
General Plan Advisory Committee Memo

To: San Marcos General Plan Advisory Committee (GPAC)
From: Amanda Tropiano, De Novo Planning Group; Tim Erney, Kittelson & Associates
Date: October 14, 2021
Subject: Mobility Discussion Topics

After the establishment of Existing Conditions, the next step is the development of the Mobility Element and other General Plan elements. As part of this process, we are looking for input from the GPAC to help establish the framework the Mobility Element's goals, objectives and policies.

Key facts and takeaways from the Existing Conditions Report related to mobility include the following:

- The majority of residents in San Marcos (89%) use motor vehicles as the primary mode of travel for all trip types, with low percentages of public transit usage. 5% of trips are biking trips. 5% of trips are walking trips, primarily school trips. Approximately 1% of all trips are transit trips (according to the California Household Travel Survey) and 1% of commute trips are transit trips (according to the US Census American Community Survey).
- While the city has generally adequate pedestrian facilities (e.g., overall sidewalk coverage, sidewalk quality, and marked crosswalk quality/availability) sidewalk gaps do exist at some locations (such as the North Rancho Santa Fe Road overpass at SR-78, West Borden Ranch Road between Via Barquero and Comet Circle, Linda Vista Drive between South Pacific Street and South Las Posas Road, and Barham Drive east of the SR-78 on-ramp).
- Bike lanes are provided along almost all arterial roads and supplemented by bike paths and multi-use paths, but there are some gaps in the network (e.g., along Rancho Santa Fe Road, Borden Road).
- Transit ridership is focused at the Sprinter stations, along the Mission Road and Rancho Santa Fe Road corridors, and at CSU San Marcos.

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- Several intersections in the city experience congestion and high levels of delay during the evening commute peak hour, and to a lesser extent during the morning commute peak hour.
- Collisions primarily occurred on arterial roadways, with fewer collisions occurring on residential streets. Notable concentrations of bicycle and pedestrian collisions occurred along San Marcos Boulevard.

As you prepare for the GPAC Meeting, please consider the following questions:

- What are some key destinations within the city that should be served by transit and active transportation?
- What role does the City want light rail to play in the City's transportation network, compared to the role it currently serves? Are there any supportive projects (e.g., local circulator buses or shuttle services) that should be considered to support the light rail stations? How would you like to increase the ease of connections at the stations?
- Are there any parts of the city that you have difficulty accessing? Are there any roadways, bridges, bicycle facilities, pedestrian facilities, or other improvements that would improve circulation and access at those locations?
- How should the City focus on reducing private vehicle travel and single-occupancy vehicle usage? Should there be a focus on a local shuttle system, employer transportation demand management (TDM) programs, parking management, additional active transportation facilities, or other policies and projects?
- What is your experience in terms of congestion near retail centers and the SR-78 on- and off-ramps?
- Are there any corridors, areas and/or neighborhoods that you feel the City should focus on that could use improved multimodal (vehicle, transit, bicycle, and pedestrian) transportation networks?

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- How would you like the City to take advantage of the train stations and school location, such as the establishment of mobility hubs near CSU San Marcos where different travel options such as walking, biking, transit, and shared mobility can come together?
- The General Plan Update is an opportunity to integrate new and upcoming technologies into the City's Mobility Element. These include bicycle and scooter sharing programs, transportation network companies (TNCs) such as Uber and Lyft, and autonomous vehicles (AVs). Is the City interested in establishing goals and policies to encourage or limit these transportation services?

The following key terms and definitions are relevant to this discussion:

- **Level of Service (LOS):** LOS is used to assess roadway operations. As part of an LOS analysis, an intersection receives an LOS grade based on the level of congestion or delay for vehicles at the intersection, ranging from LOS A to LOS F.
- **Vehicle Miles Traveled (VMT):** VMT is a metric that measures the amount of vehicle miles traveled by private vehicles. It can be measured as the total VMT in an area, or as the VMT per person generated by a new development project.
- **Transportation Demand Management (TDM):** TDM strategies can help to reduce or shorten vehicular trips. TDM can reduce travel by single-occupancy vehicles by expanding traveler choices and encouraging ridesharing, carpooling, bicycling, walking, and riding transit. TDM strategies are among the most effective at reducing a development project's VMT.
- **Transportation Network Companies (TNC):** TNCs, such as Uber and Lyft, provide easy door-to-door transportation services through the use of smartphone apps.
- **Mobility Hubs:** Mobility hubs are locations where different travel modes such as walking, biking, public transit, and rideshare can come together. Mobility hubs help users connect to different modes and can provide amenities to support travel choices.