

MEMORANDUM

To: Mrs. Beverly Neff, San Diego MTS
Mr. Marcial Gutierrez Jr., San Diego MTS

From: Edgar Torres, PE, Kimley-Horn and Associates Inc.
Naomi Willis, PE, Kimley-Horn and Associates Inc.

Date: Wednesday, November 27, 2019

Subject: South Bay Bus Feeder – Public Outreach Executive Summary

Introduction

This memo provides a status update on the outreach efforts conducted to-date for the South Bay Feeder Bus Study (Project). The initial public outreach process for the Project was designed to engage with a broad spectrum of community stakeholders in learning about and providing input on the Project. The public outreach to-date included an online survey (MetroQuest) and two in-person public meetings. The information gathered through this process will be used to develop a recommended route, travel priorities, and station amenities for the Project.

Public Outreach Approach

The public outreach process conducted to-date included a mix of online, print, and in-person tools to provide community members with a variety of opportunities to provide input. This allowed flexibility for community members to choose when and how they would like to participate in the Project. An online survey (MetroQuest) and two in-person public meetings were tools used for public outreach to develop the initial route alternatives and priorities.

The MetroQuest survey was launched in early-September and was available for public responses until October 31, 2019. The MetroQuest survey allowed for community members to provide their feedback on the following:

- **Travel Priorities** – What do community members want the service to achieve?
- **Key Destinations** – Where do community members go for work, home, play, shop, school, and healthcare?
- **Station Amenities** – What amenities do community members want to see at the station and stop locations?

Two-public meetings were held in September, with one in Imperial Beach and another in Otay-Mesa Nestor. The public meetings consisted of activities that were modeled after the MetroQuest survey to gather comparable feedback. In addition, the MetroQuest survey was available via iPad at the public meetings.

The public meetings and MetroQuest survey were advertised on MTS social media and signage placed at relevant transit stations.

The Project is currently planning for stakeholder meetings with Imperial Beach, San Diego, and Caltrans, as well as a second round of public meetings. These meetings will be an opportunity to further refine the routing alternatives, stop locations, and station concept. Additionally, the meetings will provide an opportunity to present what the Project team heard during the initial public outreach and how it has helped shape the Project. The public meetings are anticipated for the first week of December.

Initial Public Outreach Results

The following section is a summary of the initial public outreach results based on aggregation of both the MetroQuest survey and public meetings responses. The MetroQuest survey had 244 English participants and 19 Spanish participants. The public meetings had 18 in-person participants. Key takeaways have been identified and will be used to help select the recommended route alternatives, stop locations, and station amenities.

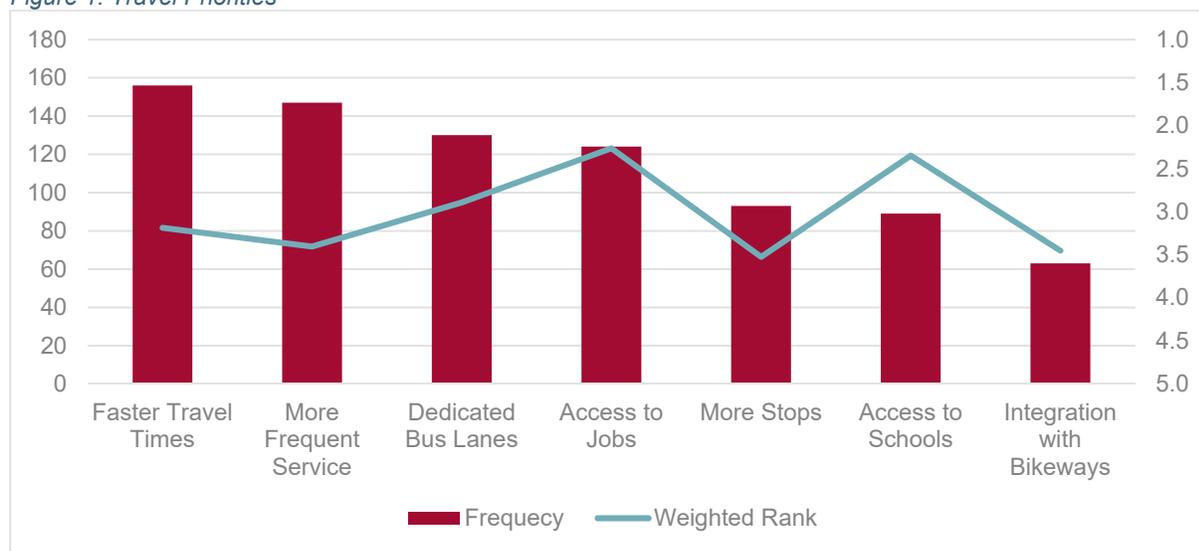
1. Travel Priorities

Community members were asked to rank the listed seven travel priorities from 1 to 5 where ranking a travel priority as “1” meant the travel priority is the most important among the options. **Figure 1** displays the weighted rank and frequency for each travel priority. From the results, community members placed the highest value on the following:

1. Faster Travel Times
2. More Frequent Service
3. Dedicated Bus Lanes

These travel priorities will be a resource for developing a successful, data-driven route concept. The Project will identify and recommend a route alignment that helps provide a more frequent service with faster travel times. Dedicated bus lanes will be one of the recommended transit priority measures to help ensure a reliable *Rapid* service with strong on-time performance.

Figure 1. Travel Priorities



Note: A ranking of “1” is the highest, meaning priorities are of highest importance to the community when ranked closest to “1”.

2. Mapping Your Destinations

In this section, users were asked to identify relevant destinations in their day-to-day lives such as places of home, work/school, recreation/play, shop/eat, and health. These concentrations of destinations will assist in the selection of the recommended route and stop locations. **Figure 2** shows the destinations within the communities of Imperial Beach and Otay Mesa. Based on the mapped destinations from the initial public outreach efforts, the following observations were made:

- ***Large Concentration of Activity along Palm Avenue, Seacoast Drive, and Imperial Beach Boulevard / Coronado Avenue:***

There is a high density of activity in the Imperial Beach community, especially focused at the following intersections:

- Palm Avenue and Seacoast Drive
- Palm Avenue and 9th Street
- Palm Avenue and Saturn Boulevard
- Coronado Avenue and Saturn Boulevard

Key destinations in this area include places of home, recreation, and shop/eat.

- ***Activity at the Border Crossings and Connection Points to the UC San Diego Blue Line:***

There are heavy concentrations of destinations at the border crossings and at connection points to the UC San Diego Blue Line.

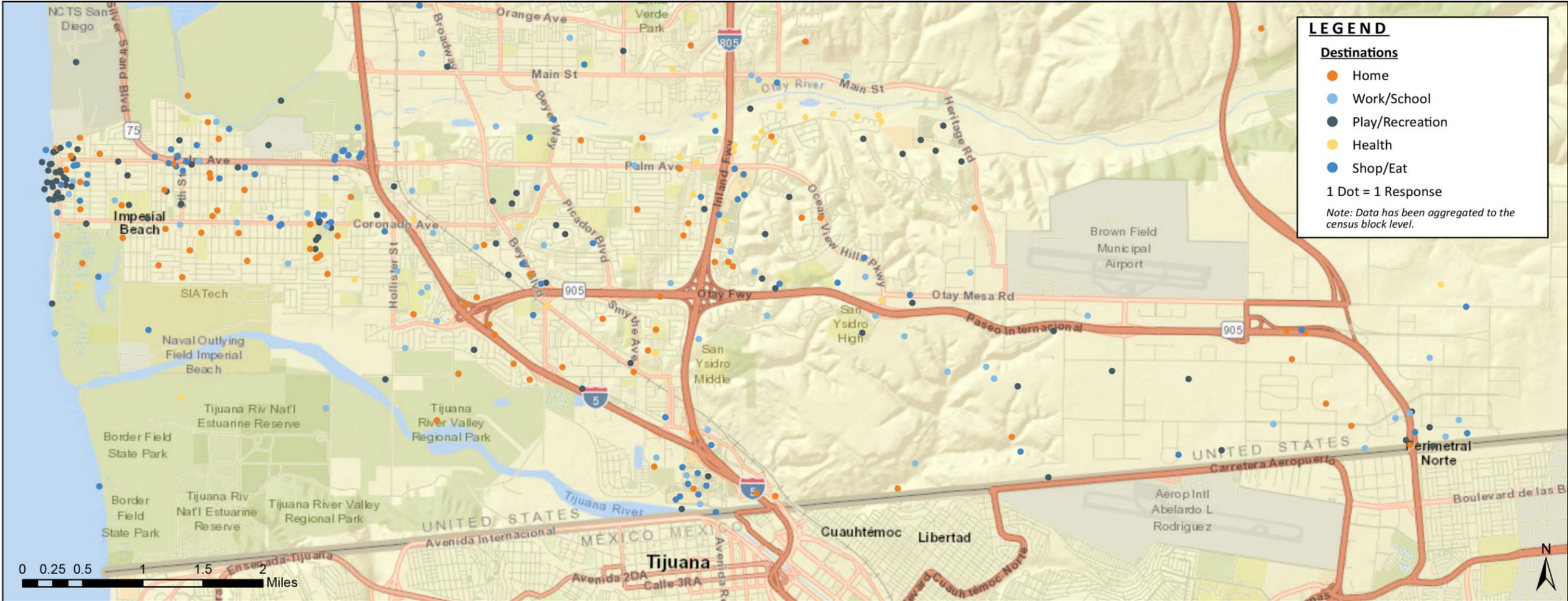
- ***Large Number of Housing Destinations Near the Freeways:***

There are high densities of housing near the State Route 905 (SR 905) interchanges with Interstate 5 (I-5) and Interstate 805 (I-805).

- ***Destinations Identified Outside of the communities of Imperial Beach and Otay Mesa***

Community members identified a large number of destinations outside the South Bay area, supporting the need for the Project to connect to the UC San Diego Blue Line where users can utilize the MTS regional network.

Figure 2: MetroQuest Mapping Destinations



Note: Community members identified several destinations outside the boundaries of this map.

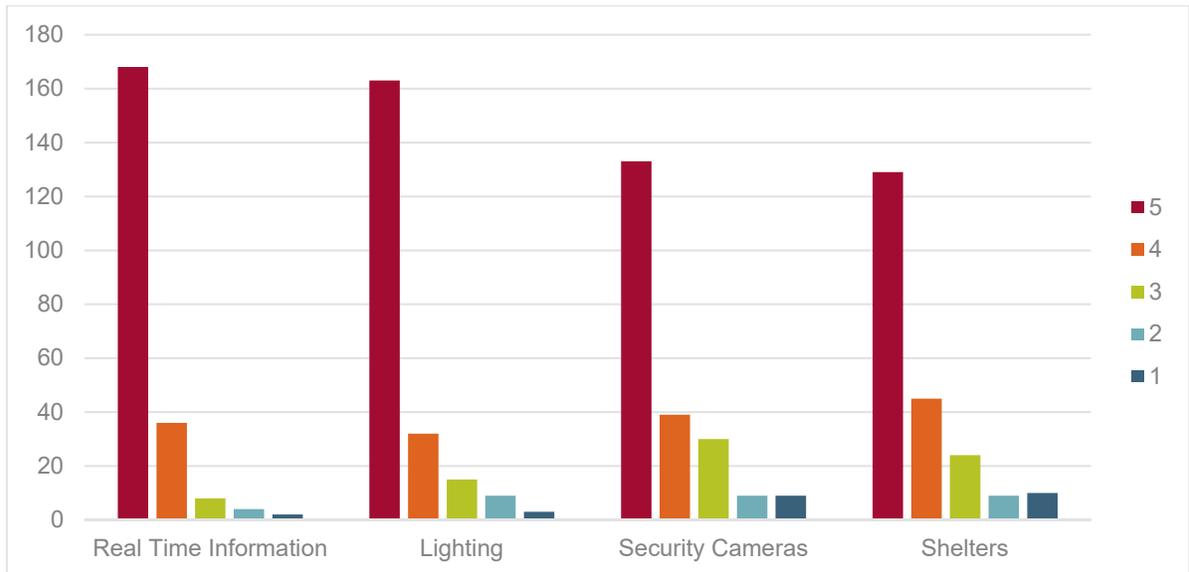
3. Station Priorities

Community members were provided the opportunity to provide their input on their preferred station priorities by giving a star rating to each proposed station priority. The highest rating for a station priority is five stars. **Figure 3** shows the results of their responses. The highest priorities, on average, for community members were the following:

- Lighting
- Real-Time Information

These results will assist in the development of recommended station amenities. From this, community members value safety and travel information at stations. These results will help to plan and design stations to meet the needs of potential customers.

Figure 3. Station Priorities



Note: A ranking of "5" is the highest, meaning priorities are highest when ranked closest to "5".

4. Demographics and General Comments

Community members were also able to provide their demographic information and any additional general comments. The demographic data collected information on a community member's transit usage, frequency of transit usage, and age. This data will assist in understanding the Project's potential user. The aggregated data is represented in **Figure 4**, **Figure 5**, and **Figure 6**.

A majority of community members who provided their input during the initial public outreach efforts are split between using the local bus and trolley services. Over 60 percent of respondents use transit quite often either 3-5 times a week or daily. A majority of respondents fall between the ages of 18-44.

Figure 4: Transit Usage

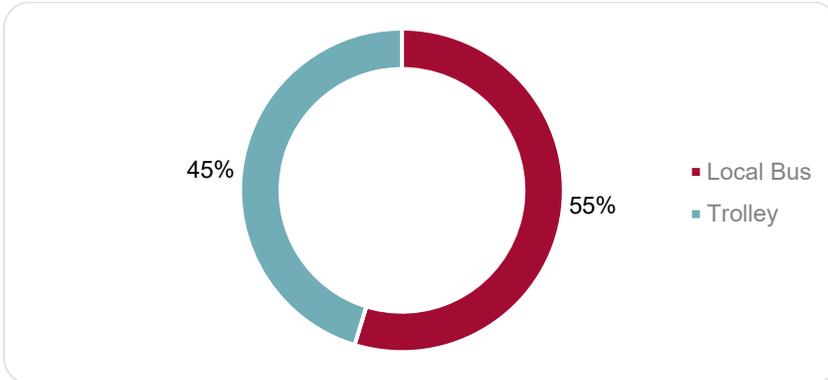


Figure 5: Frequency of Transit Usage

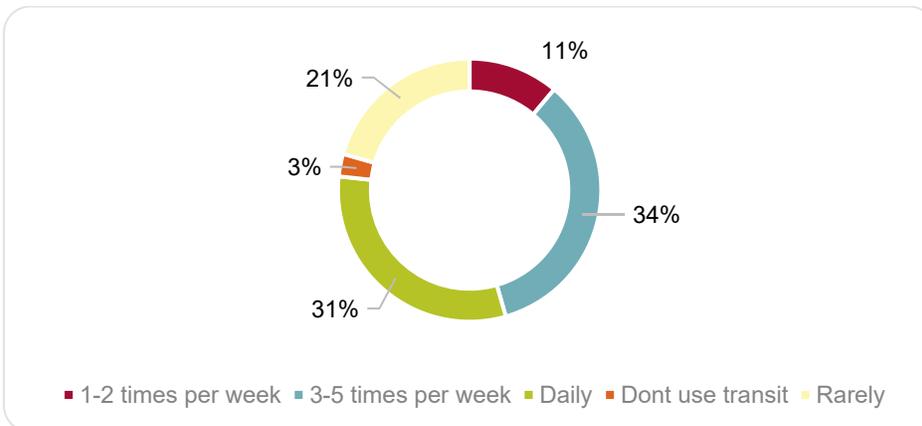


Figure 6: User Age

