP staff was conducted on June 3, 2021. While originally intended to include City Center residents and stakeholders, the project team conducted the walk audit without additional guests to maintain a safe environment during the ongoing COVID-19 pandemic. Two participants from each organization conducted an inventory of each block within City Center. Along each block and at each intersection, staff recorded findings from the following three categories: Pedestrian Safety and Comfort, Beautification and Wayfinding, and Transit.

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

- 1 Flooding in Sixth Avenue two-way cycle track.
- 2 Electric scooters fallen over.
- 3 Bicyclist riding on the sidewalk.
- 4 Boarded up vacant buildings.
- 5 Trash alongside the Fifth Avenue bike lane.
- 6 Faded crosswalk striping.









## Findings & Project Recommendations

Input collected from the online survey, community discussion, and walk audit helped identify and prioritize potential improvements and the locations thereof. Existing resources were also considered in this study. These resources, listed below, are included in the appendix.

- Downtown PBID Boundaries and Zones, March 12, 2019
- Downtown San Diego Mobility Plan, June 2016

Recommendations were categorized into five groups. A summary map for each category and associated recommendations can be found on the following pages. Each recommendation is marked with a low, medium, or high priority and cost window.



### **Pedestrian Safety and Comfort**

- Implement high-visibility crosswalks at every intersection
- Install lead pedestrian intervals (LPIs) and improve lighting along primary pedestrian corridors, such as B Street, C Street, Broadway, and Sixth Avenue
- Widen the sidewalk along B Street
- Coordinate with the City of San Diego to facilitate temporary street closures for community events on B Street between Third and Fourth Avenue
- Introduce pole-to-pole lighting along primary pedestrian corridors, such as B Street, C Street, Broadway, and Sixth Avenue

### **Wayfinding and Signage**

- Place more pedestrian-oriented wayfinding along primary pedestrian corridors, such as B Street, C Street, Broadway, and Sixth Avenue
- Introduce additional wayfinding signage along existing and DSDMP-proposed bike routes, including Ash and A streets, Third Avenue, and at the edge of the study area
- Install on-curb street names at each intersection

### **Transit**

- Introduce lighting, shade, and seating at all high-volume bus stops
- Connect Broadway to a dedicated transit corridor
- Dedicate mobility ambassadors along primary transit corridors (Broadway, C Street) to answer questions about transit, the neighborhood, and key destinations

### **Bicycle and Micromobility**

- Continue to make connections and close gaps in the bicycle network as recommended in the DSDMP
- Introduce additional bicycle and scooter parking in areas where this is currently limited, such as the northeast corner and the eastern edge of City Center
- Promote safe bicycling and micromobility through educational and promotional campaigns, including helmet and bike accessory giveaways

### **Beautification**

- Install public art on utility boxes
- Introduce sidewalk enhancements (e.g., decorative planters) in front of primary points of interest, such as the San Diego Central Court House and along primary pedestrian corridors, such as C Street, Broadway, and Sixth Avenue



# Pedestrian Safety and Comfort

Pedestrian safety and comfort is a priority for the community. Recommendations include sidewalk and crossing improvements that will increase pedestrian safety and the overall user experience. High-visibility crosswalks that increase visibility of pedestrians by motorists are recommended across City Center. This would be supported by LPIs, which give pedestrians a few seconds head start when crossing the street, and audible signals to support access for those with visual impairments. Enhanced lighting is recommended along primary pedestrian corridors and to high-volume transit stops to increase safety at night.

B Street is becoming a primary pedestrian corridor and a good candidate for sidewalk expansion, including semi-temporary expansion through parklets and/or streeteries. DSDP should explore the City of San Diego’s proposed [Spaces as Places](#) program to enhance B Street. The purpose of the program is to transition temporary pandemic-response outdoor spaces to permanent spaces that safely bring people together to dine, play, and gather. There is opportunity on B Street between Third and Fourth avenues to hold community events which can be coordinated with the City to facilitate temporary street closures.



Green square icon followed by a dollar sign (\$).

### Lead Pedestrian Interval

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.



Green square icon followed by a dollar sign (\$).

### Audible crossing signal

An integrated device that communicates information about the WALK and DON’T WALK intervals at signalized intersections in non-visual formats.



Blue square icon followed by a dollar sign (\$).

### Extended crossing time

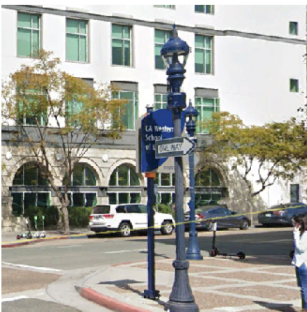
The crossing time given at a signalized intersection is extended to better accommodate slower-moving travelers, such as those with mobility challenges or those with strollers.



Green square icon followed by a dollar sign (\$).

### High-visibility crosswalk

High-visibility crosswalks alert drivers from far away there is a pedestrian-crossing and should be provided in high-collision areas and near freeway ramps.



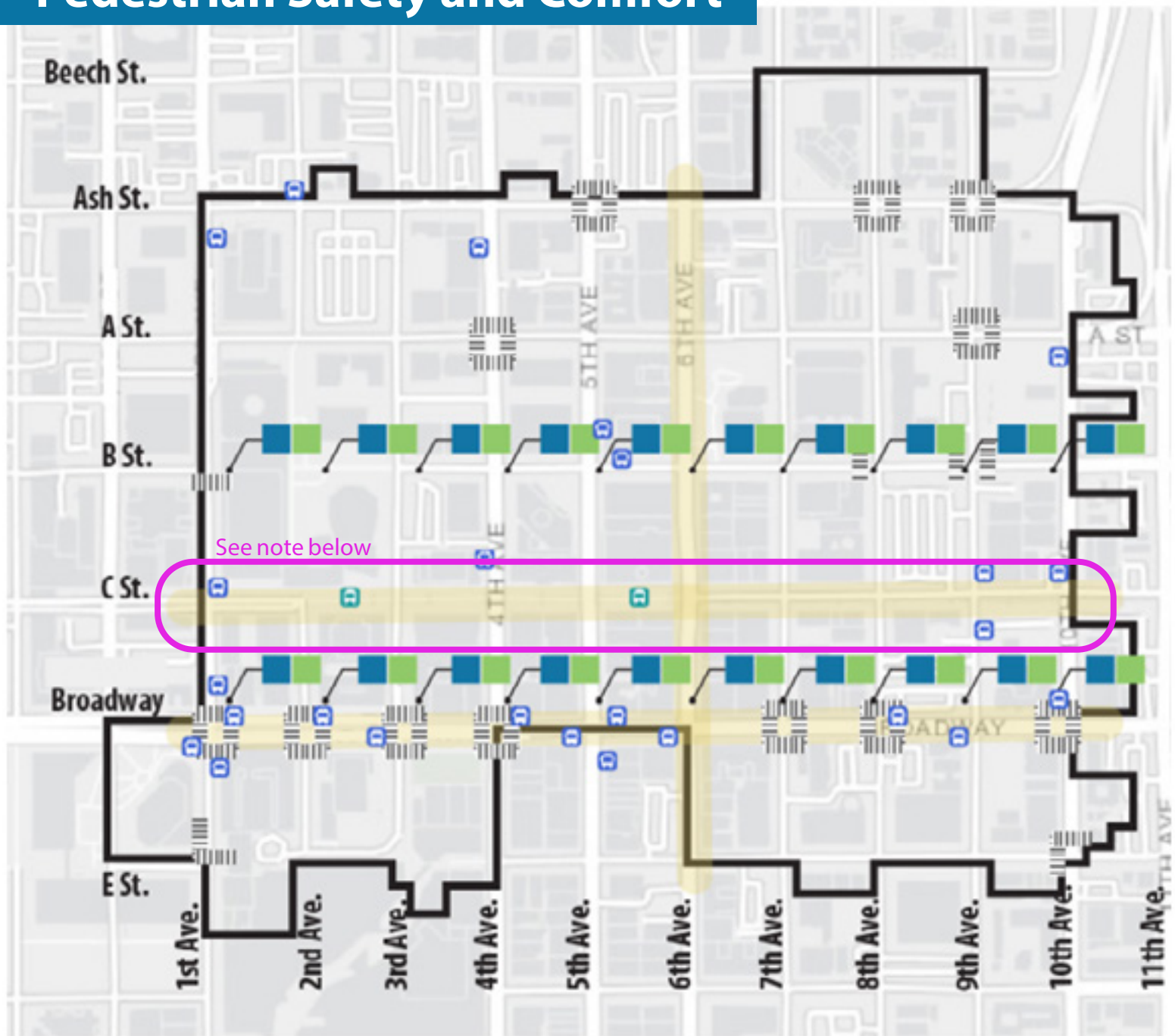
Green square icon followed by two dollar signs (\$\$).

### Added or enhanced lighting

Pedestrian lighting exists in most parts of City Center, including high-foot volume areas. Some gaps exist in the northeast corner of the neighborhood. A lighting audit should be conducted prior to the implementation of new or enhanced lighting fixtures.

Priority		Cost estimate	
<div></div>	Low Priority	\$	Low Cost
<div></div>	Moderate Priority	\$\$	Moderate Cost
<div></div>	High Priority	\$\$\$	High Cost

# Pedestrian Safety and Comfort



Note: Improvements to pedestrian crossings on C Street where the trolley is operational may require further coordination with the City, the California Public Utilities Commission, and MTS to determine the feasibility of different treatments.

## Legend

- Recommended lead pedestrian interval
- Recommended audible crossing signal
- Recommended enhanced lighting
- Recommended high-visibility crosswalk
- City Center boundary



NTS



# Wayfinding and Signage

Wayfinding and signage designed for pedestrians, bicyclists, and other roadway users help orient people towards preferred corridors and other destinations. They can also be used for neighborhood branding and as tools to educate different users on the rules of the road. The DSDP has an ongoing temporary wayfinding program called “Discover Downtown” that could be converted to a permanent program. The recommendations included in this report would reinforce this program and help determine where additional wayfinding is needed such as along primary pedestrian corridors, such as B Street, C Street, Broadway, and Sixth Avenue as well as DSDMP-proposed bike routes, including Ash and A streets, Third Avenue, and at the edge of the study area.



\$

### Pedestrian wayfinding

Pedestrian wayfinding helps increase foot traffic and encourages different transportation choices. It also improves a sense of community and can serve as a branding tool.



\$\$

### Street name imprinting




Street names stamped into the pavement or on-curb street name decals help with pedestrian wayfinding.



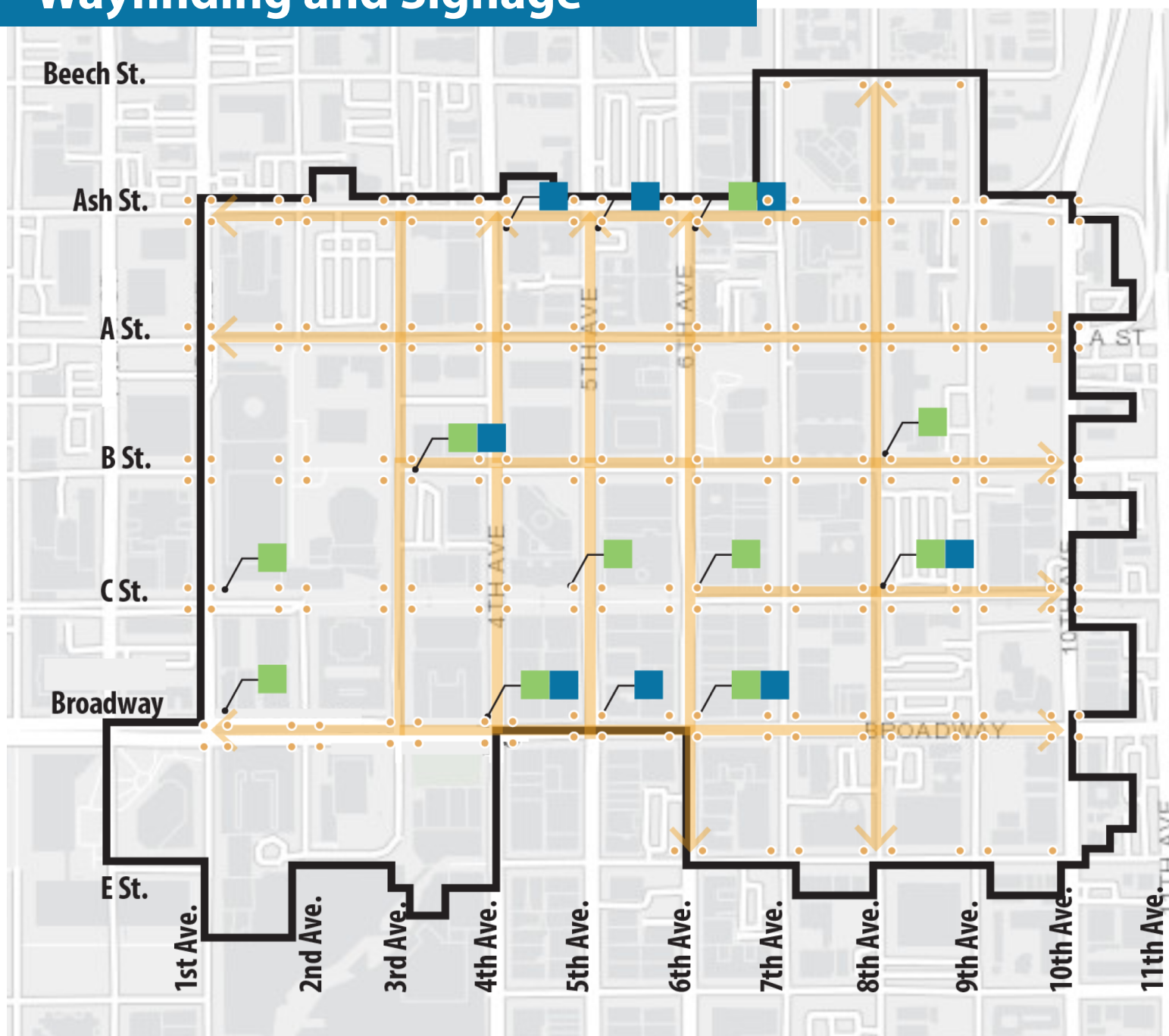
\$

### Bicycle wayfinding

Bicycle wayfinding consists of detailed signing and/or street markings to guide cyclists to their destinations and are placed at decision points and key locations, noting the distance or time to other locations.

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

# Wayfinding and Signage



## Legend



Pedestrian wayfinding



Bike/scooter wayfinding



Street name wayfinding



Bicycle network



City Center boundary



NTS

# Transit

High-volume transit stops should be shaded, well-lit, and provide seating to increase comfort for users, enhance the user experience, and improve safety. Dedicated mobility ambassadors along transit corridors, such as Broadway and B Street, would help answer questions about transit, the neighborhood, and key destinations. Mobility Ambassadors would help create a safe and welcoming environment for residents, workers, and visitors within the Broadway and C Street transit corridors in the City Center and Columbia District neighborhoods of Downtown San Diego. This would include acting as an on-street concierge for the Downtown community, providing assistance for those in need of directions or transit information, as well as quality of life issues.



\$\$

### Streetscape planters

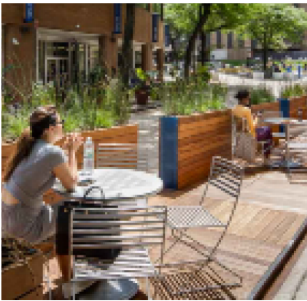
Corner planters are recommended in other parts of City Center to provide beautification and pedestrian barriers at high-volume intersections.



\$

### Utility box art

Enhance neighborhood identity through interesting public art on existing utility boxes.



\$\$

### Seating areas

There should be seating opportunities for people to gather, rest, and relax. This can range from benches to picnic tables and should provide some shade. This can help activate spaces.

### Priority

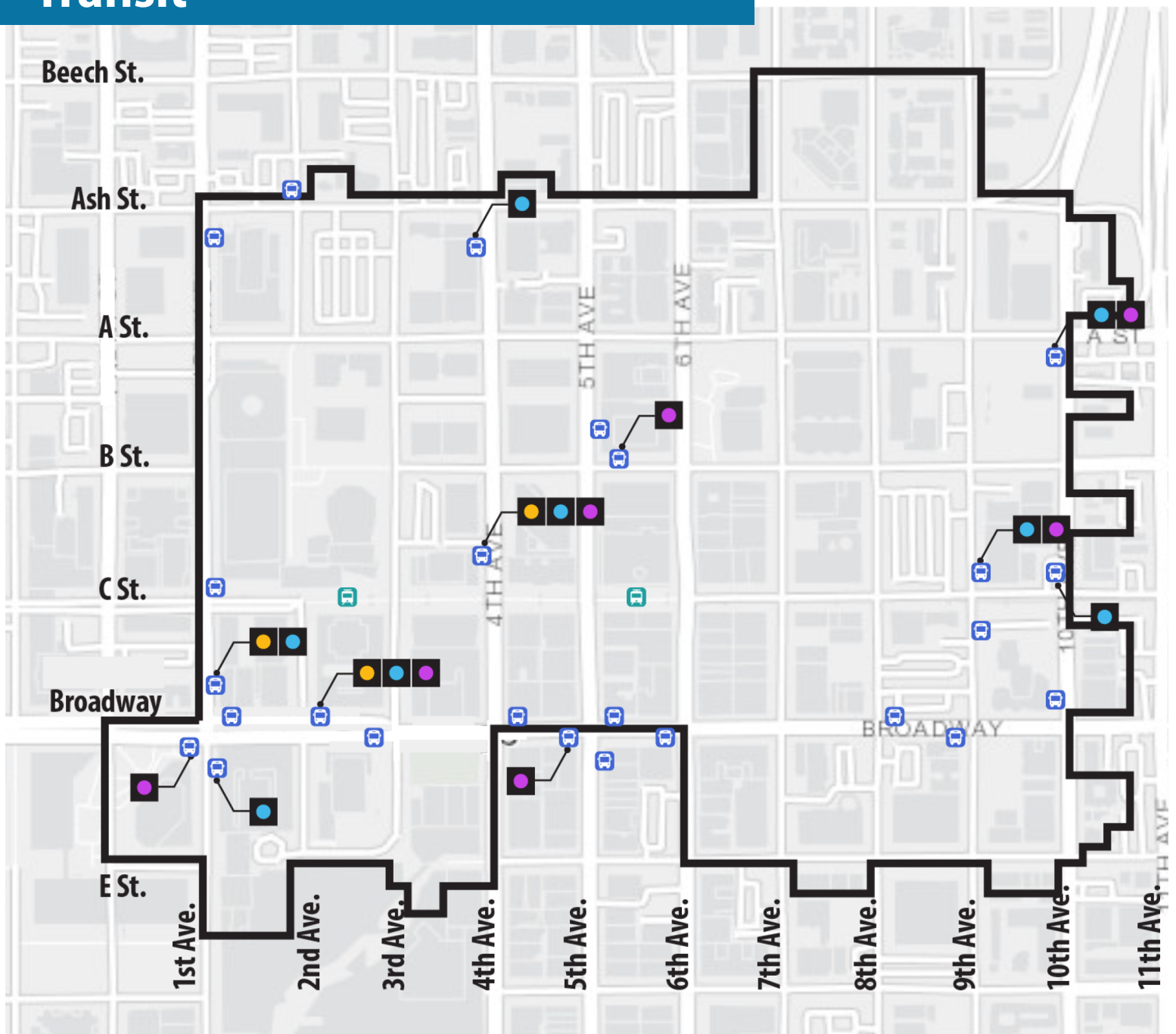
- Low Priority
- Moderate Priority
- High Priority

### Cost estimate







- \$ Low Cost
- \$\$ Moderate Cost
- \$\$\$ High Cost



# Transit



## Legend

- |   |                                   |   |                      |
|---|-----------------------------------|---|----------------------|
|  | Recommended shaded transit stop   |  | Bus stop             |
|  | Recommended well-lit transit stop |  | Trolley stop         |
|  | Recommended seating               |  | City Center boundary |



NTS

# Bicycle and Scooter Safety

Bicycle and micromobility infrastructure help increase the safety and comfort for users of different modes of transportation outside of the personal use vehicle. Effective regulations and dedicated scooter parking also can enhance neighborhood image. Recommendations include completing the proposed bicycle network and introducing additional bicycle and scooter parking to further enhance the usability and safety of these facilities. The Fourth, Fifth, and Sixth avenues bike lanes opened in early 2022. Additionally, promoting safe bicycling and micromobility use through educational and promotional campaigns, including helmet giveaways, could help increase these modes of travel.



\$

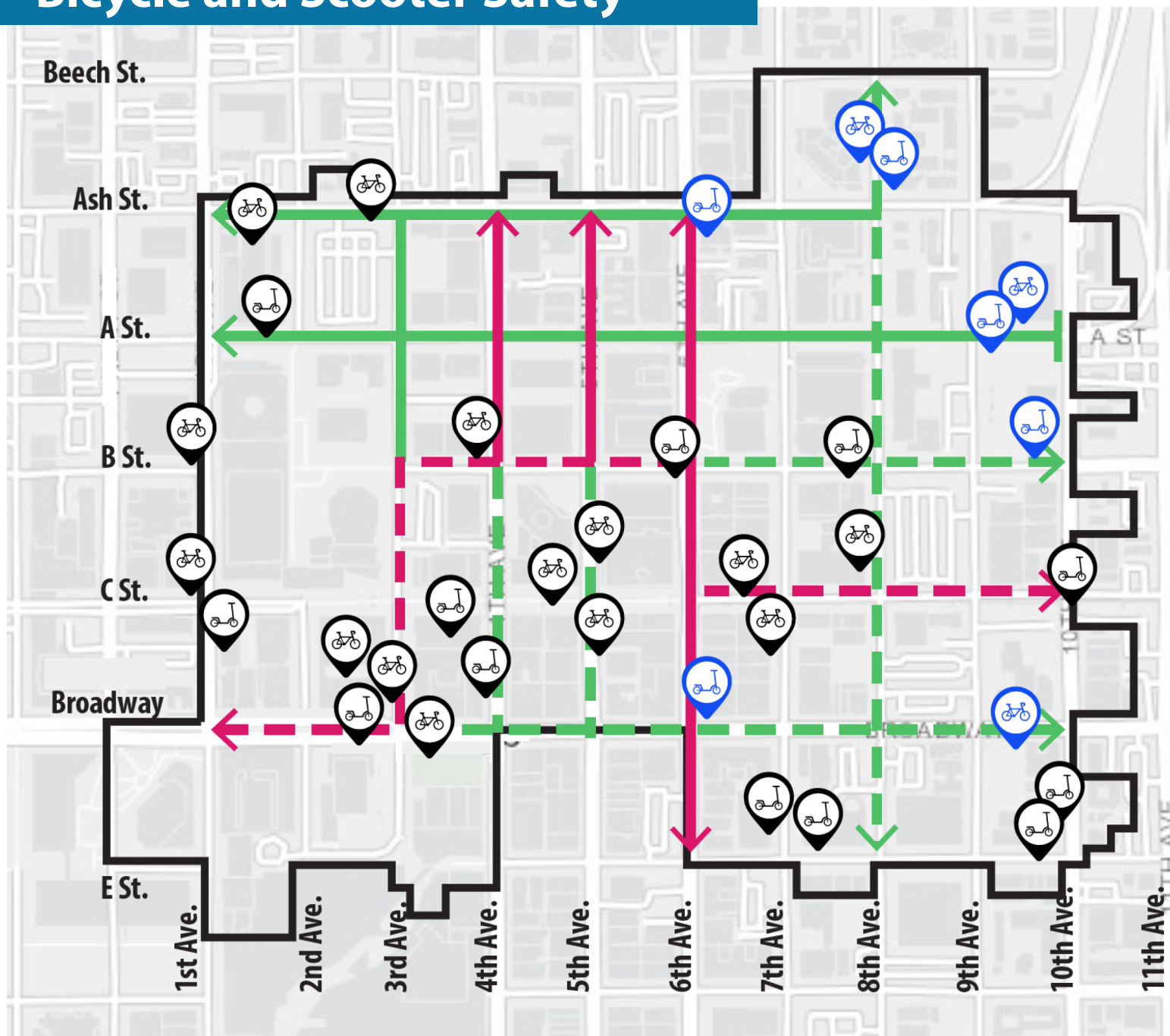
## Dockless bicycle/scooter parking

These are designated zones within the roadway for parking dockless scooters. Currently, these are used for dockless scooters, but may support dockless bicycles in the future should they come to Downtown San Diego. They are easily installed and inexpensive, typically carved out of red zones where cars are prohibited from parking. City Center has a number of these with more planned or otherwise proposed. Having micromobility options like scooters, provides alternative transportation options and ways to make connections within and through neighborhoods.

Priority		Cost estimate	
<div></div>	Low Priority	\$	Low Cost
<div></div>	Moderate Priority	\$\$	Moderate Cost
<div></div>	High Priority	\$\$\$	High Cost



# Bicycle and Scooter Safety



## Legend

- Existing parking-protected bike lane
- Additional parking-protected bike lane (DSDMP)

- Recommended bicycle parking
- Existing bicycle parking

City Center boundary

- Existing class II or III bike lane
- Proposed class II or III bike lane

- Recommended dockless scooter parking
- Existing dockless scooter parking



NTS

# Beautification

Beautification may include streetscape improvements that enhance livability and the overall user experience. Utility box art fosters neighborhood identity while decorative planters introduce visually appealing features and also serve as a buffer between vehicles and pedestrians. Decorative corner planters are recommended along B Street, C Street, and Sixth Avenue. Other beautification features may include additional trash receptacles, murals, and decorative lighting and should be prioritized along primary pedestrian corridors. These changes can have a high impact soon after installation.



\$\$

## Streetscape planters

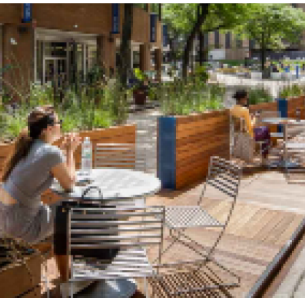
Corner planters are recommended in other parts of City Center to provide beautification and pedestrian barriers at high-volume intersections.



\$

## Utility box art

Enhance neighborhood identity through interesting public art on existing utility boxes.



\$\$

## Seating areas

There should be seating opportunities for people to gather, rest, and relax. This can range from benches to picnic tables and should provide some shade. This can help activate spaces.

### Priority

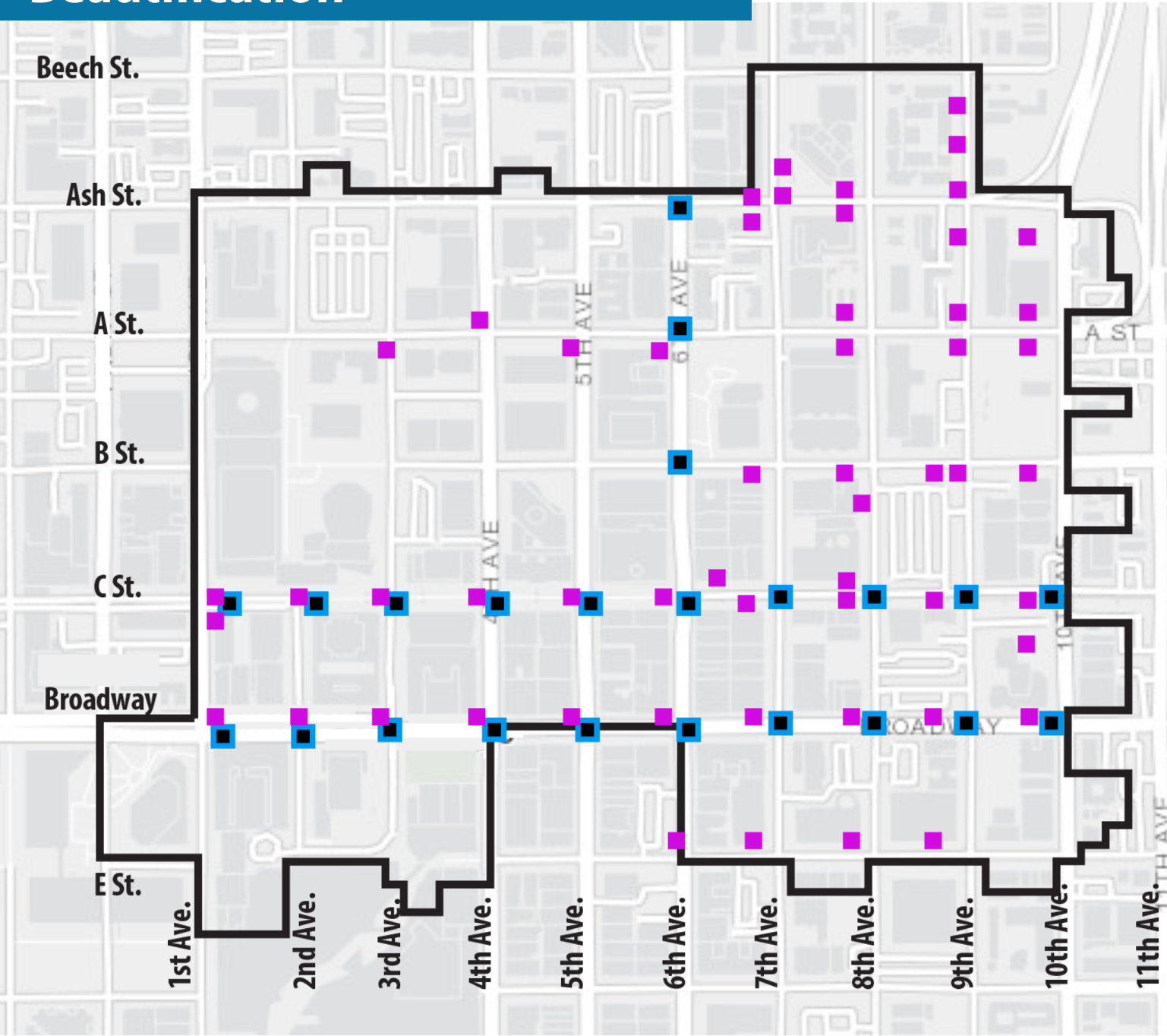
- Low Priority
- Moderate Priority
- High Priority

### Cost estimate



- \$ Low Cost
- \$\$ Moderate Cost
- \$\$\$ High Cost




# Beautification



## Legend

-  Recommended streetscape planters
-  Opportunity for utility box art

Note: seating areas need to be determined with the City and business

 City Center boundary













# Implementation

## Priority Projects

One of the primary objectives of this report is to help identify those improvements that should be recommended for priority implementation. Additional feasibility analysis and design may be needed prior to advancing specific recommendations. It is assumed that recommendations would be advanced as funding allows. As such, some improvements may be easier to install in the short term if they do not require the same amount of capital investment as others.

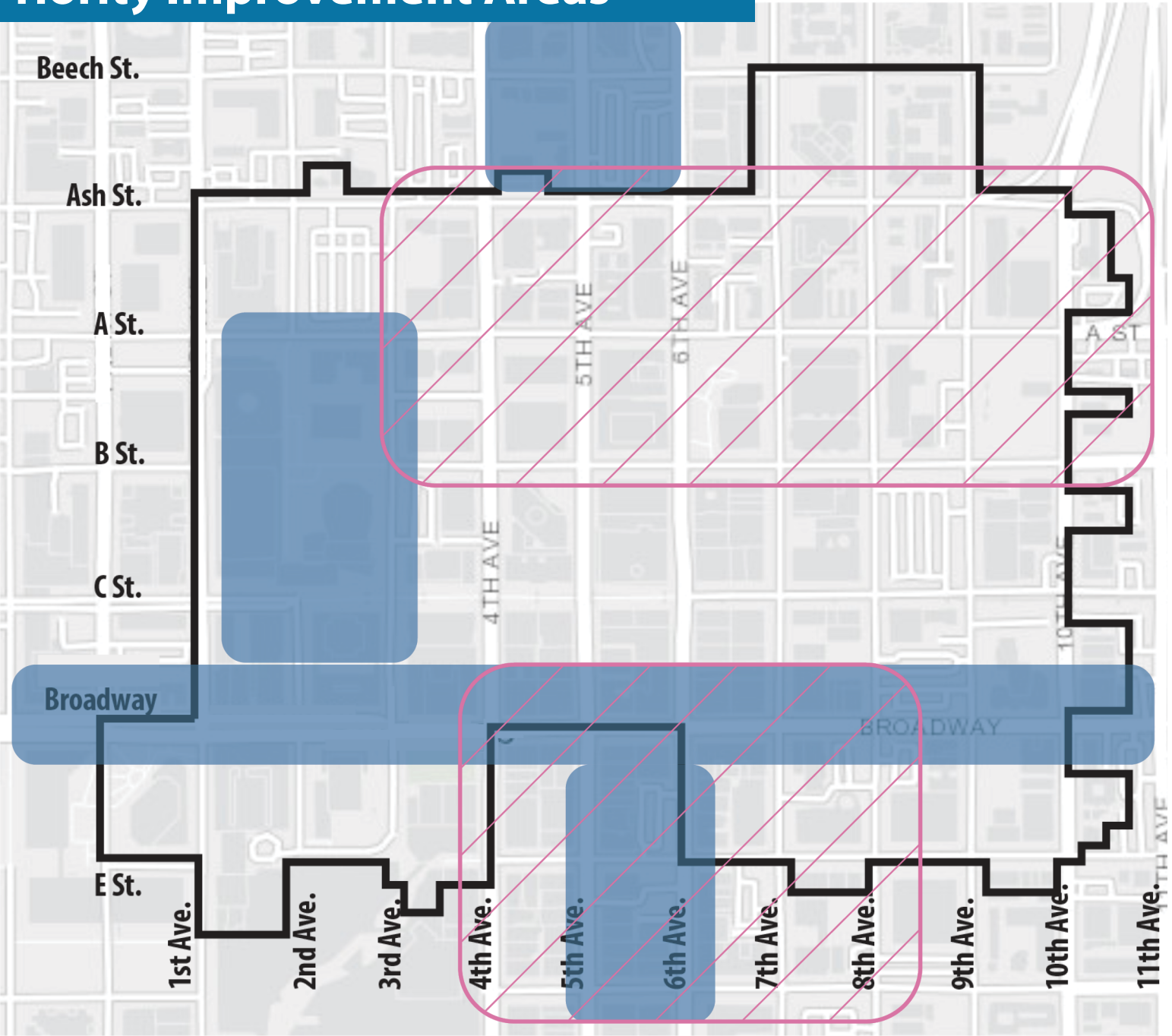
The high priority items shown in the table on the following page were chosen based on feedback collected, anticipated costs, and input from subject-matter experts and the project team. Improvements that fall within a high-pedestrian demand area, a high-collision area, or primary pedestrian, bicycle, and transit corridors should be prioritized for implementation. These locations are illustrated on the following map.



<b>Recommended change</b>	<b>Location</b>	<b>Time frame</b> Short = 1 – 2 yrs Medium = 2 – 5 yrs Long = 5+ yrs	<b>Responsible Party</b>	<b>Estimated Cost* (per item)</b>	<b>Potential Funding Source</b>	<b>Symbol</b>
Wayfinding and educational signage (pedestrian and bicycle)	Along primary pedestrian corridors: B Street, C Street, Broadway, and Sixth Avenue	Short term	DSDP, City	\$100 - \$2,000	AARP Community Challenge	
High-visibility crosswalk	Across City Center (see the Pedestrian Safety and Comfort map on page 23.)	Short term	City	\$10,000	ATP; City Capital Improvements Program; TransNet SGIP	
Audible pedestrian signal	Along primary pedestrian corridors: B Street, C Street, Broadway, and Sixth Avenue	Medium term	City	\$8,000	ATP; City Capital Improvements Program; TransNet SGIP	
Pedestrian lead interval	Ash Street & Kettner; Broadway & Kettner	Medium term	City	\$2,500	AARP Community Challenge; TransNet SGIP	
On-curb street name signage	Along primary pedestrian corridors: B Street, C Street, Broadway, and Sixth Avenue	Short term	DSDP, City	\$2,500	AARP Community Challenge; TransNet SGIP	
Lighting improvements	C Street, Broadway, and Sixth Avenue	Short term	DSDP, City	\$25,000	ATP; City Capital Improvements Program	
Decorative Corner Planters	At corners along primary pedestrian corridors: B Street, C Street, Broadway, and Sixth Avenue	Short - medium term	DSDP	N/A		N/A
Promotion and education of bicycle use	Neighborhood wide	short term	DSDP, City	N/A		N/A
Streeteries and Parklets	In front of businesses	Medium - long term	DSDP, City	N/A	Spaces as places; AARP Community Challenge	N/A

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

# Priority Improvement Areas



Legend

High pedestrian demand area (DSDMP)

Existing cycle track corridors

Transit center

City Center boundary

N

NTS



## Next Steps

Financial resources are necessary to advance recommendations for implementation. The following identifies potential sources of this funding. Additionally, continued engagement from the City Center resident and business community is essential to ensure that high-priority need areas are those that are advanced first. The recommendations included in this report should be periodically revisited to see if they need to be augmented based on updated crash data and other changing conditions. This document serves as a record of the community's input as of May 2021, and should be amended when appropriate and as improvements are completed. Recommendations within this report need to be coordinated with the City of San Diego.





## Appendix

- **Potential Funding Sources**
- **Downtown PBID Boundaries and Zones, March 12, 2019**
- **Downtown San Diego Mobility Plan, June 2016**



## Potential 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 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 apply 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 City Center District 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.

### FEDERAL

#### List of Federal Grants

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

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

### STATE

#### Active Transportation Program (ATP)

<https://dot.ca.gov/programs/local-assistance/fed-and-state-programs/active-transportation-program>

The purpose of the ATP is to encourage an increased use of active modes of transportation, such as biking and walking. The ATP consolidates existing federal and state transportation programs, including the Transportation Alternatives Program (TAP), Bicycle Transportation Account (BTA), and State Safe Routes to School (SRTS), into a single program with a focus of making California a national leader in active transportation. Eligible projects can be infrastructure (capital improvements), non-infrastructure (education), or a combination of the two.

#### Bike Transportation Account (BTA)

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 percent of the project cost. Eligible projects include new bikeways, bicycle parking facilities, traffic calming elements that increase bicyclist safety, and bikeway maintenance.

#### Safe Routes 2 School Program (SR2S)

To be eligible for SR2S funding, a project must directly increase safety and convenience for students to walk or bicycle to school. Students must be the primary beneficiaries of the project. Projects must be within two miles of the school boundary or at a school bus stop. Eligible projects include intersection crossing improvements, bicycle improvements, traffic calming interventions, and traffic control devices.

#### 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 \$12.5 million, while the rest will be distributed by Caltrans. Applications are due by Fall 2021. Contact Caltrans at (916) 653-0913 or [dotp.public.info@dot.ca.gov](mailto:dotp.public.info@dot.ca.gov) for questions.

### LOCAL

### City of San Diego Capital Improvement Program (CIP)

<https://www.sandiego.gov/cip/about>

The Capital Improvement Program (CIP) is the long-range plan for all individual capital improvement projects and funding sources. The CIP budget allocates available revenue for capital projects to rehabilitate, improve, or build new public infrastructure, such as streets, libraries, parks, and transportation infrastructure.

### 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.

### Downtown San Diego Parking District

Should the City of San Diego revise its policy on using Parking District funds, revenues collected from parking meters could be more widely distributed and could fund pedestrian and bicycle improvements as outlined in this report.

### PRIVATE

#### AARP Community Challenge

<https://www.aarp.org/livable-communities/community-challenge/info-2022/2022-challenge.html>

The 2022 AARP Community Challenge provides small grants to fund “quick-action” projects to help make communities more livable for people of all ages. Accepted projects include improvements to public spaces, housing, transportation, civic engagement, coronavirus recovery, diversity and inclusion, and more. Grants range from several hundred dollars for smaller, short-term activities to several thousand or tens of thousands of dollars for larger projects. All grant applications must be submitted by April 14, 2021. Contact [CommunityChallenge@AARP.org](mailto:CommunityChallenge@AARP.org).

#### Clif Bar Family Foundation

<https://clifbarfamilyfoundation.org/Grants-Programs/Small-Grants>

The Clif Bar Family Foundation awards grants to nonprofits that seek to build stronger communities, increase the physical activity of citizens, promote a healthy food system, and reduce environmental health hazards. Applications are reviewed regularly with deadlines on the first of February, June, and October. Funding cannot be used for capital construction costs.



### 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.

### Fed Ex Cares 50 by 50 Grants

<https://fedexcares.com/>

The Fed Ex Cares 50 by 50 grant program awards funds to nonprofit organizations that support sustainable transportation, road safety, employment opportunities, entrepreneurship, and diversity and inclusion. Applications are reviewed regularly with deadlines at the end of January and June of each year. Grant sizes vary. Grants are typically under \$100,000, but more may be distributed if warranted.

### 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

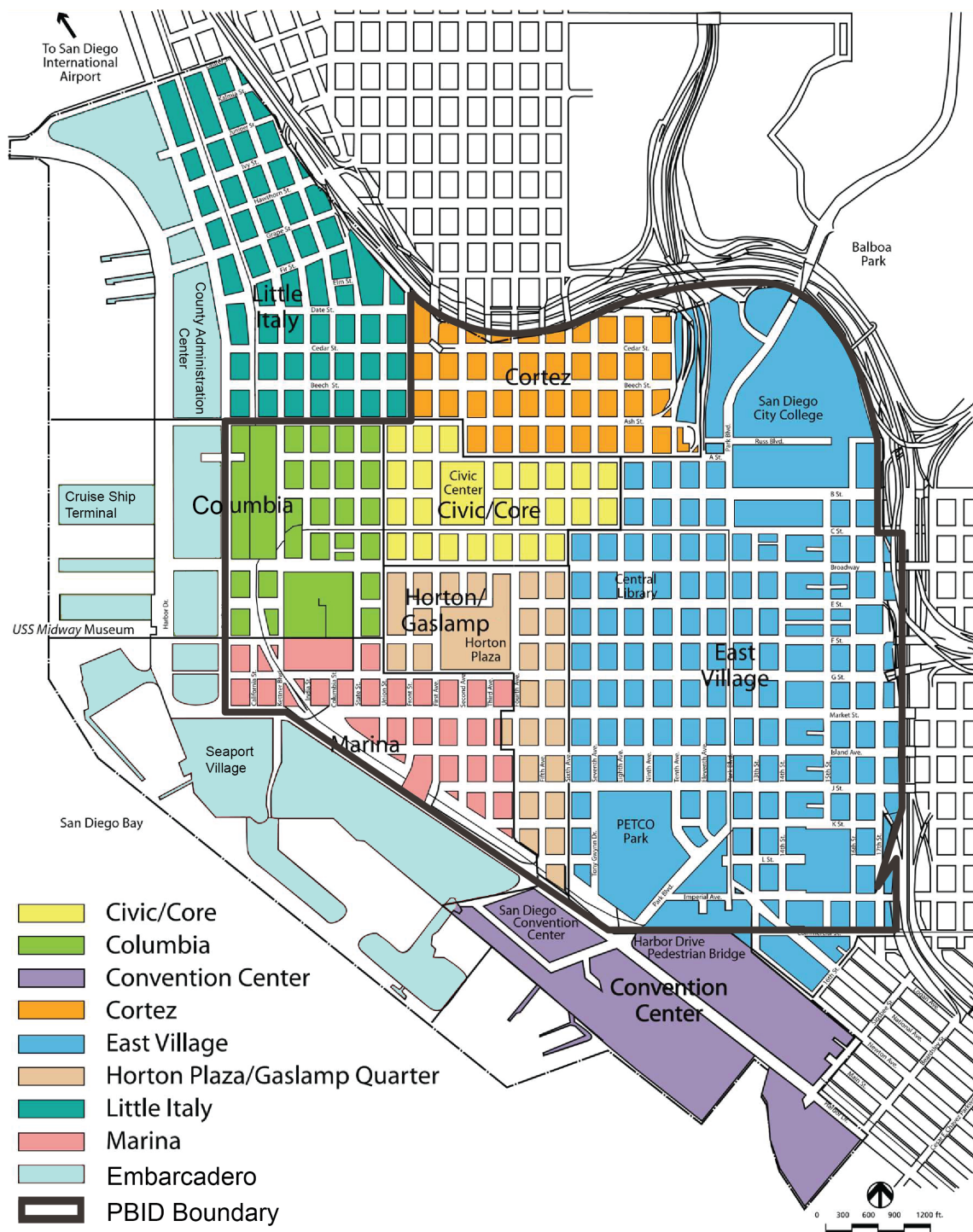
### Donations

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.

## Downtown PBID Boundaries and Zones, March 12, 2019





## **Downtown San Diego Mobility Plan, June 2016**

<https://www.sandiego.gov/sites/default/files/downtown-san-diego-mobility-plan.pdf>

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

