

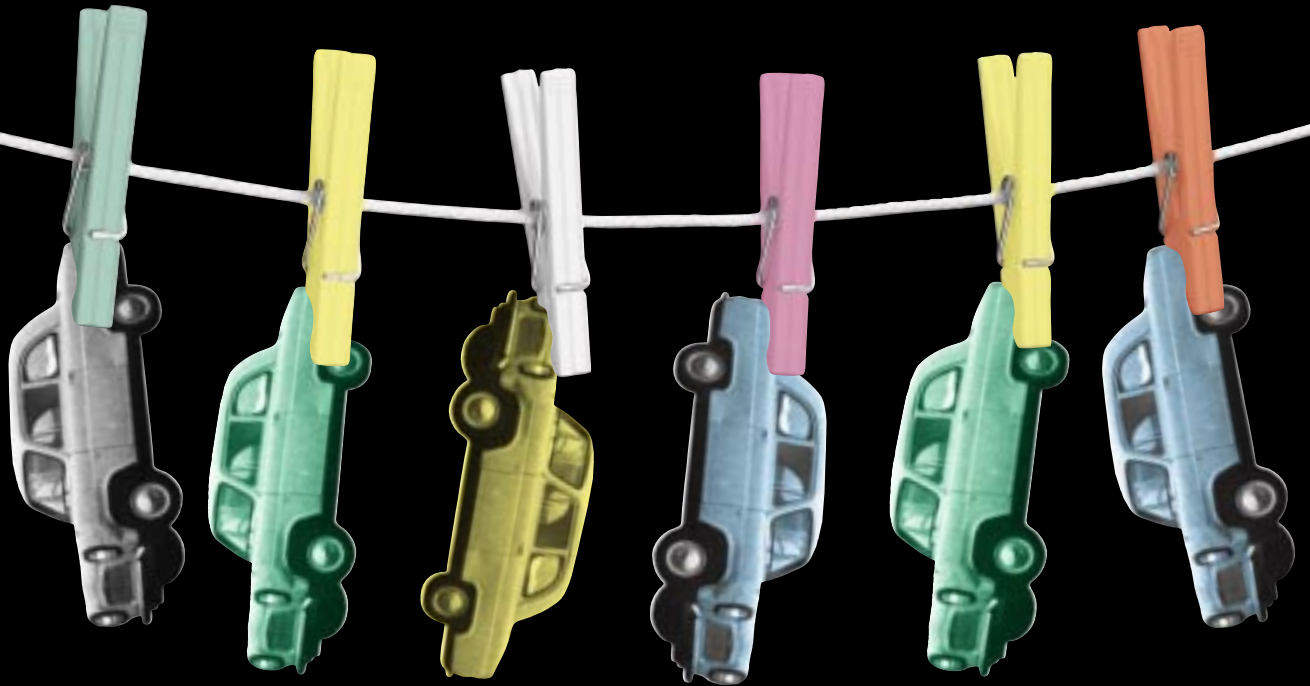
685,000 more cars are expected by 2020



san diego has two options:
find a new way to store
them, or make sure

TransitWorks

a strategy & implementation plan for the future



metropolitan transit development board

A Strategy For The Future

Over the next 20 years, San Diego County will grow by more than one million people—most of them our own children. We know we'll never be able to build enough roads to accommodate them. We need an expanded and more effective transit network to make our transportation system work more efficiently.

The Metropolitan Transit Development Board (MTDB), the regional authority for transit in the southwestern areas of San Diego County, understands its role in planning for the future. That's why MTDB, working in conjunction with other local agencies, is currently developing a strategy to provide a new vision for local travel and community development.

The strategy is called **TransitWorks**.



TransitWorks. A new approach



More Than A Plan

The backbone of TransitWorks is market research. MTDB is using innovative research techniques to better understand attitudes toward daily travel.

In the first stage of TransitWorks, MTDB conducted a scientific survey of nearly 1,000 persons identified at random within the county and at the San Ysidro border crossing.

The survey results* provide insights into San Diegans' attitudes about:

- Need for fast and convenient travel options
- Quality of the travel experience
- Concern for personal safety
- Importance of transportation costs
- Importance of time and productivity
- Concern for the natural environment
- Sensitivity to crowds
- Sensitivity to stress

The market research allows MTDB to define its customers in a whole new way; not by traditional demographics, such as age, gender, or geography, but by other important factors: shared attitudes and behavior. With a better understanding of these attitudes, MTDB can more accurately predict which service changes will attract more riders in the future.

A Regional Solution

Where do we want transit to take us in the future? How should the transit system look and feel? What can we do to make transit a more attractive travel alternative in congested areas and help preserve our quality of life?

Four factors will determine the future success of transit:

- Land use strategies, such as plans that encourage more compact and mixed-use development;
- Transit priority measures that allow transit to bypass congestion on local streets and freeways;
- Funding for capital facilities, such as rail lines, transit centers, and new transit vehicles; and
- Funding for service improvements, including new bus services and real-time schedule information.



New transit innovations, like this "train on tires," are being considered.

to Transit. A better way to go.

One Future, Four Scenarios

After analyzing the research data and determining the most effective roles transit can play in the future, MTDB proposes four possible scenarios to guide regional transit investment and land use planning over the next 20 years:

1. No additional funding for transit, and little use of transit priority measures or transit-oriented land use strategies; long-term improvements would continue at a slow pace; or
2. Modest funding increase for transit system improvements; priority measures speed up transit, and stronger land use strategies make new growth accessible to transit; or
3. Additional transit priority measures and land use strategies, combined with a sizeable investment in transit service improvements, strengthen the ability to attract new riders; or
4. Accelerated growth of transit system comparable with leading U.S. and European cities brought about through a simultaneous commitment to transit land use planning and significant regional funding



**The survey was conducted by Cambridge Systematics, a national research firm, in cooperation with the North County Transit District and the City of San Diego.*

Get On Board


What will tomorrow's transit look like? We don't know exactly, but with the information gained through the TransitWorks process, the region will have agreed on a course of action—one that preserves our air quality, open space, and maybe even our sanity.

TransitWorks Timetable for 2000:



Transit Information

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Metropolitan Transit Development Board is coordinator of the Metropolitan Transit System and is the regulatory authority for  Taxicab Administration

Subsidiary Corporations:

-  San Diego Transit Corporation
-  San Diego Trolley, Inc.
-  San Diego & Arizona Eastern Railway Company

Member Agencies:

City of Chula Vista, City of Coronado,
City of El Cajon, City of Imperial Beach, City of La Mesa,
City of Lemon Grove, City of National City, City of Poway,
City of San Diego, City of Santee, County of San Diego

Visit **TransitWorks** on the web: www.sdcommute.com/sdmts





TransitWorks Quiz

Test your knowledge of the region's future mobility.

1. What is the current population of San Diego County in millions?

- A. 2.3 B. 2.9 C. 3.2 D. 3.5**

2. By how many people will our population grow by the year 2020?

- A. 500,000 B. 750,000 C. 1 million
D. 1.2 million**

3. What percentage of newcomers will be babies born to county residents?

- A. 30% B. 40% C. 50% D. 60%**

4. How many miles of major county roadways are congested during rush hour?

- A. 46 B. 51 C. 63 D. 77**

5. What percentage of county residents feel that reducing traffic congestion is not very important to maintaining the region's quality of life?

- A. 25% B. 28% C. 31% D. 35%**

6. How many square miles of parking lots would we have to build for the 685,000 new cars anticipated on our roadways by 2020?

- A. 15 B. 26 C. 37 D. 44**

7. What percentage of county residents used transit last year? More than . . .

- A. 25% B. 50% C. 65% D. 80%**

8. How many cars would it take, on average, to transport as many people as a full standard bus?

- A. 44 B. 51 C. 58 D. 65**

9. In millions, how many trips did San Diego residents take on the MTS bus and trolley system last year?

- A. 45 B. 57 C. 68 D. 79**

10. What would it take for San Diego to have a more complete and convenient transit network that helps to preserve our regional quality of life?

- A. Expanded transit routes and vehicles.
B. New services like real-time schedule information.
C. Building new developments near transit corridors.
D. Giving transit the right-of-way in congested areas.**

Turn the flap to see how you did!



Answers to Quiz

- 1. B. 2.9 million.** Source: San Diego Association of Governments (SANDAG), 2020 Regionwide Forecast, 1998.
- 2. C. 1 million.** Source: SANDAG 2020 Regionwide Forecast, 1998.
- 3. D. 60%.** Source: SANDAG 2020 Regionwide Forecast, 1998. Only 40% of our population growth is expected to result from people moving here from outside the region.
- 4. D. 77 miles.** Source: SANDAG 2020 Regional Transportation Plan, 2000.
- 5. A. 25%.** Source: SANDAG 1998 Public Opinion and Outreach Study of San Diego Region Residents, conducted by CIC Research.
- 6. C. 37.** Source: The Mission Group, 1999. 685,000 cars would require nearly 3.5 million new parking spaces, an area roughly equal to all of San Diego Bay, Mission Bay, the City of La Mesa, and a two-story parking deck over Balboa Park.
- 7. B. 50%.** Source: SANDAG 1998 Public Opinion concerning Transit Services, conducted by Decision Research.
- 8. C. 58.** Source: MTDB, 2000.
- 9. D. 79 million.** Source: MTDB, 2000.
- 10. A, B, C and D.** Research shows that most county residents want clean air, more open space, and less traffic congestion. Most of them also say they will use transit if the system is comfortable and convenient. To keep San Diego moving, the region would need to commit a greater percentage of transportation funds to transit and adopt transit-friendly traffic controls and local land use policies.

The **TransitWorks** team welcomes your comments and participation. To receive project updates and notices of public meetings, visit our website at **www.sdcommute.com/sdmts**, e-mail us at transitworks@mtdb.sdmts.com, or call Dave Schumacher at (619) 231-1466.